









Digitized by the Internet Archive  
in 2014

<https://archive.org/details/shoeandleatherjour1913>







# THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH

## Some Pointers for the Retailer

Leather Again Likely to Advance—How  
Tanners View the Outlook for 1913

\* \* \*

How Much Stock Should You Carry to  
Do Moderate Turnover in Business?

\* \* \*

Why Not Give Your Clerks a Chance  
in Buying—Various Views Expressed

\* \* \*

Do You Know What It Costs You to  
Do Business or Are You Guessing?

\* \* \*

Human Nature in the Shoe Store—Some  
Racy Experiences with Customers

ACTON PUBLISHING CO. LIMITED  
TORONTO 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**





THE NEW HOME OF THE MONARCH, BRANDON AND DR. BRANDON SHOES.

# Watch Us!

Prosperity has increased our factory to its present size. Living up to our slogan, "Where quality counts we win," by keeping our goods up to standard, has forced us to enlarge our building. Our new plant will have a capacity of 1,000 pairs per day of men's fine Goodyear Welt Shoes.

Our new Fall line, which we will show you very early this year, contains the finest range of shoes that has been shown in Canada. Every shoe is a quality shoe, and the added profit you will obtain through handling our line will give you the same prosperity that we have had.

Buying direct from a maker who specializes makes it much easier to

size up, besides enabling your balance sheet to show a bigger gain on the right side by eliminating counter bargain sales, the weak spot in retailing.

We thank the retail salesmen for the energy displayed in showing and pushing our line, and trust that they will be right with us in trying to make 1913 the banner year for Monarch, Brandon and Dr. Brandon Cushion Shoes.

We wish you all a prosperous year.

Very truly,

**Brandon Shoe Co., Limited**  
**Brantford, Ont.**



THE OLD HOME OF THE MONARCH, BRANDON AND DR. BRANDON SHOES.



# Genuine Palmer Shoe Packs

We control the sale of the finest line of  
Shoe Packs in Canada.



Our travelers will cover every town in Canada immediately after January first with a complete range of Genuine Palmer Shoe Packs. Our prices are right, and you will save money by holding your order for Fall Delivery. :: ::

**Canadian Consolidated Rubber Co., Limited**

(Watch for our January issue of Foot-Prints. It will contain complete illustrated catalogue of this line.)

---

# Make it the "best-yet" year.

Mr. Manufacturer, you'll want to make your 1913 sales "the best yet."

And you'll want to make them "the best yet" in such a way that every succeeding year will be "the best yet." To do it you'll have to build on quality. Not ordinary good quality, but the quality that is unique, that is far and away above the next best.

When you talk of quality in shoes you get right down to leathers. And quality calf leather is the first essential to quality shoes.

A Russia Tan Calf, (and remember you're going to sell more tans than anything else this year) that you can depend upon—every skin

of which is absolutely even in color and texture—a tan that requires you to do no matching in your packing room—a tan that you can wash with soap and water—a tan that will not fade—this is a real quality calf.

Such a calf is "Bestyet."

It has all these good qualities—and more—for it has behind it Davis service which is always prompt and efficient.

We would like to help you have a better year, and we're going to be prepared to do it. This month we commence operations in our new addition which enables us to more than double our former capacity.

May we help you to a "Bestyet" year?

**DAVIS LEATHER CO., Limited**  
NEWMARKET, ONTARIO

---

Some Pointers on "Elmiras" and why you should sell "Elmiras" to your customers and why your customers will want them.



**T**HERE are many good reasons why the best retailers sell only "Elmira" Felt Shoes and Slippers. "Elmiras" have been the "Top Notch" in Felt Footwear for over 12 years. They have stood the test where others failed. The success of "Elmiras" was established by attention to details. Every piece of material, every seam in Elmira quality is made with an expert's knowledge of what is required in Good Felt Footwear, always the same, one price to everybody, and that price based on actual cost of good material and expert workmanship - - Not on a basis of a percentage less than some Leader, because "Elmiras" have always been the leaders to which competitors have looked for both standard of quality and price, usually coming out below in both.

In 1913 the Elmira line of Felt Shoes and Slippers will be the most complete ever shown. ¶ In quality the same as always. ¶ In range, larger and with many desirable new lines. ¶ Elmira 1913 illustrated catalogue is the handsomest and most complete ever issued and will be mailed on request to any dealer not having already received it. ¶ Elmira samples will be in the hands of 80% of the Canadian Shoe Jobbers early in January. ¶ When placing your felt order, ask to see the above Trade Mark on the samples and when receiving shipments look for it on cartons and shoes.

---



## MR. RETAILER:—

¶ There is nothing better than we offer you in the way of snappy, up-to-the-minute welts for men.

¶ We make them right, but should they go wrong we make them good.

¶ It is this policy that has won the patronage of thousands of your guild.

¶ Write, wire or phone us. Always at your service.

**The Cook-Fitzgerald Co., Limited**  
LONDON, ONTARIO

Price at retail \$4.50 to \$7, and higher

*Is it going  
to be a  
Happy  
New Year?*



In 1913  
page 25

*Robinson*

*182-186*

*45 Gill Street  
Montreal*

**L**ET'S see, I've been buying shoes, felts and rubbers for - - - well, it's so long I'm ashamed to tell you. I've seen firms grow, and firms go. I've seen new brands born and old ones die, I've seen changes innumerable in shoedom - - and I've been buying all the time.

I know where to buy now - - and when.

I wouldn't be up to much if I didn't, would I?

Well there you are! I'm offering you the use of my hard-earned experience to help you to the happiest year you ever knew, and the most profitable.

What do you say to linking up for 1913?



# Interesting Style with More Interesting Prices

When it's a woman's shoe you want with style, distinctiveness and wearability—a high class welt at a popular price—make sure of your own and your customer's satisfaction by specifying "The Perth."

"Perth" Shoes are made for women who can distinguish "class" from mediocrity, and style from freakishness.

You'll be placing the very best kind of insurance on your women's trade when you stock "Perth."

Do not the prices interest you?



No. 26—In Button and Laced; Bluchers and Bals.; high cuts; Oxfords and Pumps; Tan, Gun Metal, Velour, Patent. Per pair **\$2.65**

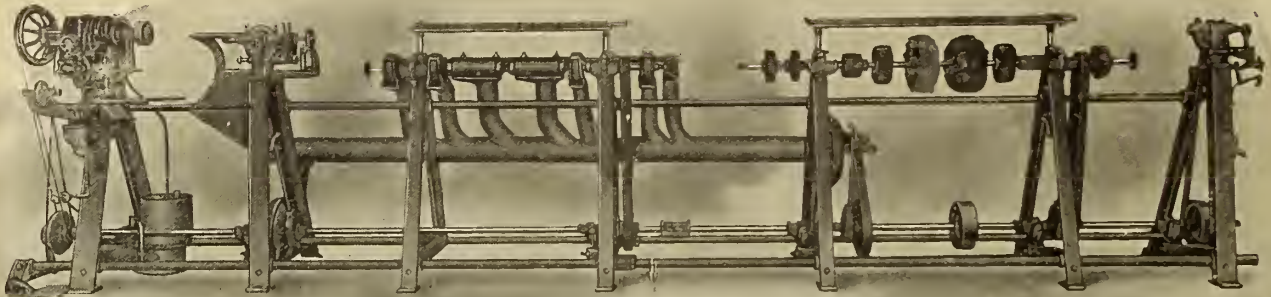


No. 32—In Button and Laced; Bluchers and Bals.; high cuts; Oxfords and Pumps; Tan, Gun Metal, Velour, Patent. Per pair **\$2.65**

ousie.

MPANY, LIMITED, PERTH ON

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

LABAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL

122 Adelaide Street West, TORONTO

492 St. Valier Str



# **“BERLIN”**

## **Warm Felt Footwear**

—The Finest Line  
—The Best Reputation

Many improvements have been made in our range of samples for season 1913.



We solicit your placing business for delivery in the Fall of 1913.

One of our salesmen will call on you in the near future and will show you the finest range of Felt Footwear ever produced. Wait for him.

### **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.





## Here's a Shoe That'll Sell Anywhere

The "Doctors" Cock o' the North Shoe is built for country roads as well as for city pavements. It's a shoe that will sell as well in the country as in the city, and mighty well in either place.

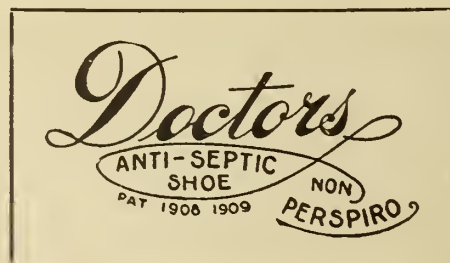
For the city man who does much walking, and wishes to do it comfortably, this is the ideal shoe. It is plain, yet dressy; strong, yet not heavy; comfortable, yet not clumsy.

In the country it will appeal as a serviceable, fine-looking, comfortable shoe.

So, whether your store is in the city, town, village or crossroads you'll be able to sell The "Doctors" Cock o' the North Shoe with profit to yourself and pleasure to your customer.

It's waterproof, it's perspiration-proof, it's germ-proof.

**THE TEBBUTT SHOE & LEATHER CO., Limited**  
**THREE RIVERS, QUEBEC**



**AMES HOLDEN**

# Get Off To a Good Start in 1913!

**McCREADY**

You can make 1913 a banner year by stocking AMES HOLDEN and McCREADY lines.

These shoes, no matter whether for fine wear or for heavy use, are of the finest quality and workmanship in their respective lines, because made in one of our three specialized factories by expert workmen.

Our interest in your welfare does not stop when we land your order. We are just as anxious to get shoes off your shelves as to put them there, and our dealers' helps enable you to do this.

We can sort quickly in all lines of fine footwear, felts, rubbers, oil tans, lumberman's wool and sheep-skin socks---at any of our branches.

Get in touch with

The Big **IN STOCK** Shoe House

---

---

**Ames-Holden-McCready, Limited**

Montreal - Toronto - Calgary - Vancouver  
St. John - Winnipeg - Edmonton



SALES 1908



SALES 1909



SALES 1910



SALES 1911



SALES 1912

# COMPARISONS

THAT TELL A

## WONDERFUL STORY

OF

## SUCCESS

¶ From the beginning the growth in the sale of "Nugget" Polishes has been steady and rapid.

¶ And with the beginning of Nineteen-Thirteen it is with a feeling of pride we publish these comparisons.

¶ Our success is mostly due to three things in particular:

Keeping everlastingly at it by Advertising.

Co-operating in every possible way with the Trade and

Producing goods that give the greatest satisfaction to the consumers and pay the retailer a handsome profit.

¶ For Nineteen-Thirteen we hope to show a much greater increase, but to do so we need your assistance.

¶ Are you with us?

THE  
**"NUGGET"**  
 POLISH COMPANY  
 LIMITED  
 9-13 DAVENPORT ROAD  
 TORONTO - - CANADA



THE  
NEW YEAR'S  
TIDINGS—

“*The Best Wright*  
SHOE”

Now Made in Canada

E. T. WRIGHT & CO., Inc.  
ROCKLAND, MASS. ST. THOMAS, ONT.



## There's as much service as there — is style —

If you've seen Linton samples we don't have to tell you of Linton styles. For whether you've handled them or not you must have been struck with the attractiveness of Lintons.

But, if you haven't handled them you can't know what it is to be absolutely satisfied with the shoes you get, how you get them and when you get them. You can't know that Linton

service means more than shipping service—that it starts away back when the hide comes into the factory and follows every operation and transaction until the shoe goes out of your store. Linton service is something with which it's profitable to be acquainted. It means more sales, and easier ones.

Are you acquainted with Linton service?

# JAS. LINTON & COMPANY

Head Office and Factory  
MONTREAL

Branch Office  
WINNIPEG

# INSEPARABLE !!

---

GENUINE  
DIAMOND  BRAND  
FAST COLOR EYELETS

AND THE

Trade



Mark

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

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

---

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

Office and Factory: Lagauchetiere and St. Monique Sts. - MONTREAL, QUE.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



# Put "P & V" Glove Leather into your Gloves and Mittens. It is "As Soft as a Piece of Cloth."

Put it into your gloves, with our free Certificate with each pair. This will give you not only the best leather made for heavy gloves and mittens, but also a more ready market. Retailers know "P & V" Leather, and when you use the genuine, you are helping your sales department. Write us for free sample cuttings.

**Pfister & Vogel Leather Co., Milwaukee, Wis.**

## You're as Honest as the Shoes You Sell

It does seem rather hard to saddle any merchant with the responsibility for the faults of some of the shoes being sold nowadays. But what can you do about it?

If you sell a pair of shoes for \$3.50 or \$4.00 and they're not worth \$3.00 to your customer, who gets the blame for it? Does the manufacturer? Not much!



You get it, and get it good. So, you see, it's up to you to be honest with yourself first. Stock honest shoes. "SURPASS" Shoes have been known as honest shoes for half a century or more. Wouldn't it be a good idea to protect yourself and your business by connecting up with this fifty years of honesty?

**LOUIS GAUTHIER CO., LIMITED**  
**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.

Made from the best quality Black and Grey Rubber, in up-to-date shapes, to fit the Cuban Heel now in vogue.



The Palatine Cuban Heel

A splendid line for the live Bootmaker

## THE PALATINE HEEL BRANCH

OF THE LEYLAND & BIRMINGHAM RUBBER CO. LIMITED, PRESTON AND LONDON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT

# The Better Kind of Boot Laces are most Profitable

THESE ARE ALRIGHT

TRY THEM THIS SEASON



### EMPIRE LACE

A good reliable low priced boot lace. In one gross fancy boxes, each pair banded, gent's size 36 in., ladies' size 45 in. Good tags, on to stay.



### WHITE HEATHER LACE

A ladies' flat boot lace 3/4 in. wide. Fits any style or size eyelet. Made of best silk finish yarn. Always looks well and gives splendid wear. Banded in pairs 45 in. and 54 in., a very profitable saleable line. The De Luxe Ladies' Lace.



### THE BANK LACE

A splendid quality of glacc cotton lace made of two-fold yarn. Strong and "SOUND AS THE BANK." Neat solid tags. Will wear well.

BRITISH MADE THROUGHOUT BY

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 - Telephone Main 7012, 7013  
20 Wellington Street West, TORONTO - Telephone Main 2994





LEATHER—  
EVERY  
BIT  
OF  
IT

If you wish to be fully satisfied with the staples you sell, see that this label is on each shoe.

**THE BEST**

*Everyday*

**SHOE**

Shoes with this mark are solid leather, strongly stitched, carefully made, profitably priced.

An especially strong line of prospector's shoes.

**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.

# 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

## 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

## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

Get quotations and samples.

**C. MOENCH SONS CO.**

117 Beach St., Boston

GOWANDA, N. Y.  
SALAMANCA, N. Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.



## HONEST!

Williams Shoes are made so strictly to Williams standards that honesty—genuine, value-giving honesty—sticks out all over them.

Honest?

Why, they're as honest as honest leather, honest shoe-making, honest selling can make them. And every shoe is that way. There are no "misfits" from the Williams factory.

**WILLIAMS  
SHOE CO.  
BRAMPTON, ONT.**





## Every Day of 1913

Not for a few days in the height of each season, but for all the days in all the seasons there is sale for "Yamaska Brand" staples.

And that's because "Yamaskas" suit nearly everybody for style, and service, and price.

So "Yamaskas" should be in your stock now because you'll want to make sales (and profitable ones) every day in 1913.

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

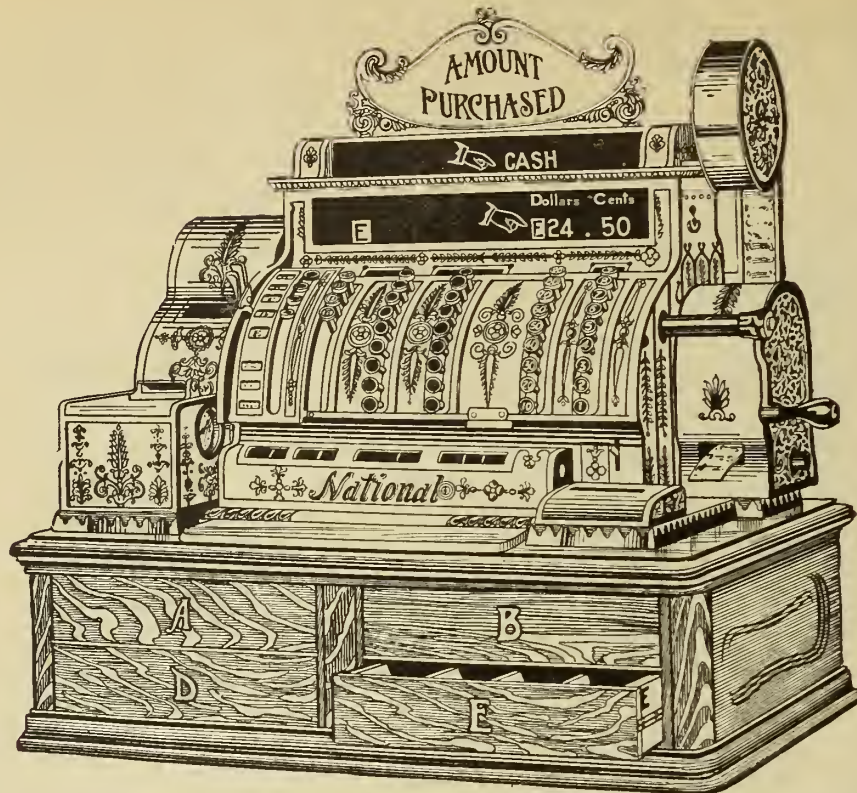
## Every Woman Wants Style



You know it is "looks" that sell nine out of every ten pair of women's shoes. Even the matter of fit is an almost secondary consideration. When the shoe has the required "snap" and appearance it is readily sold.

McDermott Shoes go strong on style for good sales reasons, and sales grow as a result. With "McDermott's" to show your best women customers, you are "well fixed" as far as women's trade is concerned.

**THE McDERMOTT  
SHOE COMPANY**  
Women's Shoe Specialists  
MONTREAL - QUE.



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

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

Here is a suggestion:

Take your watch and time individual transactions. Note how long it takes for a cash sale to be completed: how long for a charge sale to be completed.

Consider the time your customers waste while waiting for change to come, when anything but an up-to-date system is used.

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

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

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

### A National Cash Register tells you:

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

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

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

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

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

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

Write for this booklet NOW to

## THE NATIONAL CASH REGISTER COMPANY

285 Yonge Street, Toronto

Canadian Factory - Toronto



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London Eng. Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Vol. XXVII. No. 1

TORONTO, JANUARY 1st, 1913

\$1.00 per Year —In—  
Advance

## Is the Annual January Shoe Sale Necessary?

The Majority of Retailers Appear to Think That It Is—Getting Rid of Dead Stock is Principal Object—Make the Sale a Genuine Success if You Undertake it—Reduction on a Few Lines Adds no Glory to Retailer

*Do January sales pay? Some shoe retailers think they do while others say "no." Many hold a January sale just because it seems to be a generally observed custom, or procedure, and several defer it until February, as they are too busy taking an inventory of their stock right after the busy holiday season. There is one piece of advice that may be given, and that is, if you put on a reduction sale see that it is a genuine one, carry it out in good faith, and make it a hummer. A half-hearted, go-as-you-please, trust-to-take-in-the-public kind, is no credit to the retailer himself or his business, and often acts in the nature of a boomerang.*

"I have found that I get enough advertising from a January sale to warrant my holding one every year. For this reason alone I am in favor of them although I do not believe in different kinds of special sales held throughout the year by some dealers. I think they lend an air of 'cheapness' to a store and the public looks upon them as more suitable to an auction room than a shoe store," declared a Fredericton, N.B., retailer.

"Yes," writes a Halifax dealer, "I give a 20% discount on every shoe in my store during these sales. Some merchants think this is a mistake as they figure people will not touch old stock or slow lines if this is done, but will favor more popular goods. I have held sales in previous years giving a discount only on old stock, and did not attract half as many people into my store, they preferring to go to the shoe store up the street where they could get a 20% discount on any boot in stock. I therefore, lost a great deal of business in this way. Latterly, I have had a bargain table in the centre of store and have thus disposed of a large amount of old stock to people—steady customers very often—when they came to make one purchase only. What surprised me a lot was the number of better class patrons who took advantage of these sales. I have parties whom I never see during the year, who always turn up the first couple of weeks in January and take as many as six or eight pairs of shoes.

"I keep as little old stock as possible, and what is left over after a January sale, I dispose of as best I can, even if I have to sell it to an auctioneer, because it is getting less valuable all the time. I very often hate to do it, but find it pays in the end. I know several dealers who hold on to old stock, hating to let it go too cheaply, but they always

seem to get a smaller price than myself, simply because goods one season old are more easily disposed of than goods three seasons old. Moreover, I can be utilizing the money and space obtained by disposing of old stock right after a sale, to great advantage. I am very careful in buying and am not troubled to any great extent with old stock, and am generally able to get rid of most of it in January."

### A Necessary Procedure

Being approached on the subject as to whether January sales paid, a St. Catherine Street retailer in Montreal said, a lot depended on the class of trade to which a store catered. "I have tried them, but found they did not pay, at least, not in my present stand. I go in for a high class trade, having my steady customers. I had practically nothing in the way of leftovers last year, due a lot, I suppose, to the fact that my business increased 40% over the previous year. I don't think any merchant who uses good judgment should have much in the way of old stock, and, although I do not believe in special sales, I think the January sale is necessary for the average shoeman to dispose of stickers, shelf warmers, and leftovers. I keep a very close eye on all lines, and when I see that any particular one is going rather slow, I push it hard and also give the clerks instructions to push it. Another thing that has helped me keep my leftovers down, is the great attention I pay to my windows, and nothing helps on a slow line as much as giving it a prominent place in a well dressed window."

### Pays if it is Run Right

A Winnipeg firm writes: "Certainly, we think a January sale, like anything else, pays if it is run right. We hold one every year, and although we can't say it pays, it enables us to clean out all our old stock. We find the best plan is to give a 20% discount on all lines in stock and we always start off old lines this way and give still better discounts if we see they are not going very strong. We figure that getting rid of old stock during one of these sales at anything up to 50%, we are not losing, as we might as well give a customer 40% or 50% off, rather than job it later at a discount of 70%. If a man feels he is getting a real bargain, he is sure to come back again, even if not till another sale. We think it is a good plan to give the discount on all lines as it draws customers into a store, and in walking around, they will very often see something they have been after in the way of footwear on the bargain table, and will make two or three purchases. A good bargain window is necessary to make a January sale a success, as anybody can have a bargain sale,

and the buyer will pick out the store that looks best to him. By the time we are through with one of these sales, we have pretty well disposed of old stock. We keep it down as much as possible by sorting sensibly as often as we can and not in too large quantities. It is very hard, however, as in-stock houses are very scarce in Canada, and it is impossible to get anything in less than six weeks or two months often, where three weeks sufficed some years ago when manufacturers were not so busy. A good canvas sign to put over the front of the store, and posters help a great deal."

#### Means a Lot in Ready Money

"I think January sales are worth while," observes a London dealer of many years experience, "as they help to clear out old stock and make room for the next season's styles. A shoe man can always use ready money, and a sale is necessary to keep up the average for January. Another reason I hold a sale during this month is on account of the keen competition. Practically eighty per cent. or more of the shoe retailers hold a January sale, and I feel that I am forced to hold one myself. Nine persons out of ten will buy at a place where they find it possible to secure a discount such as is given during January sales. A shoeman, no matter how careful he is, cannot be expected to gauge right down to the pair how many shoes he is going to sell in a coming season. There seems to be a certain class of man who can guess right down to within a few pairs of what sales are going to be, but the average shoe dealer has more or less trouble. There are certain styles for which there seems to be a big demand, and one has to use pretty good judgment

to stock just enough, as buying too little is as much a losing game as over-buying. I generally come out pretty good in this way, as I buy moderately to start off and increase my order to the manufacturer when I see there is going to be a demand for any special kind of a boot. We never have any trouble with our rubber department, as we are able to sort all the time."

#### Not Catering to Bargain Hunters

"No sir, no special sales for me," is what a Calgary man declares is his view. "I would not hold one under any conditions. I have a certain high class trade, regular paying customers. I think it would prove a drawback to the prestige and excellent reputation of my store. If I have too many stickers I ship them off to an auction room as I am not desirous of converting good well-to-do patrons into bargain hunters. No sir, it does not matter what other dealers do, I am not a copyist, a follower, or a mere imitator, no special January reduction sales for me—or any other month for that matter—and I guess I clean up as much net cash at the end of the season as any of my competitors who shout and proclaim 'sale,' 'bargain,' 'special reductions,' and all that sort of thing. The class of trade that is always looking for 'bargains,' 'sacrifices,' 'clearances,' etc., I do not want. They are here to-day, there to-morrow, and some place else the next day, you are never sure of them. I want and have a trade and connection that I can count on—one that will pay a fair price for a good article. They consider quality and style first and price afterwards."



Here is what the proprietor of the Alberta Hotel, Edmonton, describes as a "classy group" of shoe travelers, and adds that they would add "tone and distinction" to the guest list of any house. The men were on their spring trip and all look pleased as the result of heavy order sheets. From left to right are:—W. G. Damer (F. J. Weston & Sons, Toronto); John A. Smith (D. D. Hawthorne & Co., Toronto); F. M. Downs (A. P. Cimon Shoe Mfg. Co., Montreal); G. J. Scott (A. P. Cimon Shoe Mfg. Co., Montreal); W. G. Hardie (Sterling Bros. Limited, London); W. J. Robinson (W. A. Marsh Co. Western Limited, Winnipeg) standing in front of Mr. Hardie; J. C. Morrow (London Shoe Co., London); T. Rookes (proprietor of Alberta Hotel); A. C. Paddock (Amherst Boot & Shoe Co., Amherst, N.S.)



# Do You Know What It Costs You to Do Business?

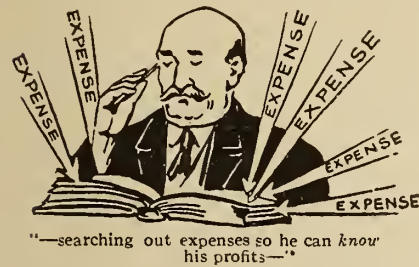
Many Shoe Retailers Do Not Figure the Interest On Their Investments and Overlook Several Important Items That Should Be Included in Expenses—Don't Hold a Sack at End of the Year With Nothing in It

By A. M. BURROUGHS

A retailer may fool himself by failing to charge all of his expenses into his cost of doing business, but his expenses will come out of his gross profits just the same.

Until recently retail grocers in a certain Western city were paying \$1.40 for a 50-pound sack of flour, which they were selling for \$1.55. This allowed them a gross profit of only fifteen cents per sack.

The Retail Grocers' Association in this Western city took up this problem in a special convention. Most of the grocers agreed that this fifteen cents did not allow a profit, though a few were of the opinion that they were making a little on it.



"—searching out expenses so he can know his profits—"

The result of the discussion was an investigation into the cost of doing business in that city. When the different grocers began producing their books

to show their expenses, a very wide range of costs was shown.

Some of them had cost systems and declared it cost them 22% to 25% to do business. A few, while admitting that their systems were not very complete, estimated their costs at 10% to 12%.

The final result of the investigation was an agreement (those who knew didn't "agree") upon the average of 15% as the proper and correct cost of doing business.

## The Average Is Incorrect

But this average was plainly incorrect because the low figures ranging around eleven and twelve and thirteen per cent. were from the stores of grocers who did not figure to make anything over a reasonable salary for themselves; who did not figure to make anything on the investment in the store buildings they happened to own; who did not figure for interest on their investments, and who overlooked a score or more important items that should be included in the expenses.

The high percentages, ranging around twenty to twenty-five per cent., were from the stores of retailers who had applied a searching cost system to their business. These merchants were charging up to their business every item that could be considered as expense and it made their expenses seem high.

The investigators took these high percentages, which were about correct, and the low percentages, which were eight or ten to fifteen per cent too low, and combined the whole list to arrive at the average of fifteen per cent. Now a good many retailers who think they are fixing prices right, are puzzling over their failure to find the profit they expected last year.

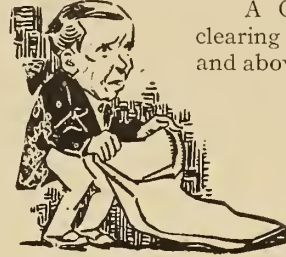
## It Amounts To Just the Same

The cost of doing business is, of course, just the same whether a merchant includes all of the items or only a few of them in his expense account.

The only difference is that he deludes himself into thinking that the cost of doing business is only 15% when in reality it probably is 20% to 25%.

If he fools himself in this way, and figures for a 10%

profit, the chances are that the expenses and the extra cost of doing business, which he hasn't figured into his percentages, will eat up that profit, and leave him holding the sack at the end of the year.



A Cleveland shoeman thought he was clearing \$100 a month, \$1,200 a year, over and above his expenses.

But the \$100 a month included his own salary, the interest on his investment, the salary of his wife who spent most of her time in the store, and a number of other items.

If the retailer had allowed himself interest on his investment, that alone would have produced \$50 a month without risk or worry.

Another \$25 a month of his "profits" rightly came out as expenses incurred in running the store. He had charged several expense items as "investment."

Instead of making \$100 a month clear, he was not only failing to make anything, but he and his wife were both working for almost nothing.

If they had both worked in some other store they might have earned \$100; so instead of making \$100 they were losing \$100 a month.

## Unprofitable Business Is Unsalable

Another shoe dealer in Pittsburg was interested in politics. Last year he succeeded in landing a city job, paying him \$2,500 a year.

When he got this job he decided to sell his store. He placed the store in the hands of a broker, and had an accountant go over the books



"—the family helps—for nothing—"

to place a value on the stock and to see what the business was worth.

The accountant's report showed that no charge had been made for salaries.

The footwear merchant, his wife, and two sons ran the store. When proper

allowance was made for salaries, the store was found to be paying a fraction over one-half of one per cent a year on the investment.

Instead of a fairly profitable business, one salable at a premium for good will, it was found to be a business so nearly unprofitable as to be unsalable.

Fixtures and stock were finally sold at a loss. Nothing was received for good will, because there was no good will—only a chance to work for nothing and take the ordinary business risks besides.

## Some Averages in Salaries, etc.

In scientifically managed stores it has been found that the salaries of the clerks average around nine per cent. of the gross sales by those clerks.

The salaries of managers, bookkeepers and other employees, who do not sell, run the average cost for salaries up to about thirteen to thirteen and a half per cent of the gross sales.

Rent is likely to average around four per cent., delivery



around one and a half to two per cent., light and heat from one to two per cent., and so on down the list of expenses.

No merchant, as he so frequently does, should assume these percentages to be his costs. He should get his own costs from his business, considering these percentages only as standards by which to judge whether he is higher or lower than the average.

The merchant who would know his cost of doing business

should classify his expenses into such accounts as will give him the information he needs.

He should install a cost system that will search out all of the expenses and enable him to know, not merely a few of the things which he pays for, but all of the things which enter into his cost of doing business.

#### A List of Various Expenses

Here is a list of the expenses used by one wide-awake merchant:

*Rent*—if the building is leased; depreciation or upkeep if it is owned.

*Salary*—of all employees, and the manager.

*Delivery Expense*—including repairs to wagons, harness, shoeing of horses, grease, feed, barn, rent, etc.

*Light*—including light in barns, etc.

*Heat*—including coal, fireman, etc.  
*Ice*—for drinking fountains, refrigerators, soda fountains, etc.

*Advertising*—in newspapers, circulars, etc.

*Printing*—stationery, blank books, bill heads, etc.

*Gifts*—presents, donations, etc.

*Telephone* and telegraph tolls.

*Insurance*—stock, fixture, burglar, etc.

*Taxes*—on fixtures, stock, etc.

*Interest*—paid out.

*Paper Bags*—wrapping paper, twine, etc.

*Breakage* and spoilage of goods.

*Repairs*—on fixtures, etc.

*Depreciation* on merchandise.

*Shrinkage* of merchandise.

*Depreciation* on fixtures, furniture, etc.

*Bad Accounts.*

*Goods stolen from stock.*

*Depreciation* from cost price by change of style and by the purchase of unsalable stock which makes it necessary to reduce prices.

Some merchants add freight and cartage to this list but it should not be charged as an expense. It is a part of the original cost of the goods and should be charged to goods and not to expense.

A chapter from "A Better Day's Profits" copyrighted by the Burroughs Adding Machine Co.

## How You Can Get the Trade You Want Most

Some Pertinent Pointers Which the Shoe Retailer Should Conjure Over—Success Depends on What People Think of You and Your Business Methods—What Kind of Service Do You Furnish?

The way you run your shoe business is your best or your worst advertisement. If you are not getting as many customers as you should get, then you are not doing the proper things to attract trade.

A business properly run advertises itself and attracts trade. If careless methods are used you cannot expect the best results. To run your business properly does not require expert advice, but thought and attention.

Your success depends on what other people think of you and your business methods. In figuring out how you can attract more trade, put your self in the position of the public and look at yourself and your business as they look at you.

A clean sidewalk, especially on stormy days is sure to attract the attention of the passer-by, which will naturally draw his attention to the windows.

Always make it a point to keep your sidewalk clean.

#### Lights

Keep your store well lighted inside as well as out. A well lighted store is always attractive to people passing. When your customers come into your establishment they appreciate your showing your shoes to advantage.

Remember that unusual things attract trade and advertise your business. You must not be absurd, but you can do unusual things without doing ridiculous things.

People like to see employees with clean collars and like to see goods handled by clean hands. Have plenty of soap and water always on hand so that your employees can have facilities for keeping clean.

#### Your Windows

Keep your windows clean inside and out. Change your displays often. Many times customers coming into

your store to buy some particular shoe will have their attention called to some other shoe in your window, and buy a pair more than they originally intended to purchase. Use neat, attractive signs in your windows, calling attention to prices and particular bargains or specialties in footwear.

#### Cleanliness

Clean floors and show cases attract trade. The surest way to promote cleanliness is to have good light. Light and dirt do not go together. The cheapest things in this world are light, air and water. Very few people appreciate their importance.

Proper ventilation is very important. People are often unconscious of good ventilation, but bad ventilation is undesirable and very unhealthy.

#### The Best Advertising

The best advertising in the world is "mouth to mouth" advertising. Treat your customers so well that they will tell their friends about you and your business and advise them to deal with you. This is the cheapest and best advertising in the world.

You have often heard it said, "A satisfied customer is the best advertisement." This is absolutely true. You know that satisfied patrons talk favorably about your business and dissatisfied customers either do not talk at all or talk unfavorably.

If your business is so situated or so large that you should do newspaper, billboard, street car or window advertising, you will find that neat, clean looking printed matter is the best investment. Remember that your competitor can buy the same space in the same newspaper that you can. Whether your advertisement will be more attractive and bring you more business than his, depends entirely on what you say in the space you buy and how you say it.



# Making a Big Success of Ladies' Shoe Department

The Inviting Fixtures and Pleasing Displays of Bright Ottawa Store—Featuring Special Lines—How Window Trims Should Strengthen Newspaper Advertising—Capable Help Pays

The ladies' shoe department in the A. E. Rea & Co. departmental store, Ottawa, Ont., is an attractive one. It is most beautifully situated on the third floor, which is carpeted throughout and given up entirely to ladies' wear, viz. shoes, millinery, mantles, costumes, furs, corsets and white-wear.

The shoe shelving is of mahogany and also fixtures, which are seen in the foreground. These fixtures are most useful and great savers of floor space. They hold 140 pairs of shoes each, and the tops make ideal department display. Shoes are kept in linen covered stock cartons, colored to match the fixtures. Each carton is fitted with brass ticket holder and handle. Shelving and fixtures are made to carry only one row of cartons. J. K. Rose has been buying for and managing this department for three years and has had good success with honest, Canadian made shoes at \$3.50 and \$4.00, which the firm feature strongly under their own name (Aerea Quality), and with some well known American lines at \$5.00, \$6.00 and \$7.00. The firm are at present showing an exclusive line of New York evening slippers from \$4.00 to \$9.00, including some very pretty styles in rhinestone trimmed and in gold and silver cloth.

## Only Experienced Help Employed

Mr. Rose is ably assisted in this department by M. R. Shore, an Ottawa boy who knows shoes and understands fitting them, as well as handling his help. Messrs. Rose and Shore have a staff, thoroughly experienced, consisting of five ladies and a stock man. All have had several years' insight.

"We do not believe in inexperienced help. We pay good salaries, are pleasant and firm but not cross with our staff and find very little trouble in keeping capable help around."

remarked the manager, who is an enthusiast in the matter of correct fitting and foot comfort.

The A. T. Rea & Co. shoe windows are dressed by a man from the men's footwear department in the basement, which is also under Mr. Rose's charge, and he finds this man's window trimming is much more effective than when done by the store window trimmers.

## Qualifications of Window Trimmers

Mr. Rose contends that it takes a man who understands shoes to trim a shoe window. He is a firm believer in newspaper advertising and the shoe department is never left out of the company's ad. for want of matter. The manager is very particular to have his ads. up in lots of time. They are generally in unless some other departments are doing some special advertising and there is not room for all of the sections.

"We find that advertising lines in conjunction with window trims is undoubtedly the best publicity for our department. People apparently like to see the goods advertised from the outside before coming in. We think this backs up the idea that a person likes to stand before a shoe window, study the different styles and practically decide on what he or she wants before entering. Several find it very bewildering to come into a shoe department and have the many questions asked regarding style, leather wanted and so many shoes shown them before seeing the kind they desire. We take great care in the dressing of our show windows to see that they are not too crowded and that each shoe stands out prominently and distinctly, unless it is a cheap sale window, when we crowd the window full," concluded Mr. Rose, who believes in clearing out very promptly all lines that are inclined to stick, or move slowly.



THE LADIES' SHOE DEPARTMENT OF AN OTTAWA STORE.



# Doing \$12,000 Business a Year in the Shoe Line

How Large a Stock Should One Carry—Much Depends Upon the Locality, Class of Trade, Convenience to Wholesalers, etc.—Competition Arouses Much Interest Among Readers

## THE AWARDS MADE

First Prize - W. J. S. Leblanc, Quebec, P.Q.  
 Second Prize - G. A. Fraser, Edmonton, Alta.  
 Third Prize - F. A. Robinson, Saskatoon, Sask.

## DO NOT CARRY TOO VARIED A LINE

By W. S. Leblanc, Quebec

How large a shoe stock should you carry to do a \$12,000 business a year? While the writer will attempt to answer this question, he recognizes the difficulty in making his reply general enough to cover even a majority of cases. Here are some of the circumstances that govern turnover:

### 1. Distance from or nearness to the base of supplies.

A merchant in a small town or village near enough to any of the jobbing centres, such as Toronto, London, Hamilton, Winnipeg, Montreal, Quebec, etc., can do as much business on half of the stock as the merchant who is distant from these centres and must calculate every want weeks, if not months, ahead.

### 2. Class of competition.

By class of competition we mean this. Some localities have more shoe stores than should be there, or, in other words, the shoe business is "overdone." It will be necessary for the shoe merchant who finds himself under these circumstances to carry a much larger stock to do the same amount of business as his fellow merchant in a town or village where he has practically no opposition whatever.

### 3. Class of goods carried.

If a merchant tries to do trade along a very high class line and can only do \$12,000 annual business he is working along wrong lines, yet in some small shoe stores there will be found a full range of shoes from \$6.00 down to the coarsest plow boot. There is usually a larger stock and very often, more often than not, the stock is double the size it should be. But the worst feature of the stock is that while there is variety there is very often no consecutive run of sizes and consequently with a large stock to draw from it is hard to fit and suit a customer.

A store doing but \$12,000 business should not try to carry too varied a line. It is far better to stick very closely to certain lines. As an instance let us take men's fine shoes. If a five dollar shoe is the highest grade carried, there should be stocked only one make in this grade. There should be but one or two toes represented, except of course when style changes are taking place. There should be enough sizes to cover a large range of fittings. These shoes should be purchased from a manufacturer or wholesaler who can supply sizes upon short notice.

Some manufacturers can turn out sizes in three or four weeks, some do not seem able to do so in months. The small dealer has no business to have business relations with a manufacturer who cannot take care of his business. A merchant doing a small turn-over depends largely upon prompt shipments. He must do some sizing, and he wants his sizes at the very time he asks for them, not two or three months afterwards. A very close watch must be kept on sizes. In fact it will pay the merchant to keep an accurate account of the number of pairs sold each season, the sizes sold, etc. From such reports he is able to gauge his purchases more accurately.

When buying his stock he should have a chart of the sizes in stock. If he finds he has surpluses in any sizes he

must not buy those sizes under any circumstances. "But," some shoe merchant will say, "if we do not buy all sizes of a new line, the line is broken when it comes in the store." It is granted. So is the line broken as soon as any size is sold out after it arrives. Do we do anything desperate when that event takes place? Do we put the line aside as of less value then? We do not consider it of one cent less value; we take it as a matter of course. So don't be misled either by yourself or others by the "broken lines" bugaboo. The last pair of a line on the shelves is as good as the first pair was—if you can sell it at the same price. If you put a pair of fresher shoes in front of them you will sell from the front row. Keep the stocks down by selling out clean. Half the reductions made on shoes by the average shoe dealer is pure cowardice. He should learn how to sell goods and he would not have so many broken lines.

As before stated the merchant should know how many pairs of this grade of shoes he is likely to sell during a season. But he should not sit right down and order them all at once unless he needs them all at once. If he divides up his orders, having a quantity for delivery on different dates, he is able to finance his business better, to take more discounts.

The next few words are important. If the merchant carries a \$5.00 shoe he does not need to carry a line to sell at \$4.50. That price and grade should be cut out and the next price should be \$4.00. This price may prove a more popular one than the \$5.00 grade. It usually does, yet half the dealers will order equal quantities, order them regularly, and order the intermediate grade to sell at \$4.50 also. Such merchants generally carry from seven to ten thousand dollars worth of shoes on their shelves to sell \$12,000 worth a year.

Each grade of shoes should be taken up separately and its merits and sales considered separately. When the merchant begins to keep his records so that he can tell which grade he sells best and what size he sells most of, and lots of other little things like that, he will be getting down to business and he will be able to make money—because the oftener a stock can be turned the more profit can be made. All large departmental stores figure their net profits practically come from their discounts. The oftener a stock is turned the oftener the amount of discount adds to profit.

4. A stock may be turned over more frequently if constantly watched. In almost every shoe store there will be found numbers of duplicate lines. They are purchased from different houses, but are practically alike. One line properly sized is of far more value than two that are short of some sizes; so that these duplicating lines should be weeded out. Some of them may have been carried for years. That does not matter. Cut out the line you think you can spare the easiest. Keep the line that is easiest to get and discard the other.

Careless and quick buying will never produce an increased turnover. Don't try to be an off-hand buyer, a "good" buyer, as the traveling salesman will term you. You are not in business to have traveling salesmen going about the country telling how you are such a good buyer, you bought so many of such a line in so many minutes, etc. The traveler who does not know enough to allow the merchant to use his own judgment in buying needs a gentle reminder to keep in his own place. A dealer should never allow himself to be driven, coaxed or in any way influenced by the traveler, or allow his friendly feelings towards a house to sway his judgment when the samples are before him. Buy the lines required and in just the quantities required. If it is only one pair or one dozen, buy no more. This is one of the strongest points that I would urge upon the small retailer. He should never try to plunge or stake all on chance, or mere conjecture regarding the future.

The writer has examined the records of a number of establishments in his day and he has laid out the following



table showing how a merchant can turn over his stock twice on a \$12,000 business.

Month	Sales Selling Price	Sales Cost Price	Purchases	Stock on 1st of month
January	\$ 800	\$ 560	\$ 400	\$4,000
February	700	490	300	3,840
March	900	630	1,200	3,650
April	1,000	700	1,200	4,220
May	1,000	700	500	4,720
June	1,200	840	400	4,520
July	900	630	400	4,080
August	800	560	1,000	3,850
September	1,000	700	1,000	4,290
October	1,000	700	1,000	4,590
November	1,200	840	500	4,890
December	1,500	1,050	500	4,550
January	.....	.....	.....	4,000
	\$12,000	\$8,400	\$8,400	

At first sight this table may seem a little arbitrary. It is made to conform strictly to the proposition: Given a stock of \$4,000 how would the business be divided by months to produce \$12,000 annual business? In some localities the sales might be in different proportions—never would they be an even \$1,000 per month. February, the shortest month of the year in a normal business, in a normal season, would naturally produce smaller sales than any other month. It is so recorded. December is naturally the heaviest business month, it is so shown.

We have assumed that the average gross profit would be thirty per cent. in figuring out the cost price of our goods.

In the column "purchases" are intended to represent goods received during those months, some of which might have been purchased four months before. According to our table the bulk of the goods bought on placing orders are received in March and April for spring and in August, September and October for fall and winter lines. The receipts in the other months are to be considered as practically all sorting sizes to fill in broken lines made during the previous month's sales.

In the column showing stock on hand on the first day of the month it will be noticed that in practically every month the amount of stock on hand corresponds with the amount of business done during that month, the stock being heaviest during big business months.

### STOCK METHODS FOR SMALL TOWN

By G. A. Fraser, Edmonton, Alta.

"Give the public a better service and the public will make a beaten path to your door." It matters little who made this statement first, the point worthy of consideration here is that the principle of service underlies success in every field of endeavor. Business is now a recognized science, worthy of the highest intelligence and governed by laws of success and laws of failure that work out as unerringly as the laws of nature. The problem therefore resolves itself into this, "What is the smallest amount of stock upon which a service can be given that will bring the annual sales up to \$12,000?"

Before proceeding to figures let us note that in a store of this size, the proprietor should, with the assistance of a youth upon whom only a very small percentage of the selling need devolve, serve the customers himself, which is a salient point in favor of good service and intelligent handling of stock. On the other hand the smallness of the business in question necessarily prevents a high degree of service as the family shoe store must carry many lines and its power to serve depends to some extent upon the variety shown in each.

Assuming that our town has a daily train service and that staples for sorting can usually be procured by freight within ten days from the mailing of the order I should consider an average of \$1,000 a month quite possible from a stock of \$6,000 in April or September, when all placing orders were in, and scaling down to \$4,500 at January inventory, the latter figure to be reached without resorting to

a discount sale. Experience has shown that small town sales have long since lost their pulling power, besides in the shoe business, where mail order competition is not very keenly felt, they are unnecessary. Odd sizes and slow moving lines can always be sold at a profit if they receive the proper attention.

An intelligent division of this stock cannot be arrived at without considering the occupations of the people to be supplied. For instance, staples required for farming trade vary greatly with the seasons, while the needs of miners and other industrial workers can be supplied throughout the year from practically the same stock. Again, a \$4 pair of fine shoes will last a farmer a year, while it is characteristic of miners to pay the highest prices for freak styles, and this extravagance is not confined to the head of the household.

In a farming town I have handled heavy staples on a cash basis at a profit of from 20 to 25 per cent. and made the line the most profitable feature of the business, frequent sorting enabling me to keep the department complete without carrying a large stock; in fact it seldom represented an investment at all, as the stock on the shelves would rarely exceed the amount of undue bills. Where depreciation must be charged against stock such as women's slippers, extreme styles and holiday novelty goods, I should consider an advance of 50 to 60 per cent. necessary—on the whole an average of 33 1-3 on invoice exclusive of cash discounts. On this basis \$1,000 a month sales should pay a fair dividend on the capital necessary to finance the stock as estimated above.

The most satisfactory method I know of keeping records of stock is to size all lines every month or oftener, each manufacturer's goods to be on separate sheets, which are dated and filed for reference. I have also got excellent results from a system of identifying stock by marking all cartons twice a year, using the eraser end of a lead pencil and an ink pad of a different color at each marking. In this way old stock stands out more prominently and the effort to sell it should be measured by the number of marks.

In a small town family shoe store I do not consider it practicable to confine buying to either manufacturers or jobbers as the variety of goods required is too great. Welts, the better grade of McKays, standard screw and pegged, should be bought direct from manufacturers while the lower grades of leather goods—which it is better to avoid as much as possible—can be procured in small quantities from jobbers only.

The writer of this, although living now in the West, has under consideration an Eastern town where conditions are normal and trade steady. In the West business is too speculative to figure on anything with any degree of certainty as so much depends upon the crops, a projected railroad or the magnetic power of the real estate boosters.

### AVERAGING UP THE STOCKS CARRIED

By F. A. Robinson, Saskatoon, Sask.

How large a stock should a shoeman carry in order to do \$12,000 business a year?

While not thinking of this subject exactly, nor yet of any definite amount, I have been looking here and there and comparing stocks with turnovers for some years back. I found some people fairly well pleased with themselves who were carrying far too much stock. No. 1 had a stock of a little over \$10,000 and was doing \$22,000 turn over. This man was within easy trading distance of Toronto or Montreal and when questioned admitted the stock was too large. I asked why he did not sort by express. He said express came too high, and when I asked the rate he did not know. I found out afterward the express rate was less than freight and cases to that point. I believe this man could cut his stock down to \$5,000 and not have his business suffer any.

No. 2 had a stock of \$30,000 to \$35,000 and was doing less than \$55,000 business, as I learned on good authority, and from the business that seemed to be doing any time I was in I would say less than \$55,000. This man had less excuse than No. 1, for he is in one of our large cities and can have good shoes delivered every day free. Allowing this

(Continued on page 34)



# Do You Give Your Clerks a Chance in Buying Shoes?

They Are the Ones Who Have to Sell the Goods but Too Frequently Never Have a Voice in Their Selection—What Constitutes Good Buying—Three Distinct Viewpoints on the Subject

"I cannot make an engagement with you this afternoon to look at your samples but I can come to-morrow morning at ten o'clock. I always like to have two or three of my clerks go with me to help in making the selections but the boys are busy to-day unpacking and marking up some goods which have just arrived," declared a Charlottetown retailer to a traveler for a Montreal shoe firm the other day.

"I'll wait for you and to-morrow at ten o'clock will suit me fine if that time is convenient to you," added the salesman. "I always like clerks to look over my line. They are the ones who have to make the sales and I think they should have a reasonable voice and say in the purchasing."

## Chief Factor is Right Buying

In the success of any shoe business one of the chief factors is right buying—knowing what to buy, in what quantities, sizes and widths, when to buy and understanding the needs of your trade. The judgment of no one man is perfect or infallible and the fellow who knows it all cannot

learn or be told anything—well, he is no longer fit for any earthly sphere. How many merchants selling footwear to-day give their clerks an opportunity to make selections and tender advice in the buying problem? Ask any traveler, who has been on the road for years, and he will tell you comparatively few, but the number is growing, especially among the most progressive shoeists.

In the larger stores the clerks are the ones who have to fit the patrons and make the sales. It is not the usual custom for the proprietor or the buyer to devote a great deal of time to this work. His duties are generally of a more executive and supervisory character.

Getting down to the serious business of buying there are probably not three men who will agree in all details regarding how it should be done. Each fellow has his own method and ideas. Some have too much confidence in their own judgment and experience, some are finical and critical, and others are dictatorial and dogmatic. In the purchasing end diversities of character are shown.

Here are three distinct views which the SHOE AND

## A FELT BOOT FACTORY TEAM THAT CAN PLAY BALL



The boys of the Great West Felt Co., of Elmira, Ont., are great exponents of baseball and in the factory league during the past season they succeeded in carrying off the championship honors. There were four teams in the struggle and the result was in doubt until the final game. The pitcher for the Great West nine in that memorable battle had no less than sixteen strike-outs to his credit.

O. H. Vogt is the president and T. F. Shirley is secretary.

The boys in the picture are: Top row—F. Linder; E. Otto, 3rd base; E. Thompson, 2nd base; E. Ruchty, 1st base (manager); A. Morris, H. Stroh, right field; H. Mogk, short-stop; P. Heidrich. Second row—O. Weichel, pitcher; C. Mogk, mascot; L. Ruppel, catcher (captain). Bottom row—N. Ruppel, left field; O. Mattusch, centre field.



LEATHER JOURNAL has obtained from representative retailers.

One St. John man, when asked his opinion on the subject of what constituted successful buying, remarked, "No, I do not allow a clerk or head of a department to do the buying and I will tell you why. The majority of young men would overstock and that is a thing that has to be rigidly guarded against. It has caused more losses and created more business shipwrecks than one can number. A man who does not do the financing of a business or has not a pay roll, rent, fuel, taxes, drafts and other levies to meet, knows absolutely nothing about the exigencies and struggle of business to-day. He is inclined to think that the boss is making all kinds of money and that dollars are grown on trees or picked up on the street. The fellow, who has to do the financing is the one who should do the buying. Make the man who orders the goods responsible for meeting the bills when they mature and he is not apt to be carried away by sentiment, whims, over-confidence or desire to be a dickens of a big fellow in the eye of the traveler, many of whom will naturally urge upon him the advisability of plunging heavily in such and such a thing; that tan buttons or patent oxfords or suede pumps are going to be big sellers and are quite the rage.

### Buy What Suits Your Trade

"Now what will suit one man's trade will not meet the requirements of another fellow. Local conditions and environment largely determine the kind of footwear that a shoeman can sell. He must understand these and no better qualified person can be found than the boss. I am that chap and have the burden of having to pay for all the shoes that come into this store. I know that when I give an order I will sooner or later have to settle the account with the manufacturer. I want nothing that will not turn over quickly. Dead stock means a moribund business. A traveler who will not enthuse over his samples and push his sales to the limit is a rather poor proposition for his house, but the retailer should not be carried away by illusive stories and romantic pictures.

"It is all right to be firm friends with the travelers, but some of my men on the floor here would buy goods from every genial, good-natured fellow that drops in. I have between thirty and forty travelers calling on me every spring and fall season, but I do not buy from more than eight or ten firms, although I look at the samples of nearly every representative that comes around, because I believe in making friends with the men on the road. I can often secure good pointers from them even if I do not become a customer. The average clerk, if he did the buying in this fast moving age, would carry too much sail and not enough ballast. The man who possesses these qualities in just the right proportions is the one who makes the greatest headway in business to-day."

### It Pays to Know Details

Here are the views of a Regina shoe dealer: "Buying—yes, I do it all. I take some advice, however, from the heads of departments. I make close study of all branches of my trade—men, women's, youths, misses and children. Of course, all merchants have not the same facilities for obtaining exact data that I have. I have a cashier in the store who takes in all sales slips, the money and does the parcelling. I use the basket carrier system and thereby my clerks lose no time in wrapping goods or making change. When we are busy, they are ready for the next customer just as soon as a transaction is completed and thereby valuable time is saved. You know that time means money in the matter of clerk hire, especially when there is a rush. This whole thing might be summed up in the one word, efficiency, or service.

"Well, on each sales slip, one of which we retain, the other going out with the goods of the customer, there is the kind of shoe, leather, price, size, etc., mentioned. The cashier has several wire files in front of her on which she sticks all these slips. There is a file for men's tan bluchers, men's dongola bals., gun metal oxfords, etc. Every night these slips are removed from the hooks and the cashier then, or the next morning, enters up in a book kept specially for

the purpose and properly subdivided, the number of three, four, five or six dollar shoes disposed of, tabulating the price, style and the various kinds of leather. Each week or month this is totalled up by the young lady and I transfer the figures to a vest pocket note-book. When I go to a sample room to buy for the coming season, I have there before me the exact number of pairs that my trade has bought in say, women's patent pumps at \$3, \$4 and \$5, the number of gun metal button, the number of tan bluchers, the number of dongola bals, the number of kid slippers, the number of cushion soles, flexible welts, glazed kid, box calf, etc., and the prices at which they went. I know whether the four, five or six dollar boots in such and such a line were the best sellers with my patrons. I do not care about what the other fellow buys. If a traveler tells me that men's tan button oxfords are going to be the big thing during the coming season, I look at my handy reference book and say, "Well! they may be, but last season we disposed of only thirty-five pairs and had difficult work to do that. No! I think that I will stick to the blucher oxfords in gunmetal or velours calf. I know that they will meet the wants of my customers better. I do not speculate too much on the future. I prefer to judge it by the past. Know your trade, its needs and what your big profit lines are. While it may take some time, effort and money to ascertain all this data, it eliminates all speculation and guess work. It is the greatest help I have yet discovered in right buying and as a preventative of over-stocking or loading up with stuff that you cannot turn over quickly."

### How He Developed His Clerks

Another retailer, a Brantford man, pins faith in an entirely different system. Said he: "I am never afraid to try out a few new lines, shapes and even novelties, but you bet I get a much higher profit on these than I do on the bread and butter range. I let at least two of my clerks do the buying along with me. They are the ones who have to sell the shoes. The first time that I took the boys down to a sample room they wanted this, that and the other thing. We did not agree, but I compromised after some discussion, and each season they have grown more experienced in the game. I now entrust purchases solely to their judgment. I have allowed them reasonable latitude and I will tell you why. If they take to a certain model they will have conviction and enthusiasm behind it and are going to push that particular shoe. They become imbued with the spirit that this is what should sell. When a young man or young woman comes in and asks their advice as to what is new or is the very latest in seasonable footwear, they will show what they have banked on and will talk it up for all they are worth. You know the older that I grow the more I become a student of the psychology of salesmanship. Conviction and zeal carry the day and the clerks who have bought that particular line know that if it becomes a sticker, they are responsible for it and they will therefore push it. All I do now is to keep a fatherly eye over the stock. I consider my boys are now better buyers than I am myself, although I have been in the shoe business for many years and they have been with me only eight and nine years respectively. I have given them a chance and they have made good.

### Where Responsibility Gravitates

"If a salesman is not prepared to accept certain responsibilities and come to a definite decision on questions of policy and procedure, he is not worth his salt. A clear, cool head and calm, even judgment, never making the same mistake twice, go a long way toward carrying a youth on the highroad to success in the shoe or any other trade.

"The fellow who, in my mind, is the poorest buyer is the one who wants the most changes made. He would like different kinds of foxing on a certain shoe, a tip with larger perforations, a heel two-eighths of an inch lower, a different combination of leathers, a little higher cut leg, and so on. He would have a traveler's samples altered in every way, shape and manner. This I call crazy patchwork buying. I think the man who gets out the samples at the factory, the powers that prevail and who are

(Continued on page 42)



# A Few Sidelights on Matter of Overdue Accounts

Which Go to Show that the Manufacturer Is Not Always at Fault When Goods Arrive Behind Time—Present Transportation Facilities Rival Those of the Stone Age—Other Troubles That Crop Up

While discussing this subject let it be said right here that the retailer who has sent in a "blanket" order is not considered in this discussion one way or another. By "blanket" order is meant any order in which the sizes are not sent in with the rest of the information attached to the order. In such cases the intention is to send these in a little later on when definitely decided upon. The way it usually works out is that they are sent in at the last moment, sometimes after the manufacturer has telegraphed for them. There may be cases when this is necessary, but they are so few that they may almost be considered a negligible quantity. Therefore we say at the start that the "blanket" order man is eliminated from this discussion, as he brings most of his troubles regarding late delivery on himself.

But what about the retailer who gets his order in at the first of the buying season and stipulates that he is to get his shoes at the beginning of the retail selling season? Certainly he has some right to "howl" when a month has gone by and no sign of his shipment is to hand. What more natural than to sit down and write the manufacturer in question a hot letter, threatening cancellation and relieving his mind.

However, whatever the cause of the delay in the goods leaving the factory, the retailer can hardly blame the manufacturer when the cases leave the factory on time, and then are "hung up" at some indefinite point between the sending and receiving points. Instances of such happenings are as common as blackberries in August. Recently it took a car of rubbers three weeks to come from Granby to Montreal, a distance of 57 miles. A carload of leather shipped from an Ontario point to Montreal was still on the road somewhere a month after, lost as completely as if the earth had swallowed it up, judging by the information that could be secured from the railway in question.

And where the railways are not to blame, their cartage connections at terminal or junction points are. In Toronto a shipment of felts lay at the warehouse for a whole month before being delivered. The cartage people were appealed to in vain to get the stuff up to the firm needing it so badly.

The latter would willingly have gone to the expense of having it specially hauled by outside parties if they had only known where to look for the shipment. But one might as well look for a needle in a haystack as to search for individual shipments among such a heterogeneous mass of merchandise as is always to be found at such points. The policy of the railway companies seems to be to send out such stuff in the order in which it is dug up, not the order in which it came in. Sometimes the manufacturer will notify the cartage people to come for a shipment of shoes, and the latter will take two weeks to get the shipment away.

Now there are two ways to overcome this shipping difficulty; one is for the railway and cartage companies to "wake up" and get their terminal handling facilities up to date. This is essential, because no matter how small a town the retailer may live in, and no matter how easy it may be for him to get shipments away from his station, nearly every shoe manufacturer or jobber is situated in a large terminal centre where the congestion is acute, and if he is not, goods must pass through such a centre to get to the retailer. Therefore the problem concerns the latter as intimately, or even more so, as if it were right at his door. But the railways are not beginning to catch up with the problem, even though they may be trying hard to do so, which puts the problem of getting shipments to the consignee on time squarely up to

There are signs that the latter realizes his responsibility in an ever increasing way. At this date (December 10th) several manufacturers that the writer has recently asked about this shipment question have stated that they will be ready to ship some lines of goods that were ordered early within the next few days. One man stated that he now had two or three shipments of spring goods ready to ship and that more would follow in a few days. Another has already

despatched a shipment of spring goods to the far West, and still more are in his shipping room waiting for the dilatory cartage companies to get them away to the stations.

As far as possible shipments intended for points the farthest away from the manufacturer are being rushed through so as to allow plenty of time for them to reach the distant retailer. Many manufacturers in their datings allow at least a month for the shipment to reach the distant retailer. Thus if goods are shipped January 1st the invoice sent will be dated February 1st, and the usual terms and discounts allowed dating from that time. Some allow even more time than this.

But it must be remembered that with the phenomenal growth of the shoe trade in Canada, there will be many complaints of slow delivery, no matter how much care is exercised by all parties concerned. It will be better in case of any delay for the retailer to write the manufacturer and ascertain whether he or the railway is at fault in the case of overdue shipments, and he will then give every attention possible to tracing such shipments for the retailer. If the manufacturer is at fault then he can be "got after."

## Doing \$12,000 Business a Year in the Shoe Line

(Continued from page 31)

man to be doing high class trade, I think his stock could be cut down to \$15,000 and his sales not suffer.

No. 3 (and don't be weary, for this is the last one I shall quote) has a \$22,000 stock and a turnover of less than \$40,000. There is more excuse in this case, for he is far from any large trading centre and express rates are high, but even on such stock as can be sorted up daily I find him loaded and groaning under it. He is trying to offset this evil by getting some long prices where relative value is not given. Of course he is watching the rat at the wrong hole. I feel certain that this man can cut his stock down to \$10,000 and his turn over will not suffer.

Men who have made a science of business systems tell us that 95 per cent. of the trade carry too much stock. At first sight I thought they had overstepped the mark, but may be not, for in so far as I have looked at the subject 100 per cent. are overstocked.

Now to get at what stock should be carried. I am trying to arrive at a conclusion from the three cases cited. I have many others, but these are representative in that No. 1 is quite a distance from a large trading centre, No. 2 right in a large trading centre, and No. 3 a long distance from a large trading centre.

	Stock	Turnover	Stock should be
No. 1 .....	\$10,000	\$ 22,000	\$ 5,000
No. 2 .....	35,000	55,000	15,000
No. 3 .....	22,000	40,000	10,000
	<u>\$67,000</u>	<u>\$117,000</u>	<u>\$30,000</u>

A turnover of \$12,000 should be made by carrying a stock of \$3,076.92, but let me not be too radical in my changes and allow the stock to be \$3,500. Also let us notice in the figures shown above that as matters stood the three stocks aggregated \$67,000 while the sales, \$117,000, is less than two turn overs. This is not as it should be. Notice in the column marked "Stock should be," these stocks are cut down to \$30,000, which allows almost four turnovers. This is not enough but should be easily within reach. The sooner the shoe trade as a whole deals with this question of overstocking the sooner will one of the worst drains on the retailers' profits be stopped.

The foregoing is useful only in so far as my observations have been correct, but of one thing I am sure, I am not so far under the mark as a hundred per cent. of the trade are over the mark.



# Various Schemes to Get New Shoes from Dealers

Retailer for Policy's Sake Often Yields when He Should Be Firm—How One Factory Lost a Good Account—Some Ruses that are Resorted to by Thoughtless or Stubborn Purchasers—Faults on All Sides

The question of returned shoes is a bugbear. Like bad pay customers the "returns" are ever present, giving retailer, wholesaler and manufacturer endless trouble and causing misunderstandings galore.

No one branch of the trade can throw a stone at the other, for they all live in glass houses. The only reasonable adjustment is more co-operation and conciliation all around. The retailer is afraid, in many instances, to take a bold stand when he knows that he is being imposed on because the party bringing the shoes back has an uncle, a sister or grandfather who is a good customer of the house and has been for many years. He does not want to offend the kicker and turn him or her into a knocker, and, in many instances, for policy's sake, will pocket the loss and allow the complainant, whether the complaint is a just one or not, a liberal rebate or replace the shoes with a new pair.

But right here is where the rub comes in. The retailer is not willing to bear that loss alone. He will try to get it out of the manufacturer: he will pass it along. He is ready to be generous before he is just, at the expense of the producer; that is if the producer will stand for that sort of thing.

## A Squabble Over Sixty-five Cents

The shortcomings are not all found at the door of the wearer or the retailer. Some manufacturers are too shortsighted and pernickety. Not long ago a Sherbrooke retailer sold a woman a pair of child's branded turn shoes, which cost sixty-five cents—factory price. The woman, who bought them for her little girl, came in a few days later and showed the shoe to the dealer. The round impression made by the heated die or stamp on the thin soles had fallen out. When the shoes were branded the die had been too hot and the leather scorched. There was the circular hole the exact size of the stamp. Of course, the retailer gave the woman a new pair. He sent the shoes back to the factory to be given another pair or else have a credit check sent him. The manufacturer wrote a two-page letter in reply, claiming the defect was not theirs and all that sort of thing, and positively declining to make good the loss. The retailer at once cancelled his account.

Speaking of the incident he said: "If that is the attitude of this firm well and good. I am glad to learn it. I want nothing more to do with such a narrow-minded, cross-grained concern. It is not for the sixty-five cents that I care so much, but it is the mean, close principle of the thing." The account of this man, which amounted to about five thousand dollars annually with the company, was lost, when there was no need for it.

## The Gall of Some People

A fellow walked into a shoe store in Chatham, N.B., not long ago with a pair of shoepacks which were too small. He had bought size seven whereas he should have got eight or nine. He had worn the larrigans two or three days and they were soiled considerably. He told the proprietor that they did not fit him properly. Now, this man was a good customer and the proprietor was willing to make a change and let it go at that.

"No," remarked the youth, "I will not take another pair of anything that you have in the store. I want my money back."

"Well, I have gone as far as I can with you in all reason," declared the retailer, "but I am not such an easy mark as you apparently take me to be. I cannot sell these shoepacks again at anything like full value and you would not buy a soiled pair yourself at full value, yet you want me to stand the entire loss. I am not so green as all that.

I have offered you an exchange in goods, which is really more than I should do."

"Money back or nothing," retorted the young fellow stubbornly.

"Well, you can take the larrigans with you," was the decisive reply of the dealer. "I am willing to stand the loss of my profit on the pair but not for the loss of the

## Should Have Repairs Done Outside



"In 1884 I started to work for the T. Eaton Co., of Toronto, as a boy. There were three of us and we did up the parcels for the whole store. Quite a change from what that great departmental establishment is to-day." The speaker, one of the many Ontario men who have gone West and is meeting with success in the shoe business, was M. H. Clapp. Two years ago he left for Vancouver and a few months later opened a store at 564 Broadway west, in the Pacific Coast city. His motto is, "Shoes for the whole family." He reports that he is doing well and making far more money than he ever did in the East. His career has been a rather interesting one. Mr. Clapp spent five years in the wholesale establishment of Greene, McLaren and Co. (which was composed of R. H. Greene, now sales manager of the Gutta Percha and Rubber Manufacturing Co., and J. A. McLaren). After leaving the jobbing house, Mr. Clapp went into business for himself in Toronto. About fifteen years ago he started the stand at 977 Bloor street west and sold it out six years ago. He was one of the first members of the Shoe Retailers' Association in Toronto and says that it was a live organization and accomplished a great deal of



good. The trade was able to come to an understanding in reference to many abuses that existed. He hopes that some day the shoemen of Vancouver may form a similar organization, for it is badly needed. Mr. Clapp's store, which is situated in a progressive district, is 40 feet deep and 21 feet wide. He says that Vancouver is a good shoe city and that they are getting lots of wet weather, which will last until the end of February but it creates lively business. Mr. Clapp was born in Belleville, Ontario, where he spent his early days.

Speaking of the question of repairs he said that he had never had a repair man in connection with any of his stores; he always sent jobs out and did not encourage customers to leave repairs, but instead tried to have them take their work direct to the shoemaker. "I think the ordinary retailer has enough troubles of his own without doing repairs," he concluded.



whole thing. If I give you another pair I will get a profit on that pair and the return will have to go at cost or less—maybe not at all. That will make only one profit on two pairs; but if I gave you your money back I would be out everything and have no profit at all. Surely the matter is clear to you now. I am taking big chances with any second-hand pair." But the obdurate customer could not see it that way.

Here was a case in which the proprietor went farther than most retailers would. He had resolution and firmness and took the proper stand.

#### A Rival Dealer's Revengeful Spirit

A woman entered the store of a Montreal dealer doing business on Notre Dame Street and, calling a clerk, showed him a pair of dongola button shoes, which she had bought a few days before for five dollars. She said: "I want you to take a look at these shoes. They are split." One of them was torn on the vamp and the other had broken out at the back.

"What have you been doing to these shoes?" inquired the clerk.

"Wearing them, of course," rejoined the woman rather impudently. "What else do you suppose I would be doing with them? I want a new pair."

"Oh, no," replied the salesman, who understood his business, "you have bought too narrow a width and have had these boots stretched by some outsider."

"I do not own a stretcher," she declared vehemently.

"Well, I don't suppose that you do. They are owned only by shoe dealers and repair men as a general thing."

"Well, I have never had them stretched, and I want a new pair," persisted the caller.

"Oh, you cannot fool me" observed the clerk. "I know that these shoes have been stretched unmercifully. They would not give out in that fashion if they had not been. There is nothing doing here in the way of an exchange, I may tell you."

"All right then," responded the fair one, and her tongue fairly snapped, "it is the last time that I will ever darken your door again. I will get my shoes at M—'s after this. He always stretches them and does not charge me a cent for it either."

She had blurted out the truth, for the salesman knew that she had gone to another shoe house to have the stretchers put in. Evidently seeing that she had bought elsewhere—for this woman had been a good customer until recently—they had, with malice aforethought and a vengeful spirit, evidently burst one boot at the forepart, for it does not require a great deal of pressure on a light button shoe to split the vamp where the button fly ends. Then they had told her that the shoeman where she got this particular pair should hand her out a new one. The game did not work, however.

#### A GOOD MOTTO for 1913

*I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after: that one deed done to-day is worth two deeds to-morrow; and that no man is down and out until he has lost faith in himself. I believe in to-day and the work I am doing; in to-morrow and the work I hope to do; and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, and in honest competition. I believe there is something doing, somewhere, for every man ready to do it. I am ready Right Now.*

## Career of an Ambitious Shoeman

A. P. Cimon, who is president of the Shoe Manufacturing Co. in Montreal, bearing his name, is an example of how a young man fired with a purpose and animated by zeal can accomplish pretty nearly anything that he sets out to do. Mr. Cimon was a country boy, born in Charlevoix county, Quebec. He followed the cultivator and the plow for a number of years and then made up his mind he would learn a trade. He decided that shoemaking was a good, useful occupation, and going to the New England States, he gained a thorough knowledge of the different processes in the leading shoe centres. Returning to Canada, he took a good position with a factory in Quebec. After a number of years, he made up his mind to enter business in his own behalf, and



commenced in the Ancient Capital to make hand turned and hand welted shoes. Later he went to Montreal and, after filling a number of responsible posts, entered into partnership with two others, forming the Eagle Shoe Co. It was about four years ago, he organized the A. P. Cimon Shoe Manufacturing Co., and is president and general manager. Mr. Cimon, who is in his fifty-third year, is progressive and thorough in all his methods, an indefatigable worker and a man whose work and worth are appreciated not only by his associates, but by all who have the pleasure of doing business with his company.

The new factory of the Cimon Co., at the corner of DeNormandville and De Fleurimont streets, Montreal, is 135 feet long and 45 wide and consists of three storeys and a basement. The structure, which is of brick and concrete, is entirely fireproof and everything is arranged with a view to economy of time and space and continuity of operation. The ventilation and lighting facilities are excellent.



# When the Boss Acted as a Shoe Messenger Boy

John Vaughan, of St. John, N.B., Chats on Old Associations and Customs—Has Been 51 Years in Retail Footwear Business—Sixty Styles Were Sufficient Then—Ten Times as Many Required To-day

After having been in business for fifty-one years, a dealer can look back upon the past and see many changes in contrast to the present way of doing business, and if he is as pleasant and jovial a conversationalist as John Vaughan, proprietor of the well known shoe house of Francis & Vaughan, King street, St. John, N.B., it is both interesting and educative to listen to him tell of olden times when he first started in the trade.

Mr. Vaughan is possessed of a fine memory, has a pleasing personality, and his obliging disposition in explaining matters so that they will be entirely lucid to his listener, is not soon forgotten. These are all factors which have won him success in his long career in the shoe business in St. John, and they are regarded as potent characteristics when it comes to dealing with a critical public. He is still in the best of health and it is the earnest hope of a large circle of friends that he will live to enjoy many more years of successful business life.

## A Name That Means Something

The name of Vaughan has been connected for nearly a century with the shoe trade in St. John. Long before the days when present dealers in the front ranks of the city's merchants were learning the business, the name of Vaughan was foremost in the list in boot and shoe circles. Mr. Vaughan's father was engaged in the shoe trade and his early days were spent in part in his father's store, for even while he was at school he was interested in the business. It seemed as though he really inherited the knowledge of the shoe trade which he readily grasped, for his first days in a shoe store date back to the time when lads wore kilts.

His first position—if such it really could be called, for "job" would probably be the more appropriate term—was as boy with the late M. Francis, a dealer who for years conducted a successful footwear business and who was respected in the trade and by the public in general. From him Mr. Vaughan received his early, practical training which stood him in good stead in later life. Although it was as a boy he was engaged young Vaughan's duties were not much like those of the lad engaged about a shoe store at the present day. He was not kept busy answering telephone calls or running with parcels to this or that end of the city. Such a thing as delivering a pair of shoes was unheard of in those days. The idea was preposterous! And it was not for some years later that the delivering of parcels came more into vogue.

"Even at that," said Mr. Vaughan the other day in a mood of reminiscence, "there were no delivery teams, and if a parcel had to be taken, we would generally see that it went at the dinner or supper hour. Mr. Francis was not above taking it, let me tell you, even though he was the proprietor of the store. We generally worked the delivery scheme so that if the parcel to be taken had to go in my direction, I took it, and if the purchaser resided in his neighborhood Mr. Francis undertook the delivery himself."

## Customers Had to Return Goods

Those were the days when no cartons graced the shelves of the shoe man. All goods were sold in bulk. The finer qualities of boots were kept in drawers, while others were exhibited more freely. When a buyer entered the store he or she was shown the various lines, as now, and the powers of persuasion were as essential to the clerk as they are at the present day. But if the customer took a couple or three pairs home to decide as to which he or she would keep, it was up to the buyer to return what were not kept, for the practice of sending after a parcel taken on approbation was an unheard of proceeding, and only those well known enjoyed the privilege of approval.

"We probably carried about fifty or at the most sixty different lines in those days, whereas now there are between 500 and 600 different varieties on our shelves," added

Mr. Vaughan, "so that the matter of making a selection was not such an arduous task as it seems to be to the buyers of the present age, who are apparently more particular than they then were, or else they take longer to decide on what they want.

"There were about seven stores in St. John in those days—now there are easily fifty shops wherein boots and shoes are sold. Competition was not nearly so keen, as is only natural, and it seems surprising that so many shoe stores can keep doing a fairly satisfactory business when it is considered that the increase in population has not been nearly so remarkable as has been the increase in the number of business houses. The smaller shoe stores, many of them



INTERIOR OF THE FRANCIS & VAUGHAN STORE, ST. JOHN, N.B.

kept by foreigners, cut into the trade now, and they were an unknown factor years ago. They try to buy cheaply and sell the same way and they get their own class of customers. The only way to manage to beat them out is to keep reliable lines at fairly reasonable prices and to endeavor to give as good satisfaction as is possible. But there seems to be room for all, and so long as we manage to march forward and make a comfortable profit, we feel well satisfied."

## Old Time Quality was Good

Speaking again about the differences in the lines handled in pioneer times and now, the veteran shoe dealer said that the quality of many lines in the olden days was just as good, if not better, than some now in vogue, but of course there is a vast improvement in most kinds of shoes. The introduction of the Goodyear welt practically revolutionized the shoe trade and created a distinct betterment in most regards. Tanners have improved upon their work and the result of their preparations and experience has brought such lines as willow, velour, patent, etc., to a most finished product. "Not that we used not to have patent," said the speaker, "we used to carry a fairly heavy stock of it, but there was not the same demand for it as now. French kid was a most popular fixture in the early shoe trade but it has been practically a dead issue for nearly twenty years or more, because the introduction of dongola has eliminated it from the shelves. It was a fine stock in its way, and a good seller, but the sale fell off when dongola came in. Prunella shoes were a popular portion of our stock in fine goods, too, and the sale used to be particularly good in the women's boot department. English goods were kept largely in stock but gradually local and Canadian manufacturers began to place their lines upon the market and a ready demand was created for them. Prices in general were higher than they now are, particularly in the lower grades. A shoe that now might be purchased for \$1.50 or \$2.00 would be better quality than these formerly offered at a slightly advanced price, but there would not be a great deal of difference as regards the higher



priced lines, except for the fact that now they have better finishing touches applied, and the work of building is more up-to-date and better perfected."

#### Started in at Sixteen Years

Starting with the late Mr. Francis fifty-one years ago, when he was sixteen years of age, Mr. Vaughan has seen many changes in the shoe trade since then—has seen the business increase to much larger proportions with himself and in the case of other merchants, and has seen many faces come and go with the trade of whom few are still in business. He and H. L. Francis, who is now with J. V. Russell in his store in Brussels street, are practically the two oldest shoe men in the city, but since he has been in the game dozens have come and gone, the places of the older men being taken by younger blood, advancing either through successful retirement of the passing generation, through failure, death, or some other of the many causes which are responsible in the closing of one man in a business, and its being taken over and operated successfully by another.

Mr. Vaughan not only attended to the work of the retail and wholesale selling of boots and shoes but the manufacturing of them was also something with which he became intimately acquainted. In 1862 Mr. Francis engaged in the manufacture of different lines himself, meeting with encouragement and employing a large crew of workmen, and Mr. Vaughan continued this policy when he became proprietor. The shoemaking industry flourished with many other dealers both in St. John and in other parts of Canada at that time, for wider markets were opening to the trade and there was a large field for the finished products. Later on Mr. Vaughan went into partnership with H. L. Francis, spoken of in a foregoing paragraph, and they continued in business for some years, the firm being dissolved in 1893, but the business has been continued under the old reliable name of Francis & Vaughan, even though the latter name is really the only one which enters directly into its existence.

Before the "big fire" in '77 when whole sections of the commercial and residential district were swept from the map, the business stand where Mr. Vaughan attended to the trade was in Prince William street, but afterwards a removal was made to King Square. Then the site was changed to King street, where for thirty-six years there has been a continuation of the business. The house has stood for thoroughly reliable trade principles, and the march of progress has witnessed the firm of Francis & Vaughan striding along still keeping well to the fore, still flourishing, keeping alive to the more modern methods being introduced, and adhering firmly to the policy of half a century ago, "to make a customer and keep him so."

#### The Store is Up-to-date

The house of Francis & Vaughan in King street occupies two stories of a fine brick building. In the lower floor is the portion wherein the business of the firm is done, the main store being there located. The double shelf system is in use and found to work satisfactorily; lady clerks assist in the selling force, and the up-to-date fixture arrangements of the interior are in keeping with the progressive policy which has characterized the long established house. Upstairs are long rows of fixtures containing hundreds of pairs of boots and shoes, the store-room wherein are kept the lines of reserve stock and it is a commendable feature of this department to note that the bins are arranged with care and neatness and there is no unnecessary scattering of boxes or cartons about the floor, but everything is so located as to be at once available if needed in the floor below.

John Vaughan is known to scores of travelers from the different shoe manufacturing concerns in Canada, and is also personally acquainted through his long years of commercial life, with many of the business heads, and their experience has always been that in all his dealings he is square and above board. He does not seek to take a mean advantage of anyone and his relations with one man are as open and fair as with another. His friends are well aware of this and that is one of the reasons why he has so many, for in St. John and other parts of New Brunswick they are numerous indeed.

## He Would Tax Big Stores

"I would like to see a bill passed by the government making departmental stores who are largely responsible for the practice of cutting the price on rubber footwear, findings, and other lines pay a business tax in whatever community they do business. I have to pay municipal and other levies here for doing business, yet some of these departmental stores take more money out of Port Rowan than I take in, and they do not contribute one cent to the municipal treasury. This is a matter which I think could very well be taken up and considered at the next gathering of the retail shoemen."

The speaker was H. Barringer, who conducts a successful shoe business in the lakeside town of Port Rowan, Ontario, and has worked at the trade for over a quarter of a century. He got his first acquaintance with the art of St. Crispin in the Village of St. Williams, Ont., and after two years here went to Marine City, Mich., where he was employed for some time in a large custom shop. In those days everything was done by hand, and only one machine was used which was for the purpose of fitting light uppers. A lot of long French boots as made for the captains and officers of vessels on the great lakes, and also a lot of eighteen inch leg with pegged and sewed edges for the lumbermen of Northern Michigan. Broad brass top lifts were used on the heel, and the ladies did not think they had the proper kind of footwear in that period unless their boots also had brass top lifts. Returning to St. Williams about 1880, there was a lot of seine fishing in Long Point Bay. There were no long rubber boots then, and Mr. Barringer used to help in the shop in making all the fishermen's boots. He worked on the bench from seven in the morning until nine and ten o'clock every night. Now, in his own shop he stands up at his work and can do five times or six times as much in a day with his repair machinery, which is driven by an engine.

"Yes," he added, "the early eighties were the days of the long calf boot with a small two and half inch heel. It seemed as if everybody wore them. I may tell you that I have not made a pair in ten years."

After spending six years in St. Williams, Mr. Barringer removed to Port Rowan, where he worked on the bench for about fourteen years, and then put in a stock of shoes and harness. For several years there was no harness maker in that burg. The people kept bringing in their harness to be repaired. He kept buying harness tools, leather and saddlery until he had a full fledged harness shop, carrying a considerable stock. He thinks that it is a good thing for a shoe man in a small town to carry a line of saddlery. He has a Champion stitcher that will sew everything in the harness line as well as stitch half soles on welt shoes. He has also several other machines for shoe repair work. Mr. Barringer also carries a stock of several thousand dollars in shoes, and finds that his repair work pays well, especially when solid leather shoes are brought in for attention. He has noticed a tendency of late to use other materials than leather for the counters, box toes, insoles, etc., even on some branded shoes which retail as high as \$4.50 per pair.

"It is a fright the paper and canvas that enter into the make of some shoes which are mostly sold by general stores, whose proprietors do not know leather or how to analyze the vital parts of footwear. In a short time the counters, particularly in women's, are all gone. I think that no man should handle shoes without experience. The best one to buy shoes from is a practical shoe maker or retailer of recognized reputation. What would a shoe maker look like selling various lines of dress goods, and recommending them as first quality, when he does not know wool from cotton. It is, in my opinion, about equally as preposterous for the dry goods man to sell shoes. If good practical men handled shoes, the composition counters, shoddy heels, etc., would soon disappear. for the simple reason that dealers would not buy them from the manufacturers" he concluded.



## Helpful Hints for Advertisers

### Copy and Display Both Good

Taylor, the Petrolia shoe man, knows what a good ad. looks like, undoubtedly. He uses good electros, and displays both them and his copy very well. The copy is bright and to the point. Moreover it gives definite information on the question of \$4 shoes, which is what it ought to do. Many retail ads. "fall down" sadly because they do not inform.

The critic, however, would make the suggestion that the copy would look better unbroken and in the same size and style type. The information really belongs together, and that part of it within the panel would be more logically placed after that in the smaller type. This would give the ad. a more connected appearance. The border is well set up and suits the ad. well.

### Too Much Told in the Ad.

The two ads. of the Temple Shoe Store, Brantford, do not lack for matter. One might hazard the suggestion that there is just a little too much of it for the average reader.

Ad. No. 1.—Cuts are good. Matter is also good, but lengthy. Descriptions really describe but might be shorter and snappier. This would leave more white space, which would give a better display. But the points mentioned are well brought out.

### Some Unnecessary Things

Ad. No. 2.—This ad. is better displayed than No. 1. The copy is also barred by a little too much verbosity. It has the selling points, all right, but buries them under too many words. Cuts are good. There is no necessity for having the firm name at both top and bottom of these ads. The space saved by eliminating the top line could profitably

be used to give more room to the headline or the copy. The "if" in the headline of ad. No. 2 does not need to be displayed. It means nothing. The Temple Shoe Store deserves credit because it does advertise extensively and well. More retailers should do likewise.



### Our Men's \$4 Shoes

Yes, four dollars will buy a splendid pair of Men's Shoes if they are bought here. The rise in shoe leather will not prevent our offering our customers excellent \$4.00 Shoes—the best that's made.

Test Our Good Shoes



Leathers—Dull Calf, Patent Colt, Velour Calf, Button Bal or Bluchers, every size and width. Styles just the same as seen in the shoe costing a dollar or two more

Come and see the best shoe value and shoe style crowded in a pair of Men's Shoes and then sold for four dollars.

**TAYLOR, THE SHOE MAN**  
PETROLIA

## THE TEMPLE SHOE STORE

# IF

You Are Particular About Your Feet

## WE WANT YOUR TRADE



YOUR appearance is made or marred by your shoes. And it's made when you don a pair of "Plaudit" shoes for men or a pair of "Lotus" shoes for women. It does not require an expert to point out their merits.



First, of course comes LOOKS,—and these are in the very latest, most correct and approved shapes.

Next, QUALITY,—and here the above makes surely shine; for they're built from the ground up of the highest grade materials, expertly put together by the highest paid American shoemakers. Nothing but solid leather throughout—Uppers, Soles, Heels and Stiffenings.

And lastly, VALUE,—and all you need to do is to compare these with others at the same prices and you'll know they can't be equalled anywhere. Try—then buy here.

### Little Lads and Boy's Shoes

We have little lads' and boy's shoes that you can't tell from Papa's except in size. We carry them in all Leathers and in Lace or Button styles.



### High Cut Shoes for Little Ones

We have them in all styles from the smallest styles in Infants to size 2 in Misses, and at reasonable prices. Look them over.

## THE TEMPLE SHOE STORE

MACHINE PHONE 591. J. S. WEIR, Manager. BELL PHONE 1342.

No. 2

## THE TEMPLE SHOE STORE

BETTER STYLE, BETTER QUALITY and BETTER FIT for the same prices as others charge is what you will find in Our New Up-to-date Stock of Fall Footwear.



The Just Wright SHOE

### MEN

Ask to see Our New Fall Styles in "Just Wright" shoes. They are made on the very latest American lasts, and as we handle them in many different widths, we can fit almost any foot, we also handle Plaudit McPherson, J. & T. Bell Gashion Sole Shoes and many other makes, in men's high grade footwear made in all leathers in lace or hutton styles.

### WOMEN

With our new Fall Styles of Women's Shoes all arrived, we have the largest and most up-to-date stock of Ladies' high grade shoes that has ever been our privilege to present, and the Ladies of this city who are desirous of style quality and fit combined, can do no better than ask to see our lines which are composed of such well known makes as Lotus McPherson, J. & T. Bell, Minister Myles, Relindo etc.



KIDDIES CALL US "MY STORE" because they know that they can get shoes just like Papa's and Mamma's here in regards style, quality and fit.



For the older children we have shoes that you can't tell from the parents' except in size!

A Trial is All We Ask.



Ask to see our Playmate and Nursery shoes for children, they are nature shaped and as a result comfortable.

A Trial is All We Ask.

## The Temple Shoe Store

P. S. Repairs Called For and Delivered the Same Day.  
MACHINE PHONE 591. J. S. WEIR, Manager. BELL PHONE 1342.

No. 1





## The Value of the Small Price Card

It Is Necessary That Price Tickets Should Be Made Easily and Quickly—Use of the Air Brush—A Comprehensive Treatment of Various Styles—Neat Effects Produced by Beveling—What the Different Figures Show

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

(Copyright by the Acton Publishing Company, Limited)

The small price card is one of the most valuable salesmen that a store can have, and on account of its importance the writer is giving over the entire lesson this month to various styles of these and the method of constructing them. A glance at the accompanying illustration will show the results of our endeavors to prepare a set of price cards, which would contain a large number of valuable suggestions for the card writer. The air brush has been used on quite a number of the tickets illustrated, but many can be executed by the use of the Soennecken pen alone. It is necessary that price cards be made quickly and easily; consequently, an effective style that can be produced in the smallest amount of time is, for general purposes, much the best.

Some of the ideas worked out in various cards have been used before, but most of them are original and may possibly require individual explanation. The method of making air brush cards is similar throughout. On account of this fact, the explanation of one will cover several. For instance, card No. 1 is made from a stencil cut from oiled Manilla paper. The method of preparing the stencil was gone into thoroughly in a previous lesson and need not be dealt with again. Of the larger cards illustrated, Nos. 1, 3, 8, 12, 15, 17 and 19 have been made with the use of the flat stencil.

Card No. 5 illustrates a turnover corner effect. This is secured after the first stencil is taken off by simply placing the corner of the stencil in the required position and applying the air brush.

Two stencils are required in card No. 7, one for the entire outline and the other to complete the small shield effect in the corner.

### A Set of Stencils

Cards Nos. 9 and 10 are similar in appearance, but they are made by different methods. No. 9 is constructed by the shadow scrip method, which was described in a recent lesson. The figures in No. 10 are made from stencil cut from Manilla paper in the usual way. Cards may be made in this way very rapidly after a set of stencils has been made.

A stencil in a three scroll effect is illustrated in card No. 11. This is a very effective style of card, and after the stencil has been made it can be executed very rapidly.

Card No. 13 shows a stencil with a shield pattern cut out in the centre of a card making a suitable panel for inserting prices.

The stencil used in card No. 14 is made by pasting long strips of Manilla paper together.

The stencil used in cards Nos. 15 and 16 were made from the same piece of paper, one part being the cut out piece.

Mat boards make very effective price tickets and are very serviceable on account of the fact that they do not get soiled as quickly as white does. Cards Nos. 4 and 6 illustrate wood grained board used in price cards.

Card No. 21 is made of mat board on a cut out centre with beveled edge. A light piece of mat board is used in

the opening. The advantage of this style of card is that the insert can be changed very quickly when a different wording is desired.

### The Air Brush or Pen

The balance of the cards illustrated contain a large variety of ideas that can be worked out with the air brush or pen. Their style is such that does not require further explanation. In making small tickets, such as No. 39, which are intended to be used in hat bands, it is best to use a thin Bristol board, which is not liable to stretch the band.

Some very nice effects can be made by beveling show cards, which work is done quite easily, providing you have the proper tools. Figure 1 illustrates three styles of beveling tools which will be found suitable. These can be secured at almost any hardware store. For beveling work it is advisable to wrap the tool with heavy soft cord, as illustrated in Figure 1, and this makes a good handle, which can be firmly gripped and at the same time not be hard to hold.

Figure 2 shows a home-made apparatus for holding the card in position while the beveling is being done. It is constructed of a strip of steel about 2 inches wide and 2 feet long fastened to a board by means of a screw nail.

## Big Future for Staple Shoe:

L. J. Breithaupt, of Berlin, Ontario, very recently returned from a business trip to Montreal and Quebec. He is of the opinion that the staple shoe trade will in the near future centre in the Western part of Ontario and that Berlin and Waterloo will receive no small share of it. Speaking of conditions generally Mr. Breithaupt, said: "I predict that in the next five years there will be, on an average, one new shoe industry a year launched in Berlin and Waterloo. This centre is more and more becoming the nucleus of the shoe industry." Speaking further of trade conditions, Mr. Breithaupt said: "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 United States and in Canada, but whether imported from England, South Africa, or any part of the inhabited globe, the same situation faces the tanner, namely, prices higher than ever. In our 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."



As Advertised

1. \$35<sup>00</sup>

2. 50¢

3. Latest \$21<sup>00</sup>

4. \$2<sup>00</sup>

5. Newest Design in House Coats

6. \$26<sup>50</sup>

7. H.B. Specially Waxed \$18<sup>00</sup>

8. Exclusive ... Pattern \$12<sup>00</sup>

9. \$5<sup>00</sup>

10. West of England \$30<sup>00</sup>

11. Latest 75¢

12. 35¢

13. Just Arrived

14. 25¢

15. Paris

16. Silks Wool

17. 2<sup>25</sup>

18. 10¢

19. \$1<sup>00</sup>

20. 50¢

21. Imported

22. \$150

23. \$3<sup>00</sup>

24. SPECIAL

25. \$25<sup>00</sup>

26. \$5<sup>75</sup>

27. Water Color \$35<sup>00</sup>

28. Special \$2<sup>00</sup>

29. 3

30. Special \$2<sup>00</sup>

31. Imported Styles

9. \$1<sup>00</sup>

10. \$12

11. Fall Style Best Tweed \$16<sup>50</sup> Husband Bras

12. \$25<sup>00</sup>

13. Irish \$32<sup>00</sup> Serge

14. High Grade Reekwear

15. Scotch ... Tweed

16. American Made

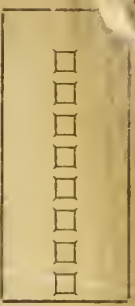
17. Special Value \$18<sup>00</sup>

18. New Designs

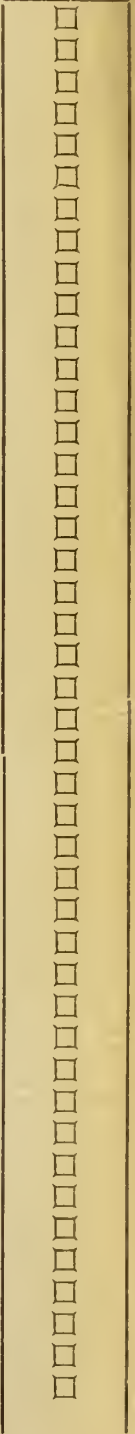
19. Novelty Reekwear

Fig. 1

Fig. 2



Illustrating Various Styles of Price Cards





## Are Competent Salesmen Encouraged?

**Western Shoeman Thinks That Employers Often Lack Penetration and Appreciation—Admits There Are Exceptions, But Regrets the Lack of Proper Training in Canada.**

To the Editor of the SHOE AND LEATHER JOURNAL: SIR:—What about the encouragement of shoe clerks by employers? I know that in many footwear establishments industry, faithfulness, initiative and energy, are readily recognized but is there not want of foresight on the part of some employers. The old adage has it that you cannot put old heads on young shoulders. This is a truism never to be lost sight of. Further, if we all were front rank men I fear the wage list would be a very uniform affair. I remember some years ago taking one of my men to task in England and demonstrating to him how to create business, and his answer was, "Yes, sir, if I could do that I would not be behind this counter."

Someone has said, "The poor ye have always with you." Just so. Likewise have we the round man in the square hole, the incapable in places throwing their chances away, lazy people keeping poor while they might be well off, and others losing opportunities in a fashion that shows a lack of intelligence bordering on insanity. These conditions will exist while the world goes round. But often as much lack of penetration is displayed by the employer as ever was practised by the employed; and frequently the manager or buyer, not being the proprietor, finds it expedient to keep talent of the rank and file below his own, and I cannot help thinking my own experience has borne this out.

### Failed to Get a Chance

I know what I am capable of and pretty well every man of my qualifications at all knows this of himself also, I submit that a good man, or as we say in Canada, "A man with the goods," has a something about him that would soon be apparent and convincing to an employer looking for the best for his money. But I fear this latter class too often rely upon their own status with the public to own that any clerk could influence their business in any way. As a case in point: I came to Canada six years ago, and being a thoroughly experienced shoe salesman applied to the wholesale and retail houses in Winnipeg for employment, but failed to get engaged; so I wrote a letter to a firm in Vancouver, not in the boot business, stating that I was an immigrant recently landed, and that I believed from the positions I had filled in the Old Country, I could say without egotism that I had considerable capacity for business. I offered my services to them in any capacity. A letter came by return mail asking for an interview. I kept the appointment, and in less than one minute, was engaged. I stayed with that firm five years and did well for them, and to their honor be it said also, they did well for me, for I never had to ask them for anything. They anticipated me on every occasion. Yet, comfortable as I was, like the Jews of old, I "could not forget the leeks and onions," so each season for two years, I renewed my efforts to get into the shoe trade, but with no success whatever, for I never had the refusal of a good appointment. At length I abandoned the idea and looked forward to the time when I should be independent of employers, which time eventually arrived, and if nothing unforeseen occurs, is likely to continue.

### Have Accepted the Inevitable

I have a young lady clerk in my employ to-day who seems to me to display the most lamentable want of intelligence in wrapping a parcel. She rolls the paper round the shoes, or the cartons, if sent out, leaving the end unfastened, and often before a customer leaves the store, the bundle is all to pieces; and no amount of showing, demonstrating, tuition or coaching on this point brings any change. Yet this girl is one of the most assiduous and industrious clerks

one can wish for; but on this one point, correction seems impossible, so I have accepted the inevitable and make it do. This same sort of crankiness, I suppose, is prevalent with others in other forms. Hence we shall never get all that we want, and if we did, why, there would be no room for the smart to excel in. Certain it is that in the Dominion top notch shoe salesmen are not so plentiful and where nearly all employers have to adapt the best they can to their requirements, we shall suffer from the want of early training such as the apprentice gets in the Old Country.

Two young men of my acquaintance, with no knowledge whatever of footwear, opened a store in an Alberta town. One had been a tea man for some years and the other had always been in the agency business, yet these gentlemen, after a few years partnership, are in good businesses of their own, one in Manitoba and the other in Saskatchewan. Think now, sir, what their chances would have been in competitive England, or which wholesale house would have been disposed to give them credit? The experienced shoeman knows full well that they would not have had a look in, and had they started would have been vanquished before they could turn round.

Sincerely yours,

A. C. W.

Victoria, B. C., December 9th, 1912.

## Do You Give Your Clerks a Chance in Shoe Buying?

(Continued from page 33)

responsible for the models, lasts and patterns are the best judges. That is their business. They make a study and specialty of this work and know more in five minutes about what type of a shoe to make on a certain last than I would all day. They recognize that a particular kind of last can best carry a certain height of heel, whether it is suitable for a blucher, a bal or a button, whether it should have plain quarters or foxed, whether it should possess sixteen, eighteen or twenty buttons, whether it should have a wing tip or a plain one in order to bring out its lines more gracefully. I leave the make-up to the discrimination, experience and insight of the men who supervise the samples and visit all the leading shoe centres. That is their part of the business and mine is to buy the shoes exactly as they are or to leave them alone. Of course, when I refer to alterations I do not mean to say that the ornaments on pumps or a certain kind of button or buckle should not be changed, or minor affairs of that character. I mean alterations that change completely the make-up and build of a shoe. Take it from me that the factory knows best what kind of grouping of leathers, edges, perforations, heels and cuts that certain lasts should carry, and not Tom Robinson or Bill Smith, who perhaps never have been in a cutting room and do not know a heel seat rounding machine from a treeing machine or a pulling over machine. My advice is take the shoe as it is or leave it alone. Don't ask that a certain particular pattern be made up on another last. You are apt to be disappointed in your calculations and will find in nine instances out of ten that the creation does not look so well as you thought it would. Leave this part of the business to the styles committees and the men in the factories.

### Things One Will Soon Find Out

"Do not overbuy; confine your selections to a few houses and do not take all kinds of shoes from one or two manufacturers. I find that certain firms can give me better values than any other in women's McKays, another has a strong specialty in pumps, another in oxfords, at a certain popular price, another possesses exceptional facilities in tan buttons, and still another in men's welts at a medium figure, and so on. Each firm excels in some particular good selling, well made and reasonably priced line. You will soon find these out and, when you get a good thing, don't switch without cause. But there, I have talked too long."



# Further Advance in Price of Leather Foreshadowed

Annual Meeting of Ontario Tanners Held—Causes of the Abnormal Figure for Hides—Change in the Tariff May Be Applied for—How Imports Are Rapidly Increasing—New Officers Elected

*“The situation that the tanners have to face at the present time is that the advance in the price of leather is not commensurate with the advance in the price of hides, and that as there has been a considerable advance in the hide market since September, action should be taken for a further increase in the price of leather in compliance with the resolution passed by this section at a meeting held on October 1st. The increased demand for light leathers has also had the effect of cleaning up all the accumulation of skins which have been on the market for some years, and prices of raw skins have advanced equally and in many cases more than hides. Should our present government undertake to revise the tariff in the near future, we think steps should be taken by the tanners to place these matters before them and request that an increase be made in the present duty on some lines of leather and leather manufactures.”*  
—From the report of Chairman F. G. Clarke.

Owing to the fact that hides and skins are likely to remain at a decidedly high level, in price, that stocks are very low, that the advance in leather is not commensurate with the figure for hides, that tan bark has materially gone up in cost, that relative outlay for labor is greater in Canada than elsewhere, and the supply of available cattle is decreasing while the population is rapidly increasing, were some of the points emphasized in the address of the retiring chairman, F. G. Clarke, at the annual meeting of the Tanners Section of the Toronto Board of Trade held on December 20th, as reasons for a further advance in the price of leather.

The gathering was largely attended and several interesting reports were adopted, action on which is likely to be taken in the near future.

John Sinclair, of the Barrie Tanning Co., Barrie, who has been vice-chairman, was elected chairman of the Section for the coming year. F. G. Clarke, the retiring presiding officer, was warmly thanked for his able services during his tenure of office. Dr. S. Morley Wickett, of Toronto, is the newly elected vice-chairman.

### The Chairman's Address

In his address, Chairman Clarke said:—The most notable and outstanding feature of the past year's business has been the unprecedented and constantly increasing prices which tanners have been called upon to pay for hides and skins of all kinds.

At the beginning of the year the market for hides was somewhat quiet but firm, at a level of prices which was thought by some to be dangerously high, but during this year we have seen, month by month, these prices increase till at the first of this month they had reached on the average a position more than 25% higher than was ever known in the history of the trade.

The price of South American B. A. Dry Hides which sold in January for 22½ cents had advanced at the first of this month to 32 cents, an increase in this class of 40%. Chicago steer hides, in the same time, moved up from 15¾ cents to 20 cents, an increase of over 25%. And similarly English ox hides which sold under sixpence in January, brought 7 3-8 pence at the sales this month, with supplies

very limited. Canadian hides in the same time advanced from 12 cents to 16 cents, and in all the markets there is no accumulation.

### The Cause of Abnormal Prices

If we seek a cause for these abnormal prices we will find it in the change in the relative number of cattle grown in the last few years compared to the increased population, and more varied use of leather. We are all familiar with the high cost of beef and other meats, and as hides and skins are a by-product of the meat industry, so long as there is a scarcity in this supply, high prices will likely prevail in the hide market. It is worthy of note that the United States has practically ceased to be a meat exporting country, that is, whereas formerly when the population was less, vast herds of cattle were raised on the Western prairies, at the present time all available cattle are required as food for the increased population.

### No Relief on the Horizon

Taking everything into consideration, it would appear as though we were likely to see hides and skins remain for a length of time at least the same level as at the present. The situation that the tanners have to face at the present time is that the advance in the price of leather is not commensurate with the advance in the price of hides, and that as there has been a considerable advance in the hide market since September, action should be taken for a further increase in the price of leather in compliance with the resolution passed by this section at a meeting held on October First. The increased demand for light leathers has also had the effect of cleaning up all the accumulation of skins which have been on the market for some years, and prices of raw skins have advanced equally and in many cases more than hides.

### How Imports are Increasing

I regret to have to report that the imports into Canada of leather and articles, manufactured from leather, are rapidly increasing as appears from the figures published by the De-



partment of trade and commerce. In the year 1903 there were imported of leather and manufactures of leather a total of \$1,910,000. This amount was increased to \$4,239,000 in the seven years that followed up to 31st March, 1910, an average increase each year of about 12% on the previous year's imports. Then for the year ending March 31st, 1911, the imports were \$5,326,000, or an increase of 26%, and for the same period ending March 31st, 1912, \$6,391,000, or an increase over the large imports of the previous year of 20%; while the total of three and a half millions for the five months

ending August 31st, 1912, indicate a still more rapid increase.

#### What Tanners Have to Face

This large relative increase has been contemporaneous with the lowering of the tariff, and was no doubt largely caused by this reduction of the duty. Trade conditions have changed materially in Canada in the past few years, bark has so increased in cost that at present a very large proportion of our tanning material is imported at higher freight rates than any competing country is paying, and the relative cost of labor is also greater in Canada than elsewhere. Should our present Government undertake to revise the tariff in the near future, we think steps should be taken by the tanners to place those matters before them, and request that an increase be made in the present duty on some lines of leather and leather manufactures.

#### Canadian Business Conditions

It is gratifying to report that this is Canada's growing time, and her prosperity is more marked than ever. Immigration continues to increase and the many opportunities, for all classes of workers attract a better class of men than in the past. Helped by the large influx of English capital, railroad construction and general building, and mining operations are very active throughout the whole country.

In closing I wish to express the hope that this general prosperity may be shared throughout the leather trade, and that the coming year may be a prosperous one to all the members of the section.

#### The Officers Elected

The following officers were elected for the ensuing year.

Chairman, John Sinclair, Barrie; Vice-chairman, S. Morley Wickett, Toronto; Secy-Treas, F. G. Morley, Toronto; Executive Committee, J. C. Breithaupt, Berlin, S. R. Wickett, Toronto, W. D. Beardmore, Toronto, J. J. Lambe, Omemee, C. G. Marlatt, Oakville, G. P. Beal, Toronto, G. C. H. Lang, Berlin, George McQuay, Owen Sound, A. O. Beardmore, Toronto, Charles King, Whitby, A. R. Clarke, Toronto, Hon. E. J. Davis, Newmarket, F. G. Clarke, Toronto.

Legislation Committee: Charles King, Whitby, S. R. Wickett, Toronto, A. R. Clarke, Toronto, W. D. Beardmore, Toronto, R. M. Beal, Lindsay, H. B. Johnston, Toronto, G. P. Beal, Toronto, A. O. Beardmore, Toronto, Hon. E. J. Davis, Newmarket, C. E. Clarke, Toronto.

Transportation Committee: L. J. Breithaupt, Berlin.

C. G. Marlatt, Oakville, S. R. Wickett, Toronto, S. Morley Wickett, Toronto, A. R. Clarke, Toronto, John Sinclair, Barrie, G. C. H. Lang, Berlin, W. D. Beardmore, Toronto, H. B. Johnston, Toronto, J. J. Lambe, Omemee, A. O. Beardmore, Toronto, R. M. Beal, Lindsay, Charles King, Whitby, Hon. E. J. Davis, Newmarket.

Representative to the council, A. O. Beardmore, Toronto.

#### Figures That Tell a Tale

The following table of figures which show the rapid increase in the imports of leather and leather manufactures into Canada during the past three years is worthy of preserving as a reference. The figures were obtained by Chairman Clarke from official sources and are reliable.

#### IMPORTS OF LEATHER AND MANUFACTURES FOR THE YEARS ENDING

	Mar. 31, 1910	Mar. 31, 1911	Mar. 31, 1912	5 months ending Aug. 31, 1912
Sole Leather.....	81,769	122,179	99,594	53,608
Belting Leather.....	172,888	191,319	173,783	88,428
Upper Leather, not dressed, waxed or glazed.....	5,442	1,252	2,115	
Calf, Goat and Sheep Skins tanned.....	6,980	77,991	27,678	
Calf, Goat and Sheep, dressed, waxed or glazed.....	294,838	502,352	696,351	201,566
Glove Leathers, tan- ned or dressed.....	593,478	565,688	606,926	349,413
Harness Leather.....	36,224	18,077	6,524	
Tanners' Scrap Leather	5,807	3,527	3,035	
Upper Leather, etc., and Chamois Skin..	196,779	296,885	257,848	138,798
Enamelled Leather and Morocco.....	67,410	143,386	109,865	
Tanned Skins for Mo- rocco Leather.....	18,260	22,415	6,570	
All other Leather and skins dressed, waxed or glazed, n.o.p. and manufacturers of Leather, n.o.p.....	954,895	956,840	1,167,094	1,042,696
Total.....	2,434,070	2,901,901	3,157,383	1,874,509
Boots and Shoes, Slip- pers, etc.....	1,522,786	2,107,980	2,853,653	1,543,952
Harness and Saddlery	175,586	239,248	251,818	111,469
Leather Belting.....	70,492	77,408	128,555	
TOTAL.....	4,202,934	5,326,537	6,391,409	3,529,930



THE NEW FACTORY OF THE PALMER-McLELLAN SHOEPACK CO., AT FREDERICTON, N.B.



# How to Put in a "Cold Weather Sale" Window

Simple and Effective Way in Which it May Be Carried Out—A Design That Will Command Attention—Do Not Crowd the Window With Shoes All and Sundry—The Making of Price Tickets

By A. A. DAoust

Every merchant is aware of the great importance of a January sale window, and this simple outline will undoubtedly help. There is nothing very artistic about the whole scheme, but it is simple and if carried out neatly, should bring splendid results.

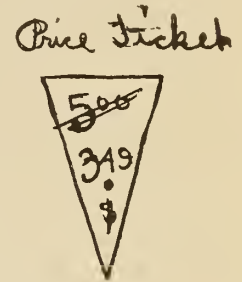
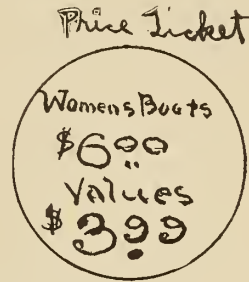
To make the scale in the centre, use boards from shoe cases, cutting them as in the sketch or any other design suitable to the trimmer. Cut a piece of suitable size in proportion with the rest for the cross piece. Make sure that you bore the hole exactly in the centre of this so that it will balance.

Buy two small square or round tin pans for each side of the scale, bore holes in each corner, and hang with small chains of even length. If impossible to get chains, use white cord, or anything else will do. Place shoes on one side and a few coins and bills in the other, but as the shoes are much heavier in weight than the money, you will have to use something heavy under the latter.

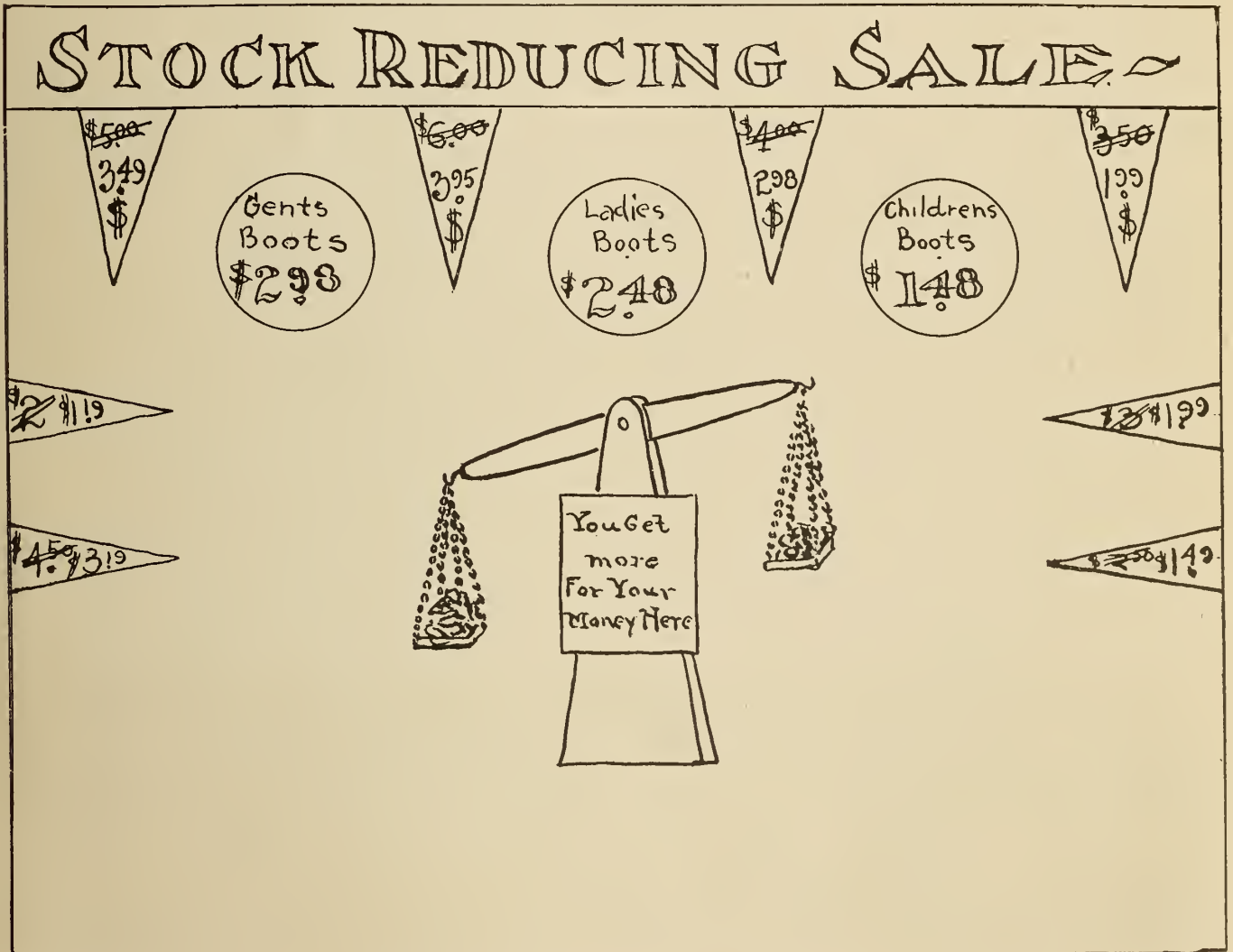
A card should be placed at the front of scale as in the sketch. Make the cards like the one in the sketch or any style which will suit your window. The cards should be neat and plain so that they can be read easily. Have a long strip at the top of the window on which have the name you

are calling your sale. Banners and circles to look attractive should be cut out of nice cardboard. If this is too expensive use heavy paper.

Have price tickets made in either the round or pennant shape, as shown at the top of the window sketch. If



the round style is used a ticket pin will be needed. Display plenty of shoes, in the window without overcrowding it. Shoes displayed neatly on stands as in an ordinary window will bring equally as good results as making huge piles of shoes. This particular old-fashioned idea of crowding is quickly going out with all progressive dealers.



CATCHING THE EYE OF THE PUBLIC WITH A GOOD DISPLAY



# SHOE FACTORY NEWS.

The name of Gale Bros., shoe manufacturers, Quebec, has been changed to Gale Bros. Limited.

A. R. Clarke, of Toronto, left this week to spend several days in Atlantic City, Philadelphia, and New York.

J. Scully, late of the Adams Shoe Co., Toronto, is now in charge of the plant of the Elkman Shoe Co. at Brampton, Ont.

r. G. Foster has been appointed superintendent of the factory of Williams & Son at Milton and has entered upon his new duties.

The Hurlbut Co. and the Solid Leather Shoe Co., of Preston, are both so rushed with orders that they are working nights.

Jas. Pickles, superintendent of the S. O. & C. Eyelet Mill, Ansonia, Conn., visited the leading shoe factories in Ontario during the past week.

Alf. Baines, late of the Aylmer Boot and Shoe Co., Aylmer, Ont., has taken a position as foreman of the lasting department in the Cook-Fitzgerald factory, London.

The employees of the fitting room of Getty & Scott, Limited, of Galt, presented Miss Grobe, the forewoman, with a handsome pendant pearl sunburst as a holiday gift and mark of appreciation.

Mr. Thompson, manager of Campbell-Bosworth Shoe Machinery Co., of Boston, Mass., accompanied by Henry Moore, the Rochester representative of the company, called upon the shoe manufacturers in Toronto and other cities recently.

The Great West Felt Co., of Elmira, Ont., are installing several new felting machines so as to be prepared to handle the increased demand for their footwear. The company are also installing another boiler and carrying out other improvements.

The Brandon Shoe Co., of Brantford, since the addition of another storey and the erection of a new extension to the factory, are re-arranging the various departments and as soon as everything is in good working shape, which will be in a few days, the output of the company will be doubled.

The C. N. W. Shoe Co., Ltd., with a share capital of \$40,000 has been formed, with head office in London. The incorporators of the new concern are E. W. Cumming, Geo. H. Nichol, W. E. Wilson, J. J. McMahon, all of the city of London, and Chas. Cumming of Galt. The factory has begun work.

Dominion Rubber Co., with a share capital of \$1,000,000, and head office in Toronto, has been formed to make, purchase and sell India rubber goods and all goods of which rubber is a component part. The incorporators of the new company are R. F. Segsworth, John J. Main, E. M. Carleton, T. J. R. Cook and H. M. Moull.

R. Dack & Son, boot and shoe dealers and manufacturers, 71 King Street West, Toronto, have taken out a permit to build a three-storey factory at 337 King Street West, at a cost of \$30,000, which will greatly increase their capacity. They expect to occupy their new premises on April 1st. A retail branch will be continued on King Street West just opposite their present stand.

A. R. Clarke & Co., Limited, Toronto, while being large tanners of patent leathers, also do a large business in gloves, shirts and sheepskin coats. Their eighteen travelers are starting out January 1st with a stronger line than ever. The knowledge this firm possess of tanning has enabled them to turn out the remarkable line of goods that they

now show. The representatives all travel direct from Toronto and will cover the territory from Halifax to Victoria.

The Canadian Consolidated Rubber Co. and the Canadian Consolidated Felt Co. have each declared a quarterly dividend of one and three-quarter per cent. on the preferred shares of the capital stock of the company. The Consolidated Rubber Co. has also declared a dividend of one per cent. on the common shares of the company.

The Dominion Shoe and Slipper Co., of Berlin, which has entered upon the second year of its career, has had a very successful twelve months. The company manufactures a line of felt slippers and its products in warm footwear are marked by the highest quality, style and workmanship. The firm goes directly to the trade, and has worked up a fine expanding connection.

The Reliance Shoe Co., 122 Adelaide Street West, Toronto, which began business about a year ago and are specializing in boys' boots, have made such great progress that they have been forced to move into larger quarters which they have secured at 350 Sorauen Avenue. The company are now installed in their new factory which is in the same building with Winnett & Wellinger, manufacturers of fancy leather goods.

H. H. Hastings, general manager of the Independent Tire Company, Limited, says that their new factory at Guelph, Ont., has been accepted and taken over by the officials of the company from the contractors, and is very satisfactory. He also states that five carloads of machinery coming from the Farrel Foundry and Machine Company, of Ansonia, Conn., now being installed, will complete the entire machinery equipment. Mr. Hastings thinks that the factory will be in shape to turn out tires this month.

A despatch from Washington, D.C., says: Solicitor-General Bullitt filed in the Supreme Court the Government's brief asking for the reversal of the decision of the Massachusetts Federal Court dismissing four of the five counts in the indictments returned under the Sherman anti-trust law against the United Shoe Machinery Company. This brief, the contents of which were made public, marks the opening of the legal fight over the criminal prosecution of the alleged trust. The case will be argued January 6th. The Supreme Court will then take the issue under advisement.

Frederick A. Lovell, superintendent of the Cook-Fitzgerald Co., Limited, London, who has been in Massachusetts shoe centres for two weeks, had a very painful attack of rheumatism of the inflammatory type. Mr. Lovell's many friends will be glad to hear that he has returned to London, fully recovered and filled with advanced ideas on the shoe game that will keep "Astoria" and "Liberty" shoes in the front ranks. No better posted or more popular shoeman than Mr. Lovell visits Boston and the contiguous territory.

The regular quarterly dividend of 1¾ per cent. has been declared upon the preferred capital stock of Ames, Holden, McCready Ltd., Montreal. The company have had a most successful and busy season, and orders for spring are away in advance of any previous period in the history of the firm. Six months business from May to October last showed an increase of sales of over three-quarters of a million in excess of the corresponding period of last year. All the factories of the company will be kept rushing for some weeks to come.

A St. Thomas despatch says: The members of the city council had another conference with President A. W. Dono-



van of E. T. Wright & Co., when the plans prepared by Architect John T. Findlay were gone over and approved. Mr. Donovan impressed upon the aldermen the necessity of providing additional land for extensions and hopes to have the initial factory completed by April 1. If the building is not completed then it cannot be occupied before October, because the company can only move between seasons. President Donovan spoke most enthusiastically of the prospects and voiced many valuable suggestions. He returned to Boston last week. t

The ratepayers of Newmarket will vote on a by-law at the municipal election to guarantee the bonds of a new shoe factory company up to \$25,000 and to assess the property of the company at \$10,000 for a period of 10 years. The promoters of the new industry, on the other hand, agree to purchase a site, erect a building, and install machinery at a total cost of not less than \$40,000. They agree to have this completed and in full running order with 75 hands by the first of September next, and to continue to employ on an average not less than 75 hands for at least 240 working days in each year for a period of 20 years. The company agree to give the town a first mortgage on their building, machinery, etc., for the full amount of the bonds guaranteed and to pay the bonds as they fall due.

The annual meeting of the A. A. Durkee Co., Limited, was held in Truro last week. Satisfactory reports were presented. It was shown that the factory was giving employment to about sixty hands and was running at full capacity with a generous number of orders ahead. There are 272 shareholders of the company residing in Truro and 35 in Yarmouth. Mr. Durkee in his report said the number of hands had doubled in a year, and showed the increase in pay roll and output for periods in 1911 and 1912 as well as the volume of orders ahead at the present time as compared with a year ago. He referred to the loyal support given the company's output by local shoe dealers. The factory was of the most convenient and modern character and splendidly equipped. George W. Stuart was re-elected president, A. A. Durkee, vice-president and general manager and F. A. Doane, secretary-treasurer.

The Hamburg Felt Boot Co., of which E. Merner, is president and W. H. Umbach is secretary-treasurer, are negotiating with the village of Tavistock, Ont., under the name of the Tavistock Felt Boot Co., to erect a factory for making felt boots and shoes. The ratepayers will vote upon a by-law at the municipal election to grant the company a bonus of \$10,000 to supply free water and to exempt the industry from taxes, except school taxes and local improvements. The company agree to erect one building 120 x 45 feet, three storeys high, another building 60 x 45, two storeys high, and a third structure 70 x 40, one storey high. They will also install machinery worth from \$15,000 to \$20,000, commence work on the structure by May next, and have the plant in operation by January, 1914, and employ not less than fifty hands for ten months in each year for a period of ten years. The factory of the company at New Hamburg will be continued, the industry at Tavistock being an additional enterprise owing to the rapid development of the felt boot business.

Fourteen years ago the Kingsbury Footwear Company produced their first shoes on Montcalm Street, Montreal. To-day the concern have in Maisonneuve one of the most up-to-date shoe factories employing nine hundred men, and by the end of 1913, they expect to have the number doubled. The company have just finished the erection of a five-storey high building on La Salle St., which will be ready for use this month. This extension is 150 feet long by 50 feet wide. It is of reinforced concrete, absolutely fireproof and splendidly lighted. The arrangement of the factory is new and decidedly practical, and all the latest machinery is being installed. All the machines will be run by electricity. Another feature is the complete dust system installed, which clears all the dust from the air the operators breathe, as well as pumping the atmosphere. Seven years ago there was less than 5,000 square feet of working space, to-day there is 112,000 square feet, in addition to which the

company have a building containing 12,000 square feet which is used for storage purposes.

#### Gutta Percha Company Re-organizes

There has been a reorganization of The Gutta Percha and Rubber Manufacturing Company, of Toronto, Limited, whose factories are located in Toronto (Parkdale). The reorganization took effect on January 1st, 1913. The company has carried on an extensive business throughout Canada and by export to various parts of the world for over a quarter of a century, having been incorporated as a purely Canadian industry under the Ontario Joint Stock Companies' Act, in 1887. As the business grew, it became necessary to open branches in many places. At some points these were operated under the name of "The Gutta Percha and Rubber Mfg. Co., of Toronto, Ltd.," but in the Prairie Provinces the business has been conducted at Winnipeg and Calgary through a subsidiary company, The Winnipeg Rubber Company, Ltd., and in British Columbia through another subsidiary company, the Vancouver Rubber Company, Ltd. The directors and shareholders of the company have now decided that its interests and convenience as well as those of its customers will be better served by a reorganization which will enable it to operate in all branches under one name and at the same time adequately care for and develop its very large and constantly increasing business. To this end, application has been made for a Dominion charter under the name "Gutta Percha and Rubber, Limited." This has been granted with an authorized capital of \$6,000,000. The new company is controlled by the same interests and is under the same management as the old. It has acquired all of the trade marks, patents, properties and good will of the old company and, as heretofore, is an entirely independent concern, without connection or affiliation with any other company in or out of Canada.

#### New Industry for Fredericton Starts

The new factory of the Palmer-McLellan Shoepack Co., Ltd., of Fredericton, N.B., started manufacturing last month and is making the Palmer brand of oil-tanned footwear. It is planned to turn out one hundred pairs a day and to have one hundred employees. The construction of the factory was started on June 1st last and the building was completed in November. Since then the most modern machinery has been installed and to-day the entire plant is in full operation. The building dimensions are 200 by 50 feet and the factory is of brick construction, consisting of two storeys with a basement of stone with concrete floors. There is also a spacious power plant in connection in which is situated the company's own electrical plant in which electricity for the lighting system is generated. Part of the plant is operated by electric power. The building is divided into two sections, the tannery and the factory. The tanning floor is of concrete between the vats, which are of fine quality stock brick with cement face and are twenty-six in number. Modern machinery is installed in the tannery so that the finest quality of oil-tanned waterproof leather is turned out for manufacture in the factory division of the plant. Much of the sewing in a larrigan factory is of necessity hand work of the company have been fortunate in securing most competent and long experienced sewers. They also have the latest machinery installed by the Singer Sewing Machine Company and the United Shoe Machinery Company for that portion of the work which can be done by machines. Throughout the building are power elevators which run from the basement to the top floor and provide the most convenient arrangement for handling stock.

John Palmer, the managing director, is an expert tanner, having learned the trade in his youth and is practically the pioneer in the oil-tanned footwear business in Canada. The work of the Palmer-McLellan Shoepack Company's tannery is carried on under his personal supervision, while W. A. B. McLellan is superintendent of the factory. Associated with them are the following heads of the different departments:—Larrigan making, John Donovan; manufacturing department, John Gibbs; draw-string department, Joseph Burke; tannery, William Spiers; leather finishing department, Arthur Reading; cutting department, Fred Harris and Frank Bailey.





# AMONG THE SHOE MEN.

L. Jacobson, shoe retailer of Montreal, has assigned to V. Lamarre.

Emile Carrier, shoe dealer, Hull, Quebec, has assigned to J. E. Couture.

The Ideal Shoe Stock Co., Quebec, manufacturers of soles, have recently registered.

White & Bridges have opened a shoe and rubber repairing business at St. Stephen, N.B.

A. Rumford, of Forest, has sold his shoe business to P. Cearnes and has removed to Thedford.

J. Adams, of the Regina Shoe Co., Montreal, spent a few days in Toronto last week on business.

N. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, was in Toronto last week on business.

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

J. D. Reaman & Son, dealers in boots and shoes and groceries, Rockwood, Ont., have sold out to W. H. Wells.

F. A. Guinivan, manager of the Walk-Over Shoe Store, Montreal, was in Boston and other shoe centres recently.

Mr. Carcallen, 1267 Bloor St. West, Toronto, has been appointed a deputy-postmaster and has opened an office in his shoe store.

A block of trackage property has been bought at Edmonton by a big eastern firm contemplating establishing a harness factory.

Parrott Bros., of Chatham, Ontario, have sold out their business to Turrill & Dill, shoe retailers of that city and will locate in the West.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., was in Toronto last week on his way back to London from a business trip to Boston.

P. M. Goff, of Toronto, general sales manager of the O. B. Shoe Co., Drummondville, Que., was in Winnipeg recently on a business trip.

The stock of Simpson & Vair, shoe retailers, New Michel, B.C., has been sold to the Crows Nest Trading Co. at sixty cents on the dollar.

John A. Macfarlane, salesmanager of the Macfarlane Shoe Co., Montreal spent a few days with relatives in St. Thomas, Ontario, last week.

Among the callers on the Toronto trade during last week were C. E. Coles, Brantford; H. C. Clarke, Dundas; A. Summerfeldt, Unionville, and many others.

The premises of Geo. A. Rudd, harness manufacturer, 787 King Street West, Toronto were damaged by fire to the extent of \$25,000. The company will suffer no interruption in business.

J. T. Stenson & Sons, shoe dealers, Peterboro, who have long conducted one of the most successful retail businesses in Central Ontario, have decided to embark in the wholesale line as well.

Norman Leach will, early next month, open a boot and shoe store in the Marsh Block, Smith's Falls, Ontario. He has been employed for a number of years with one of the leading industries in that town.

The Mount Royal Footwear Co., is the name of one of Montreal's latest shoe factories. Their factory is located at 1315 Ontario Street East, and Mr. Voyer is manager. They are specializing in children's shoes.

A. G. McKenney, of Vancouver, W. G. Fowler, Calgary,

H. D. Mewhirter, of Winnipeg, and W. H. Galt, of Montreal, were in Toronto recently attending a conference of the branch managers of the Gutta Percha and Rubber, Limited.

Leather Goods and Sports, Ltd., have taken over the harness and leather business of J. H. Matthews & Co., of Saskatoon, the heads of the new company being Arthur G. Smith and Walter D. Gunning.

At the annual meeting of the Commercial Travelers' Mutual Benefit Society, held in Toronto recently, S. R. Wickett, of the firm of Wickett & Craig, tanners, and A. J. Tipping, traveller for D. D. Hawthorne & Co., wholesale shoes, Toronto, were among those re-elected as directors of the society which is in a flourishing condition.

At the annual meeting of the Dominion Commercial Travelers' Association, held in the Windsor Hotel, Montreal, an eloquent address in reply to the toast "Canada" was given by Sir Wilfrid Laurier.

W. F. McNeill, of Toronto, Canadian manager of the Nugget Polish Co., accompanied by his wife and family, left a few days ago on a visit to England. They will return at the end of the winter.

H. and C. Blachford, shoe retailers, 114 Yonge Street, Toronto, who are one of the oldest shoe firms in Canada, being in business nearly fifty years have been incorporated under the name of H. and C. Blachford, Limited, with a capital of \$100,000.

The United Shoe Machinery Co., has disposed of a large number of skate grinding machines to shoe repairers throughout the country, many of whom have bought the machines outright and are doing a rushing business with skating and hockey enthusiasts.

Charles J. Silver, of the traveling staff of the W. B. Hamilton Shoe Co., Toronto, has been re-elected a director of the Commercial Travelers Association. This is his second term, and he received a much larger vote than last year, which is the strongest testimony to the faithful character of his work in the interest of the association.

The M. Langmuir Manufacturing Co., of Toronto, makers of traveling goods, have increased their capital stock from \$200,000 to \$400,000. It is understood they will build an addition to their factory at the corner of King and Niagara Streets, and will greatly add to the capacity of the plant in order to meet the demand of their rapidly growing business.

Walter E. Yates, the popular warehouse manager for McLaren and Dallas, Toronto, was married on December 24th at Janetville, Ontario, to Miss Grace Hobbs, late of Toronto, at the home of the bride's parents, Mr. and Mrs. J. Hobbs. The ceremony was a very quiet one. Mr. and Mrs. Yates have taken up their residence at 678 Gladstone Avenue, Toronto.

A new Slater Boot Shop has been opened in Montreal at 413 St. Catherine street east. The store advertises a perfect fit in shoes by means of a new patented foot-fitting chart and says: "This new fitting system protects you against getting shoes that are too large or too small, too loose or too tight. It ensures you greater ease, more comfort, wear and style than you ever got in shoes before."

Advices received by certain Toronto wholesalers from Montreal and Quebec, state that men's heavy shoes which sold at \$1.95 per pair, and of late have been going at \$2.15, will be raised as high as \$2.40 per pair by the makers during



the present month. Finer lines may advance when fall samples are ready, but it is not expected that the jump will be so heavy as in splits and grains.

"The trade for the three days before Christmas was the heaviest that I ever knew," remarked a Western Ontario shoe dealer. "The class of goods purchased for holiday presents was better than in any previous year, consisting of fine shoes, a high grade of leather, velvet and felt slippers—in fact, more durable and stylish footwear all around. This is a pleasing indication of the times."

The rapid expansion of business in the west is probably reflected in no line more accurately than in the boot and shoe industry. When asked recently regarding business conditions as they applied to that line of trade E. A. Dagg, manager of the Ames, Holden, McCready Co., Calgary, Alta., was in most optimistic mood. He said that the Calgary business of the firm had extended to such a point that a new warehouse was essential. In fact, the company are even now casting about for a suitable site. The new warehouse will be built during the coming year.

The shoe dealers of East Hamilton recently had a rather unusual experience owing to the shut off of electric power throughout the city. Scores of men were prevented from going to work and having a whole day ahead of them they thought it would be a good idea to go for a skate. There was an unexpected rush for skates and boots from early morning till late in the afternoon. The footwear merchants were kept busy supplying the demand. One dealer says that he sold more hockey shoes that day than he usually did during a whole month. He was soon cleaned out of the standard sizes and unable to meet the rush.

At the annual meeting of the Superintendents' and Foremen's Association, held recently in Montreal, there was a large and enthusiastic attendance. The following officers were elected for the ensuing term: President, E. F. Leonard; 1st Vice-Pres., D. Hannigan; 2nd Vice-Pres., E. Le-pine; Sec'y-treas., A. O. Giroux; Corr.-Secs., D. Leighton and G. Fortin. The good work of the past year was reviewed and several interesting addresses were delivered. A committee was appointed to take charge of the annual ball which will be held in Stanley Hall, Montreal, on February 8th.

How to prevent a fire waste of \$25,000,000 a year in Canada! That is the problem that the Canadian Manufacturers' Association, the Boards of Trade, the Credit Men's Association, and other allied bodies, have set themselves to solve with an earnestness and an enthusiasm that bespeaks success. A contributing cause, if not the principal incentive, to something effective being done along this line, was the address given before nearly five hundred members of these organizations recently in Toronto by Mr. Franklin H. Wentworth, secretary of the National Fire Prevention Association of the United States. A. R. Clarke, chairman of the Toronto branch of the Canadian Manufacturers' Association presided at the gathering.

It is understood that two new shoe factories will locate in Maisonneuve. Already 15,000 feet of ground situated at the corner of Ernest and Aird streets has been purchased at a price of \$9,000, and building operations are in progress. The first factory is expected to be erected and ready for occupation by the end of May, 1913, and it will employ about 150 to 200 hands. The other factory will be proceeded with early next spring, and when completed should employ 100 people. Both factories belong to one manufacturer, who is a well known Quebec gentleman, and if everything turns out as anticipated, it is on the boards that further developments might be expected from this source. The new works will be adjacent to the C. P. R. line and the Montreal Terminal runs right past the site, so that the proprietor will have exceptional shipping facilities. The size of the factory which is now being built will be 40 feet by 200 feet, and three storeys high, and the other factory will be 25 feet by 45 feet. Both structures will be equipped with all the latest and most up-to-date plant. There will be elevators and every modern convenience for the production of the best possible goods. The buildings are to be of steel and brick,

### Shoeman Makes Money out of Skates

Among the Ontario shoe men who have made a distinct success in handling skates, is W. J. Thurston, of Guclph. He has carried skates for six years and finds that the average price paid for a pair is from \$2 to \$2.50. Skates obtained at his store are attached free, but when bought elsewhere, Mr. Thurston charges fifteen cents for the work. "I think," declares Mr. Thurston, "that the skate business belongs to the shoe trade, as when we fit the shoe, we can fit the skate to the shoe and save a lot of guess work. I have never heard hardware men raise any objection, and one of them told me the other day that he was not going to bother with skates. We find handling skates helps the sale of hockey boots, as most people want to buy the outfit. We do not handle hockey sticks or pucks now. We only carried them one year, and did not think them a success. We find that there is a better profit on skates than on hockey shoes. The average price paid for hockey boots in this city is from \$2.50 to \$3.00. The popular price for a pair of boots and skates is \$5.00, as this is what a great many young people like to pay for the outfit."

### A Progressive Western Shoe House

The Adams Shoe Co., 802 Rosser avenue, Brandon, Man., is doing some attractive advertising and in a local paper recently there appeared a good illustration of the imposing front of the establishment. The company has been located in Brandon for eighteen years and five years ago moved into their present premises at the corner of Rosser avenue and Eighth street. The store is 125 feet deep and twenty-five wide. Many leading Canadian and American lines are handled. Grips, suit cases, trunks and other leather goods manufactured by the Adams Co. are stocked in large variety and a big business has been built up in that section. Special attention is paid to findings of all kinds and a shoe repair department is a paying proposition. The managing director of the store is David F. Creighton, who has been

### "IN THE GOOD OLD SUMMER TIME"



On the left is J. K. Rose, manager of the shoe department of A. E. Rea & Co's. departmental store, Ottawa, next is Harry Lloyd, of Orillia who has been in business in that town for over 20 years. The little toddler is Master James Paisley, of New York City, nephew of Mr. Lloyd.



in the retail footwear business for twenty-seven years, the last ten of which have been spent in his present position. He is a former Toronto man who has scored success in the West and whose aggressiveness and energy has resulted in building up the trade of the company in the Wheat City to its present large proportions. Under him is an efficient staff of half a dozen salesmen.

#### Edmonton Shoe Happenings

James Ramsay, Ltd., have recently put in a shoe stock. They are making a speciality of certain lines and are working up a nice trade.

E. M. Foster, of Calgary, who lately opened out a new shoe store, has been very successful, and is capturing his share of the trade.

The American Shoe Store, conducted by Mr. Rix, is doing a splendid business. Mr. Rix, who is well liked by the trade, has recently recovered from a severe illness.

Mr. Warren, manager of the shoe department of Johnstone, Walker & Co., has been with that house for some years and is getting on exceptionally well in his position.

The Imperial Shoe Store, located at the corner of Jasper avenue and Second street, is doing a very nice business. It is owned by Thorne & Webb and is ably managed by Mr. Webb.

A change made recently in the shoe trade in Edmonton is the withdrawal of Mr. McLeod from the firm of McLeod & McSweyn of the Eclipse Shoe Store. Mr. McSweyn is continuing the business and Mr. McLeod has returned to the employ of Ames, Holden, McCready, for whom he traveled for five years previously.

#### The "Pure Shoe" Bill

Representative Oldfield of Arkansas has introduced a bill at Washington requiring shoe manufacturers to stamp their boots and shoes showing whether substitutes for leather have been used in their manufacture.

The first section provides that "it shall be unlawful for any person to use in manufacturing for sale any boot or shoe, a counter, heel, insole, outsole, side sole, or slipsole, made in whole or in part of leather-board, straw-board, leatheroid, fibreboard, pats, hiteite, or chrome-pats, or any other substitute for leather whatsoever, without legibly and in the English language stamping with a metal die, and in plain view, upon the outside of all soles of boots and shoes where any kind of such boot or shoe was made and what substitute for leather has been used in its manufacture."

The bill places in the hands of the Secretary of Agriculture the duty of investigating and examining specimens of boots and shoes, to determine whether manufacturers and wholesalers who do an interstate business are complying with the act, and if the Secretary of Agriculture finds that they are placing substitutes in boots and shoes without placing the proper stamp on them, then it is his duty to notify the Attorney General and the various district attorneys, so that the violator of the act can be proceeded against.

Mr. Oldfield says that the bill is in line with the legislation contained in the Pure Food and Drugs Act. He also states that the people of the United States are spending something more than \$600,000,000 annually for boots and shoes and in a great many instances are buying paper, rags and other substitutes for leather at leather prices. He thinks that it is only fair that people know when they buy a pair of shoes, whether or not it is a pure leather shoe. Mr. Oldfield said that he is preparing a bill making it unlawful for manufacturers of all kinds of merchandise, who do an interstate business, to falsify or make misleading statements for the advertisements of their product.

#### Shoe Firms Use of Electric Devices

The results to be attained from a more extensive use of electricity in store advertising are being more and more recognized by the firm of Waterbury & Rising, in King Street, St. John, N.B., who have attracted more than usual attention to their place of business by the establishment of an ornamental and useful set of curb lamps in front of their premises, and by the displaying of an ingenious device in one of their

windows which drew the eyes of hundreds of holiday shoppers to the showing made therein. The first named, the street lamps, have been placed in position at the edge of the broad sidewalk in front of the store, and the firm is the first shoe house in the city to make use of them. There are five of them, large round frosted lamps, the globes being attached to an iron post having four arms extending at a height of about ten feet above the road, and being surmounted by a fifth lamp on top of the pole, giving the whole a nicely bunched appearance. They shed considerable light and the name of W. & R. is to be seen in large letters at quite a distance, together with the suggestion which naturally accompanies the name, "boots, and shoes," these being printed on the different globes.

The other contrivance referred to was the conception of Wm. C. Rising and was evidence of much originality and thought in its preparation. Of the thousands who passed up or down King street, one of the main thoroughfares of the city, during the holiday rush, few failed to stop outside the window and puzzle over the device shown therein, and then after many conjectures, gave it up as a bad job, the knowledge of how it was worked. It was only an innocent looking little tungsten bulb projecting from an infant's moccasin, but there were no wires or other connections to be seen whereby it might be known as to how the globe was lighted. Yet there it was—throwing a circle of light over the display of holiday features shown in the window.

#### He is a Hustler After Business

H. W. Parsons, who some time ago became identified with the Toronto staff of The Nugget Polish Co., is one of the oldest employees of the company. He became identified with the Nugget people when they first started in London, England, seventeen years ago. He was transferred to the New York office where he held responsible posts. He took charge of several exhibits made by the house and was a



familiar figure with the trade at the annual Shoe and Leather Market Fair in Boston. Since coming to Toronto, Mr. Parsons has covered the Eastern ground for the company. He leaves early in January on a business trip through Quebec and the Maritime Provinces. Mr. Parsons is well liked for his obliging disposition, genial manner and energetic nature. He is a born salesman. If you don't believe it, ask those on whom he calls, for he certainly knows how to boom the merits of "Nugget."



### An Electrically Made Leather

Mr. W. F. Reid, past president of the International Association of Leather Trade Chemists, speaking recently at the biennial conference at the Leathersellers' Hall, London, said that possibly the time might come when the industrial chemist might be called upon to manufacture not only new tanning materials, but even leather itself. Certainly the time would come when the area available for the production of the raw material of leather would be so limited in proportion to the needs of the human race that some one would have to step in and produce a substitute, and possibly even the electric furnace might in time produce material which would be quite as efficient as tanning extracts for producing leather of a kind.

### The Price of Shoes in Old Country

A correspondent in London, England, writes: Boot and shoe retailers, of whom there are about 70,000 in this country, are face to face with the most serious crisis which has ever threatened their trade. Year by year the price of leather has been advancing steadily, but never has the increase been so rapid as during the last twelve months. Within that period the leather which goes into a pair of men's boots of medium grade has gone up from sixpence to ninepence in cost. "The consequence is," said the secretary of the Shoe and Leather Fair, "that the quality of the footwear is constantly deteriorating. Shopkeepers are afraid to put up their prices, so that their only alternative is to sell the public an article which is defective somewhere. Manufacturers have exhausted their resources, and unless a new range of values is established very soon boots and shoes will continue steadily to deteriorate in wearing quality. The increased cost of leather is explained by the disproportion between the quantity of the world's cattle and its human population. In twelve years the cattle census of the United States, on which we draw largely for our supplies, has decreased seven per cent., while the population has increased twenty-five per cent."

### Heavy Liabilities of Jobbing Firm

The firm of P. E. Frank & Co., wholesale shoe dealers, 20 Front street east, Toronto, who have been carrying on business for about two years' recently assigned. The company formerly conducted the Boston Shoe Store on Yonge street, Toronto. The majority of all the goods handled by this wholesale firm were American lines. Judgment was recently given J. H. Winchell & Co., of Haverhill, Mass., against the firm for \$30,464.17. The liabilities of P. E. Frank & Co. are said by the assignee to be \$250,000 and the assets about \$50,000. In the meantime the affairs of the company are in the hands of the courts. The affidavit of L. W. Whitman, treasurer of the Winchell Company, says that he is not aware of any other undisclosed assets of the firm except their Philadelphia business and their interest in the Boston Shoe Company, Montreal, and claims that H. E. Frank informed him that both of the last mentioned businesses had been a drag on the local end of the concern, as they had been drawing heavily. "From my investigation into the affairs of the firm," Mr. Whitcomb says, "I have learned that money has been withdrawn frequently from the business and deposited in the Bank of Montreal, Home Bank of Canada and Bank of Ottawa in the names of different members of the Frank family; his wife, brother, mother and mother-in-law. Although I am unable to state positively, the amount which has been withdrawn from the business and deposited, I think it is in the neighborhood of \$15,000. Recently American goods received by them were shipped to the amount of \$27,000 to their Philadelphia office, as, I believe, with fraudulent intent against their creditors."

An assignment which has attracted considerable interest in local business circles is that of the Boston Shoe Company, Montreal, with a retail store at the corner of St. Catherine and Mansfield streets, against which a winding-up order has been issued on demand of Dame Harriet E. Schwartz.

Though no formal list of creditors has as yet been pre-

pared, it was stated by the legal representative of the firm that the liabilities would probably total in the neighborhood of \$150,000. The amount figuring in the demand of assignment is \$7,000, this being made up of two separate loans made to the concern by the petitioner, one being for \$3,000, whilst the second is for \$4,000.

Alexander Desmarteau, who has been appointed provisional liquidator, will continue the business for the benefit of the creditors, authorization for this having been obtained from the court. A meeting of creditors will be held January 10. L. E. Frank is the manager of the Boston Shoe Store, in Montreal.

### Beal Bros. Lose Their Tannery

The tannery of Beal Bros., at Uxbridge, was completely destroyed by fire on December 17th. The loss will reach about \$75,000, and being only partially covered by insurance is a serious blow to the firm. The buildings were worth about \$30,000, being of frame and sheet steel construction. The value of the stock was in the neighborhood of \$40,000. The blaze was discovered by the night watchman early in the morning, and although



MAYOR NORMAN R. BEAL, OF UXBRIDGE, ONT.

the fire department responded promptly the water pressure was so low that the flames gained great headway. The daily capacity of the tannery was 125 sides of harness, lace and moccasin leather, and the firm's operations in the harness factory in Toronto, will be up to the mark, new arrangements being effected. Norman R. Beal, who is mayor of the town is manager and part owner of the plant. When the watchman discovered the fire he was gone upstairs from



THE BEAL TANNERY WHICH WAS WIPED OUT

the boiler room in the main building, having heard a crackling about him. When he reached the first floor he was driven back by the smoke. The tannery has been in operation for thirty-two years and employed about forty hands. It has not been definitely decided where the tannery will be erected, although Uxbridge is very anxious to retain the industry and has offered some concessions which are being considered by Beal Bros., whose head office is in Toronto.

**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**

#### News Notes from Old Quebec

It is rumored that a large shoe factory in Quebec will remove to Maisonneuve at the end of April.

The friends of E. Samson, manager of the Rock Shoe Co., are congratulating him on the advent of a son and heir.

The retail trade during the holidays was very satisfactory. Dealers report that the volume of business was considerably ahead of last year.

Sole leather for shoemakers, which sold recently at 28 cents, a pound, has jumped to 32 cents, and several repairers are talking of raising prices in order to meet the increased cost of the supplies.

J. A. Scott, who has been spending some weeks in Europe has returned home in good health. He had a most enjoyable outing, and recently entertained a number of his friends at a smoking party.

It is reported that W. Cantin, patent leather manufacturer has just taken a contract for five thousand sides of patent leather for a Montreal firm. This is the largest order for patent placed here in a long time.

The C. E. McKeen Co., distributed to their friends and customers during the holiday season a large number of nice clothes brushes. Under the able direction of Mr. Frank McKeen, the company have had a very successful year.

A number of manufacturers to show their appreciation of the faithful work done by their superintendents and foremen during the past year, presented them with gifts in the shape of bonuses, boxes of cigars and other evidences of good will.

The plans for the factory of Tourigny and Marois are complete and they expect to start building operations early in the spring. Rene Lemay is the architect. The new factory will be one of the largest and best appointed in the province.

The recent heavy winds and rains have caused considerable damage to property in this city. Several factories which are run by electric power have been obliged to close down for two or three days, while other concerns not dependent on electricity had to close their shops early on account of having no light.

Recently the Technical School Commission paid a visit to several factories to inspect the newest and latest machines, preparatory to opening a course for instruction in the art of shoemaking in general. This course should prove encouraging and helpful to the workers, to learn how to operate and to become more thoroughly acquainted with the work.

#### Big Holiday Trade was Secured

Reports from various sections of the country indicate that shoe dealers, with few exceptions, did a larger and more profitable holiday trade than last Yuletide season. In some cities an increase of twenty-five to thirty five per cent. is

recorded. The attractive window trims of many retailers were very striking and brought excellent results. House shoes and evening footwear were popular lines, and the children's departments were crowded for several days before Christmas. A tremendous trade was done in hockey boots and those shoe men handling skates report very satisfactory results. The sale of felts and rubbers was also very encouraging. A number of retailers are at present taking stock preparatory to conducting the usual mid-winter sale, when many slow selling lines are cleared out and space made for spring goods as these will have to be in hand unusually early this season owing to Easter falling on March 23rd.

#### Paid Two Plunks—Worth More

A Toronto jobber recently received a rather unique and expressive letter from a resident in a small Ontario centre who is evidently a disciple of Josh Billings, and a student of the phonetic system of spelling. Here is the letter—Deer sir—I got a pare of boots with yure naim on last spring, called everyday boots, and they are the best I ever sean for ware and looks. I sent the boss to — git a pare for hissself and the yap there sold him anuther kind. I will want anuther pare for miself, and I've ben losin sleep woryin wether I'll be abel to git anuther pare. I think the boots ware to well to soot dealers if you ast me. Ware can I git them in the city. Nun of the stores I've ast seems to know the boots. You otta make them noan. They are shure winners, paid two plunks for the shoes and wouldn't be without them for fore.

#### The Policy That Builds Up

Speaking of success in the shoe line, a leading retailer in St. John, recently said: "Our policy from the beginning has been and is one price to all, and the greatest value for the cash. This, together with the practice of adjusting complaints fairly, and persistent advertising, has given us business that is to-day, second to none as a net profit proposition. A comparison with conditions twelve or fifteen years ago and now, would be very interesting from a financial standpoint, and the volume of trade done. We have to fight for all increase in business that we get, but we like the warfare and it is a case of the "survival of the fittest."

---

**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.

---

**WANTED**—A position as traveller for a reliable footwear or findings house by a young man with thorough knowledge of footwear who has owned and conducted a retail store for some years. Strictly temperate. Best of references. Investigate. Box 40, SHOE AND LEATHER JOURNAL.



Established Over Half a Century



THE price of Leather continues to advance. No one can predict where and when this will end. At present there is no relief in sight.

Notwithstanding the high price, every one must have shoes, and every shoe worn must have a sole.

Needless to say, the best is the cheapest. Wearing and waterproof qualities must (especially at this season of the year), be considered. Our Sole Leather meets all the requirements.

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work.

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heel and Counters None Better

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - ONTARIO

# LOGAN'S THE LEATHER OF QUALITY

TANNERS OF

## Union Slaughter and Sweat Sole Leathers

Leathers suitable for factory-sewed work that will compare favorably with anything on the market.

**LOGAN TANNERIES, LIMITED** - - **PICTOU, N.S.**

**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 REECE

— Button Hole —

## Finishing Machine

Is the greatest labor saver in a shoe factory. It does the work of nine hand operatives. It saves from 40 to 50 cents per case, and can handle 15 to 20 cases per day.

And it does the work **far better**. The button-holes so made will keep their shape and outwear any other buttonhole made, as they are much stronger and more durable.

We would like to tell you more about it  
Write or phone.

**Thos. C. Doyle (Reg'd)**

MANUFACTURERS' AGENT

MONTREAL

TORONTO

(Long Distance Phone, Up. 2415)

(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.

**ELMIRA**  
FELTS

**ENGLISH & GERMAN**  
SLIPPERS  
THE BEST MAKES

**ELMIRA**  
FELTS

OIL TANS - MOOSE MOCCASINS - KNIT SOCKS

THE  
"IMPERIAL"  
SHOE  
FOR  
MEN AND WOMEN

Place Early And Avoid  
Increased Prices

¶ This is about the most profitable suggestion we can offer regarding cold weather footwear for the season of Nineteen-Thirteen and Fourteen.

¶ It is a foregone conclusion that prices in all classes of shoes will increase during the year, and so the merchant who places early will be safeguarded against any increase.

¶ Our travelers are prepared to get away to an early start, and shortly one will call on you with a big range of reliable brands containing everything that is newest and best in footwear of this nature.

"MAPLE LEAF"  
BRAND  
HEAVY WORKING SHOES  
EVERY PAIR GUARANTEED

THE  
"LITTLE  
CANADIAN"  
FINE SHOES  
FOR  
MISSES and CHILDREN

Then There Are Some New  
Lasts in Spring Shoes

which we will also have to show you.

¶ These are dandies which have just been added and you will surely want some for your spring selling.

¶ It would be advisable for you to give the entire line a most thorough inspection this trip and make ample provision for your greatest spring season which you no doubt, have resolved it shall be.

RUBBERS  
"KANT KRACK"  
"DAINTY MODE"  
"ROYAL"  
"BULL DOG"

**McLAREN & DALLAS**

WHOLESALE DISTRIBUTERS

BOOTS

SHOES

RUBBERS

30 FRONT STREET WEST

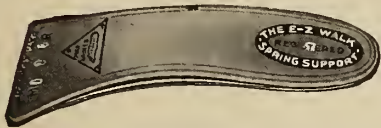
TORONTO, ONTARIO



# 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.

ORDER FROM YOUR JOBBER

HANDLED BY ALL JOBBERS IN CANADA

## THE E-Z WALK MFG. CO.

133 W. 14th Street - New York, N.Y.

L. H. PACKARD & CO., MONTREAL, CANADA

OUR CANADIAN AGENTS



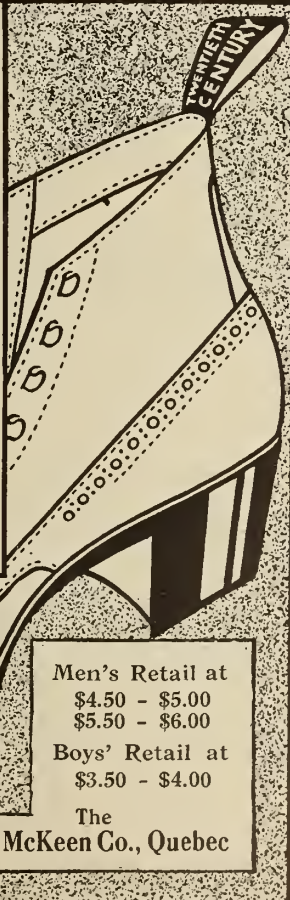
ASK FOR  
**So Cosy**  
TRADE MARK  
**SHOES**



A NEW SO-COSY

**NOT** only do TWENTIETH CENTURY WELTS please you with the profits they bring, but the service and satisfaction they give please your customers.

They're good shoes to make men partial to your store.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00  
Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec

## A Brilliant Shine in Half-a-minute

It doesn't require much rubbing to get a fine and a lasting polish with PETERS POLISHES. Just a little polish, just a little rubbing, and there you have as brilliant a polish as you could wish.

Your customers will be glad to be made acquainted with PETERS POLISHES. Have you some in stock?

We want agents in every town and city.

**PETERS POLISHES**  
617 Queen St. W. Toronto

## Women Labels

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL

## 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



## 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

## 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

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

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.

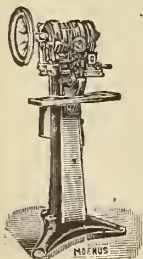
Branch: 54 South Street, BOSTON, MASS.

## 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  
is the best in the market. Write for particulars to  
Moenus Machine Company, Frankfort-on-Main, Germany





**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.  
 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

**Every Pair Solid Leather**  
 The best Counters only  
 3½ and 4 cents  
 per pair



**EUGENE GUAY**  
 230 St. Marguerite Street  
 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



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

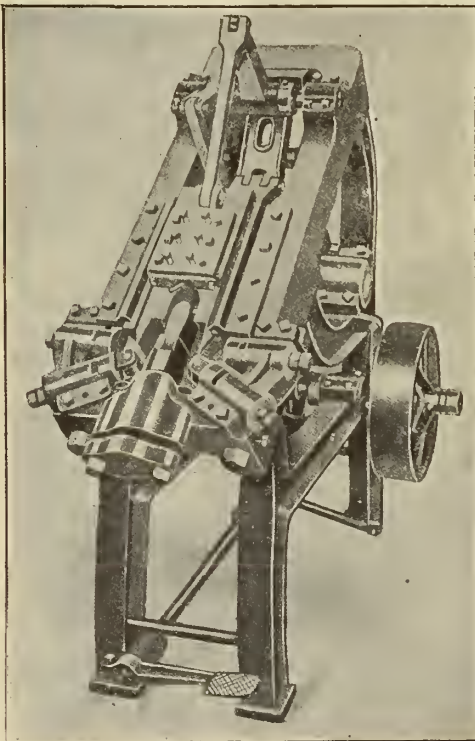
**TANNING RESEARCH LABORATORY**  
 H. C. REED, Manager

**Analysis of Any Material Employed in the Tannery**

OFFICE, LABORATORY AND SAMPLING ROOM  
 227-229 FULTON STREET  
 NEW YORK, N.Y.

# INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A. & Co. ....	57	E-Z Walk Mfg. Co. ....	55	Pfeister & Vogel .....	18
Ames-Holden-McCreedy, Limited	13	Gauthier, The Louis Co., Limited	18	Robinson, James .....	8
Beal, The R.M., Leather Co., Ltd.	52	Guay, Eugene .....	57	Sisman Shoe Co., T. ....	20
Bonner Leather Co. ....	57	Hurlbut Shoe Co .....	55	Solomon & Speilman .....	57
Brandon Shoe Co. ....	3	Linton, James & Co. ....	16	Staynes, W. H., & Smith .....	56
Briethaupt Leather Co. ....	53	Logan Tanneries .....	53	Tanning Research Laboratory ..	57
Canadian Consolidated Rubber Co. ....	4-11	Marden, Orth & Hastings .....	20	Tebbutt Shoe & Leather Co. ....	12
Chicago Tanning Co. ....	53	McDermott Shoe Co. ....	23	United Shoe Machinery Com- pany, of Canada .....	
Clarke & Clarke .....	56	McKeen Co., C. E. ....	55	.....Inside Front Cover	
Colonial Weaving Co. ....	56	McLaren & Dallas .....	54	.....10-17 and Inside Back Cover	
Cook-Fitzgerald Co., Limited....	7	Miner Rubber Co. ....		Vaillancourt, B. ....	56
Cote, J. A. & M. ....	22	.....61 and Outside Back Cover		Williams, Walter & Co .....	19
Davis, A., & Son .....	21	Moench, C., Sons Co. ....	22	Williams Shoe Co. ....	22
Davis Leather Co., Limited ....	5	Moenus Mach. Co. ....	56	Winn & Co. ....	19
Dominion Die Co. ....	57	Montreal Box Toe Co. ....	57	Wood-Milne Co., Limited .....	21
Doyle, Thos. C. (regd.) .....	53	National Cash Register Co....	24	Wright & Co., E. T. ....	15
Duclos & Payan .....	56	Nugget Polish Co. ....	14	Young, Richard .....	56
Dun, R. G., & Co. ....	56	Palatine Rubber Heel Co.....	19	Young, W. J., & Co. ....	58
Dupont & Frere .....	57	Peters Polishes .....	55		
Elmira Felt Co. ....	6				



**COUNTER MOULDER**

This powerful counter machine is built to stand the heavy pressure required to mould counters to the proper shape. Simple in construction, it is not liable to get out of repair.

## 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 Illustrated Pamphlets TO-DAY.*

**W. J. YOUNG MACHINERY CO.**  
 LYNN, MASS., U. S. A.



# 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

---

# When the Snow and Slush Comes

The first snows of winter, followed as they invariably are by thaws, give cause for a big rubber rush. There's profit in this inclement weather, but only for the merchant who is well prepared with good brands.

A complete stock of "Miners" and "Sheffords" is the best possible preparation for



**M**INER  
EANS  
ERIT

this season. Their salability cannot be questioned, and the good service they give is a strong and lasting recommendation of the merchant who sells them.

If you are not ready with a good stock of "Miner" and "Shefford" Brands, send in your order to-day. And when you send it in, rest assured it will come to you as ordered.

"Miner" service awaits your instructions.

**MINER RUBBER COMPANY, LIMITED**  
**GRANBY      MONTREAL      TORONTO      QUEBEC**

---



# The SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

## A Few Things Worth While

Why Shoemen Should Give True Financial Status to Accredited Agencies

\*\*\*

Prize Winning Christmas Windows That Created Business for the Retailer

\*\*\*

Keeping the Patronage of Slow Pay Customers and How to Collect from Them

\*\*\*

The Faults of the Boss and What Clerks Have to Say Regarding Them

\*\*\*

Can Shoe Business be Started on Other Fellow's Money—Getting Launched

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

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

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

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

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

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

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

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

INTERNATIONAL HEADQUARTERS

## Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN  
General President

CHAS. L. BAINE  
General Sec. Treasurer







ESTABLISHED 1877



NEW FACTORY, 1912

The new home of Genuine Palmer "MOOSE HEAD BRAND" Oil Tanned Shoepacks, Larrigans and Moccasins.

*The goods with a world-wide reputation.*

This new factory with its modern machinery, capable of turning out two thousand pairs of Packs per day, is the direct result of the high quality of leather and workmanship that has always been put into "Moose Head Brand" goods. Lumbermen, Farmers, Hunters, Miners, when they want Shoepacks or Larrigans think of "Moose Head Brand." Past experience and the experience of their friends has taught them the reliability and sure excellence of these goods. Selling Oil Tanned footwear of any kind is much simplified when you can point to the "Moose Head Brand" Trade Mark.

Our new factory is ready now to handle your orders.

Our goods are handled by the leading Shoe Jobbers from Coast to Coast, who are now out with new samples for 1913.

If you want satisfied customers, be sure you get "Moose Head Brand."

Manufactured by John Palmer Company, Limited, Fredericton, N. B., Canada's largest manufacturers of Oil Tanned Footwear.

We wish to take this opportunity of wishing all our friends and customers a very prosperous 1913, also to thank them for all past favors and to solicit a continuance of their esteemed patronage.

**JOHN PALMER COMPANY, LIMITED**

## These four

*Doctors*  
 ANTI-SEPTIC  
 SHOE  
 PAT 1908 1909  
 NON  
 PERSPIRO



"FITZU"



"ORTHOPEDIC"

THE four lasts of the "DOCTORS" Shoe illustrated here will give any shoe merchant a most complete line of sensible footwear for men. Each last is built along strictly anatomical lines, and is designed to fit snugly and comfortably. a particular standard shape of foot. With these four lasts in your stock you will be able to fit quickly practically every man who comes into your store.

The special features of the "DOCTORS" Shoe—waterproofed soles and uppers, and thermal asbestos middle sole—will appeal to your customers and its perfect fit will surely please them.



"GIBSON"



"E. E."

**THE  
 TEBBUTT SHOE  
 AND LEATHER  
 CO., LIMITED**

**THREE RIVERS - QUE.**



## Make your tan shoes 100% saleable

Did you ever pick out a fine looking tan calf leather, with a deep rich color, expecting it to make up into particularly handsome shoes, only to find in the packing room that their beauty had been spoiled by some inerasable marks? And did you then say harsh things of the careless workman who was the cause of the marks, forgetting that the marks could not be eradicated, because that fine looking calf you were so proud of had only "skin-deep beauty"?

Don't blame your workmen because the shoes do not show 100% of the sales-making beauty of the leather. Just try this as a solution of your troubles:

Take an ordinary skin of our Bestyet Tan Russia Calf, and let it pass through your factory in the ordinary way. Then if the shoes are marked, just take a sponge, a little Castile soap and water and wash off the marks. Then match those shoes up with another skin of "Bestyet" that hasn't been cut, and prove that "Bestyet" Calf will put 100% of its sales value into your tan shoes.

Think this over: Beautiful, even finish and rich color—the biggest selling factors of tan shoes—are always 100% efficient in "Bestyet" Calf. Then send in your order.

**DAVIS LEATHER CO.**

LIMITED

NEWMARKET

--

ONTARIO

# Kant Krack

(A FIRST)



(A FIRST)

**BULL DOG BRAND**



(A SECOND)

# Dainty Mode

(A FIRST)

## This is a good season for Rubbers

Old Winter seems rather loath to set in in earnest. Wintry days with snow are being quickly followed by days of sunshine or rain. It's great weather for rubbers.

Is your stock of rubber footwear feeling the effects of this "sloppy weather"? Or have you the wrong brands on your shelves?

Great sales of Independent Brands are being recorded from week to week—sure evidence of a good rubber season, and the popularity of Kant Krack, Dainty Mode, Royal and Bull Dog Brands.

See to it that your stock of these high quality goods is not getting too low. If you've never stocked them introduce a few now and watch results. You'll be back for more soon.

**MADE BY**

**Independent Rubber Co.  
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. Leekie Co., Limited	Vancouver, B.C.
The London Shoe Co., Limited	London, Ont.
McLaren & Dallas	Toronto, Ont.
James Robinson, Esq.	Montreal, Que.



## MR. RETAILER:—

- ¶ The thing that is worth doing at all is worth doing well.
- ¶ That is the spirit that actuates us in the making of Astoria and Liberty shoes.
- ¶ If any should reach you that are not up to our claim advise us. Wire, phone or write—at your service.

**The Cook-Fitzgerald Co., Limited**  
LONDON, ONTARIO

**Retail from \$4.50 to \$7.00 and higher.**

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.
---	------------------------------------	--





## Warm Felt Footwear

Combines

The highest standard of Felt Shoe Making with pleasing appearance and durable construction

We solicit your placing business for delivery in the Fall of 1913.



Wait for our salesman, he will soon be with you with the finest range of Felt Footwear ever produced.

**LEADING STYLES**  
**LARGER RANGE**

**BETTER QUALITY**  
**RIGHT PRICES**

### 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.

SOME pointers on "Elmiras" and why you should sell "Elmiras" to your customers and why your customers will want them



THERE are many good reasons why the Best Retailers sell only "Elmira" Felt Shoes and Slippers. "Elmiras" have been the "Top Notch" in Felt footwear for over twelve years. They have stood the test where others failed. The success of "Elmiras" was established by attention to details. Every piece of material, every seam in "Elmira" quality is made with an expert's knowledge of what is required in Good Felt Footwear, always the same, one price to everybody and that price based on actual cost of good material and expert workmanship. Not on a basis of a percentage less than some Leader, because "Elmiras" have always been the leaders to which competitors have looked for both standard of quality and price, usually coming out below in both.

☞ In 1913 the "Elmira" Line of Felt Shoes and Slippers will be the most complete ever shown.

☞ In quality the same as always.

☞ In range, larger and with many desirable new lines.

☞ "Elmira" 1913 illustrated catalogue is the handsomest and most complete ever issued and will be mailed on request to any dealer not having already received it.

☞ "Elmira" samples will be in the hands of 80 per cent. of the Canadian Shoe Jobbers early in January.

☞ When placing your Felt order, ask to see the above Trade Mark on the samples and when receiving shipments look for it on cartons and shoes.



# SORTING SERVICE

AMES HOLDEN



M<sup>c</sup>CREADY

## Fill Those Empty Spaces on Your Shelves

caused by the holiday trade by sending us your Sorting Order in all lines desired. Because of our complete in-stock departments we can fill your requirements immediately. And a small order has as prompt attention as a large one.

Ask us for anything in—

FINE AND STAPLE FOOTWEAR  
RUBBERS  
FELT FOOTWEAR  
OIL TANS  
LUMBERMEN'S WOOL AND SHEEPSKIN SOCKS

Link Up With

The Big **IN STOCK** Shoe House

---

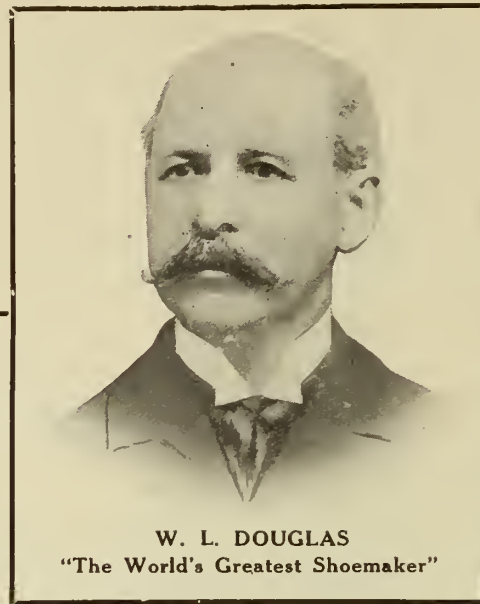
---

Order from Your Nearest Branch and Save Time

**Ames-Holden-McCready, Limited**

Montreal - Toronto - Calgary - Vancouver

St. John - Winnipeg - Edmonton



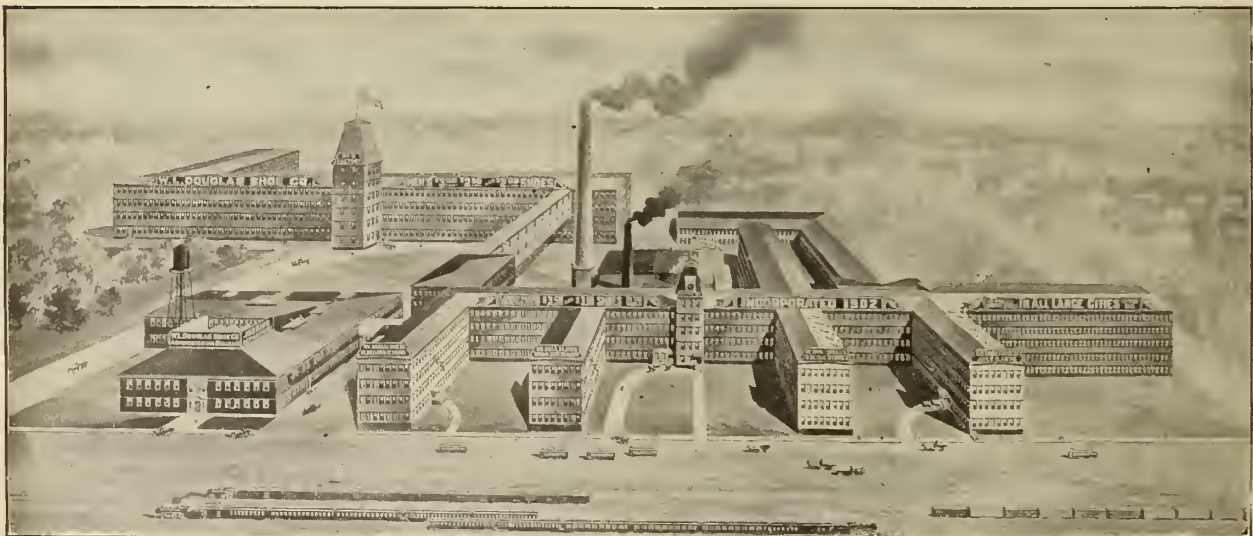
W. L. DOUGLAS  
"The World's Greatest Shoemaker"

## 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.





## They Tread the Soil of Every Nation!



Walk-Overs are the chosen footwear of the world demanded by name of dealers in eighty-four countries.

In every civilized land under the sun you will find Walk-Over stores or agencies

Every day more than seventeen thousand shoe buyers walk into these stores and say "Fit me to a pair of Walk-Overs."

This world-wide reputation doesn't just happen! —It takes a mighty good thing to command the world's commendation.

This enormous business is built on merit—how else?

Because Walk-Overs are proven to give more quality, more comfort, more style—the utmost in shoe value.

Exclusive Walk-Over stores or agencies are to be established in all cities and towns of Canada.

If there is not already a Walk-Over representative in your town we'd welcome the opportunity to explain the proposition to you.

## GEO. E. KEITH COMPANY

Manufacturers of Walk-Overs for Men and Women  
CAMPELLO (Brockton) - MASSACHUSETTS



## Let's co-operate for big business

**I**F you could look over the stocks of all the best footwear manufacturers in Canada, choosing something here, rejecting something there, and taking just the best from each, you'd have a mighty fine stock to place before your customers. And if you could handle many times the amount of stock you do now you'd get a far better price than you can get from the manufacturer now.

You can't choose from the stocks of every manufacturer, and you can't buy more than you can sell, but you can join with other dealers in telling your wants to me so that I can buy with advantage to all of us.

And it's not only what I

can do this year that'll count. There's what I did last year, and the year before, and many years before that. The experience gained through extensive buying will stand us in good stead in 1913. You and I will be able to buy more profitably because of it. We'll know where to go for best value and service.

So let's get together for a great big year in 1913. Come on, get acquainted.

Just at present you'll be interested in knowing that I've a good, complete stock of Independent Rubber Co's good brands—Kant Krack, Dainty Mode, Royal, and Bull Dog. Look over your rubber stock and see that it is properly assorted.

**JAMES ROBINSON, MONTREAL**  
182-186 MCGILL STREET





No. 2004

## 1912 was a Big Year for Tetrault Shoes

But 1913 will not stop  
at Last Year's Figure

On many TETRAULT lines not one of the thousands of pairs of lasts in each style has been idle for months---and the rush still continues.

There are definite reasons for the popularity of Tetrault shoes---snappy styles plus good workmanship, at prices that allow a good profit to the retailer.

You should stock Tetrault shoes in 1913. They are money-makers.

---

**Tetrault  
Shoe Mfg. Co.**

Montreal, Que



No. 2625

# INSEPARABLE !!

---

---

GENUINE  
DIAMOND  BRAND  
FAST COLOR EYELETS

AND THE

Trade



Mark

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

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

---

---

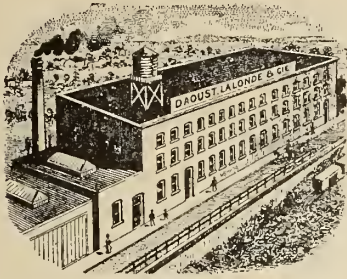
**United Shoe Machinery Co'y of Canada**

Office and Factory: Lagauchetiere and St. Monique Sts. - MONTREAL, QUE.

122A delaide Street W., TORONTO

492 St. Valier Street, QUEBEC





OUR TANNERY

You can make money in 1913 by carrying full lines of

## “Paris” Brand Solid Leather Welts

— and —

## “Rock Bottom” Brand Heavy Working Boots

You can absolutely depend on the quality of both these lines because we follow the process of manufacture from the hide to the finished shoe—from our own tannery, through our own factory to your shelves and to the customer.

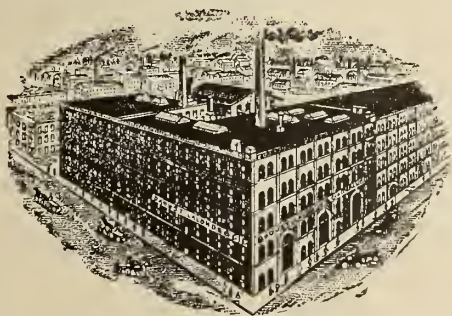
There are no weak points about these lines. From box toe to counter they are made of tested leather—no shoddy.

Just the lines you require for your staple trade. Ask us more about them.

**DAOUST LALONDE & CO.**  
LIMITED

SHOE AND LEATHER MANUFACTURERS

**MONTREAL - - P. Q.**



OUR FACTORIES

*P.S.—A Full Line of Moccasins, Long Boots, Felts, etc., carried.*



"CITY" LAST  
Men's Tan Russia Calf Blucher Bal.

## The last "Rideau" is always the best

The "Rideaus" we will make to-morrow will be better than those we made to-day because there'll be one more day's experience behind them. And every succeeding day's output has been better than that of the preceding day for the same reason.

This consistent striving after better results is what is putting "Rideaus" "in right" with the public. When one of your customers buys his or her second pair of "Rideaus" and finds them better than the first your popularity and that of "Rideaus" is greatly enhanced. Your opportunities for profit increase with every pair of "Rideaus" you sell.

**The Rideau Shoe  
Co., Limited  
Montreal**



"PARK" LAST  
Men's Gun Metal Calf Blucher Oxford with  
Fancy Quarter



# Genuine "Palmer" Shoe Packs

---

We control the sale of the finest line of  
Shoe Packs in Canada.



Our travelers will cover every town in Canada with a complete range of Genuine "Palmer" Shoe Packs. Our prices are right, and you will save money by holding your order for Fall Delivery.

**Canadian Consolidated Rubber Co., Limited**

(Watch for our January issue of Foot-Prints. It will contain complete illustrated catalogue of this line.)



## Popular Styles in Popular - Priced Women's Welts

¶ The PERTH SHOE will interest your women customers because it gives them the style and dressiness they demand at a very popular price.

¶ And PERTH style is not a surface affair that appeals only to the superficial observer. It will stand the scrutiny of the most exacting because it is built right into the shoe. There is a "snap" and a "class" to PERTH SHOES that stays until the shoes wear out

¶ And the popular price of "PERTHS" puts them at once within the reach of the many—it suits the purses of the majority of your customers.

¶ "PERTHS" are low enough in price, and high enough in quality to suit most women.



## PERTH SHOE CO. LIMITED

PERTH - - - ONT.





## *Service Style Satisfaction*

**A**RE embodied in every pair of Linton's Welts that leave the factory. 1912 was a big Linton Welt year; 1913 will show an even greater volume of sales—and to dealers who appreciate what good shoemaking means to their net profits.

If you have not yet got in touch with Linton Service and Linton Style, the first of the year is the time to get started. Write us or ask our traveler when he calls on you.

*Yours for a Prosperous 1913*

# **JAS. LINTON & COMPANY**

*Head Office and Factory*  
**MONTREAL**

*Branch Office*  
**WINNIPEG**

# MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

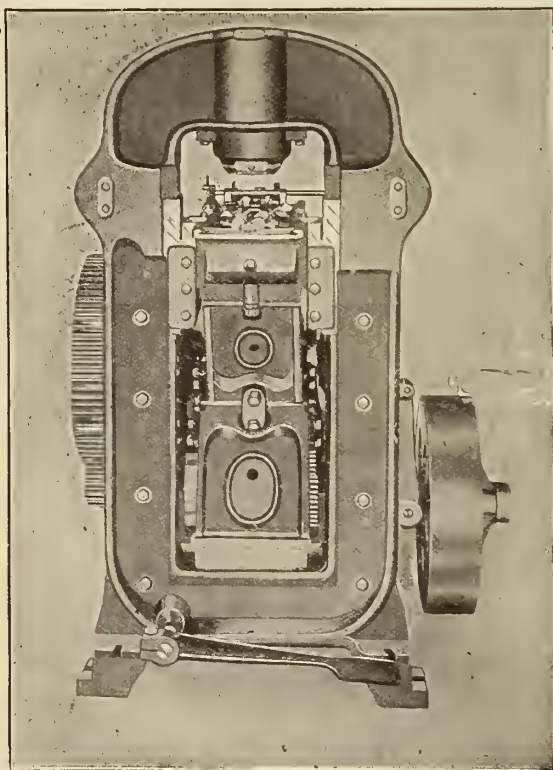
## Tanners' Supplies

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.



**Young Automatic Heel Compressor**

Adapted to Compress all kinds of  
Heels, Capacity 5000 to 8000 pairs daily.

## 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 Illustrated Pamphlets TO-DAY.*

**W. J. YOUNG MACHINERY CO.**  
LYNN, MASS., U.S.A.



# PACKARD'S

## FOR SHOE FINDINGS AND SHOE STORE SUPPLIES

Our Travelers are now on the road and will call on you soon. Ask them to show you the B.B.B. Stretcher.

*We Extend to all our Customers our  
Best Wishes for a Prosperous New Year*

The Following Gentlemen Will Represent us This Season

E. D. VAN DINE  
Toronto and Western Ontario

G. F. WADSWORTH and K. G. PACKARD  
Alberta, Saskatchewan and British Columbia

A. W. GARDNER  
Nova Scotia and New Brunswick

J. B. CROCHIER and J. A. LEDDY  
Province of Quebec

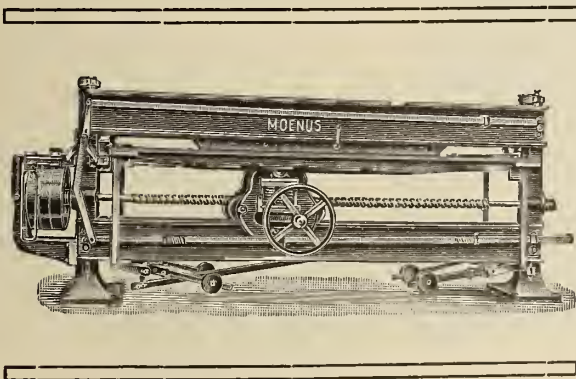
A. LEFEBVRE  
Eastern Ontario

R. WADEY  
Montreal

L. H. Packard & Co., Limited, Montreal, Quebec

# MOENUS MACHINE COMPANY

FRANKFORT-ON-MAIN, GERMANY

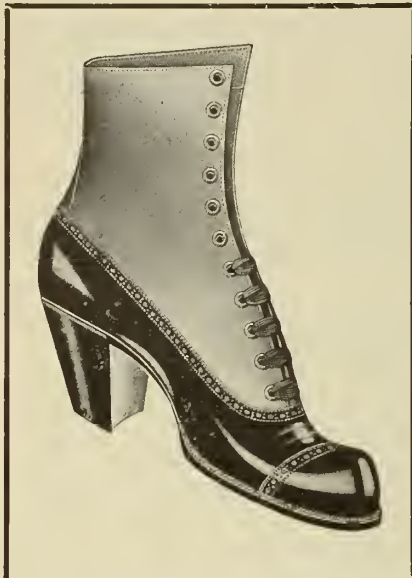


## “Altera” Embossing and Ironing Machine

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 Specialized Women's Shoe —

Concentrating all our efforts on the production of Women's Shoes has brought the "McDermott" to a mighty high standard.

Each one of our workmen becomes more and more each day a specialist, and each day the "McDermott" becomes a more perfect shoe.

Help your women customers to perfect satisfaction by supplying a shoe made by specialists.

**THE McDERMOTT SHOE COMPANY**  
 Women's Shoe Specialists  
**M O N T R E A L**

# 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

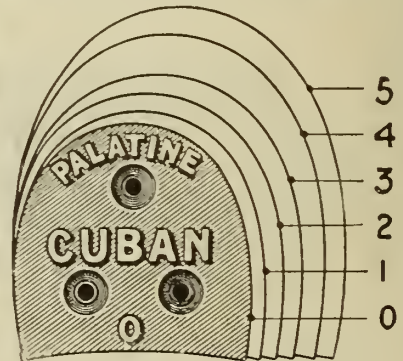


Write for prices and samples



Grey Rubber stationary heel, which will give every satisfaction. Full line of ladies' and gents' sizes carried.

Made from the best quality Black and Grey Rubber, in up-to-date shapes, to fit the Cuban Heel now in vogue.



**Palatine Cuban Heel**

A splendid line for the live bootmaker  
 Sizes as per above illustration.

## THE PALATINE HEEL BRANCH

OF THE LEYLAND & BIRMINGHAM RUBBER CO. LIMITED, PRESTON AND LONDON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST, TORONTO, ONT.



# JOBBER—

what counts with you when you are considering a manufacturer, with whom you contemplate placing an order, is *quality, price and delivery.*

You will find us the right people to deal with on all three points.

See our samples.

## AIRD & SON MONTREAL

Makers of Men's, Women's, Boys' and Youths'  
MacKays and Turns.

# WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

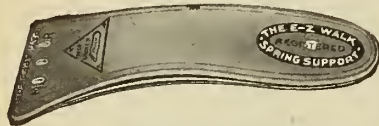
Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

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

# THE E-Z WALK

TRADE MARK

## SPRING ARCH SUPPORT FOR MEN, WOMEN AND CHILDREN



THE 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.

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.

L. H. PACKARD & CO., MONTREAL, CANADA

OUR CANADIAN AGENTS

# “Going Some!”

Without any spirit of brag, we announce our business for the past month “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.

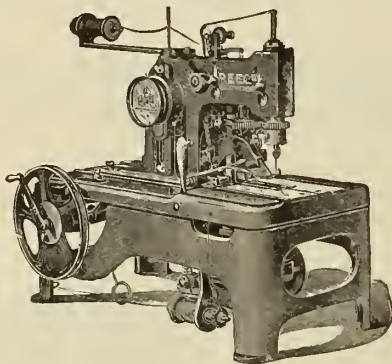
## A New Line Men’s Water Elk Boots 12 inch leg

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

Entirely Automatic;  
Lessens Expense



Very Rapid;  
Little Noise;  
Increases Output

## REECE High Speed Button Hole Machine

Cuts, Stitches, Spreads, Unclamps, Buttonholes Automatically. 1,000 holes produced with one-third the labor.

Maintained in repair at half the cost of any other machine in the market. Used everywhere.

**THOS. C. DOYLE** (REGISTERED)  
MANUFACTURERS’ AGENT

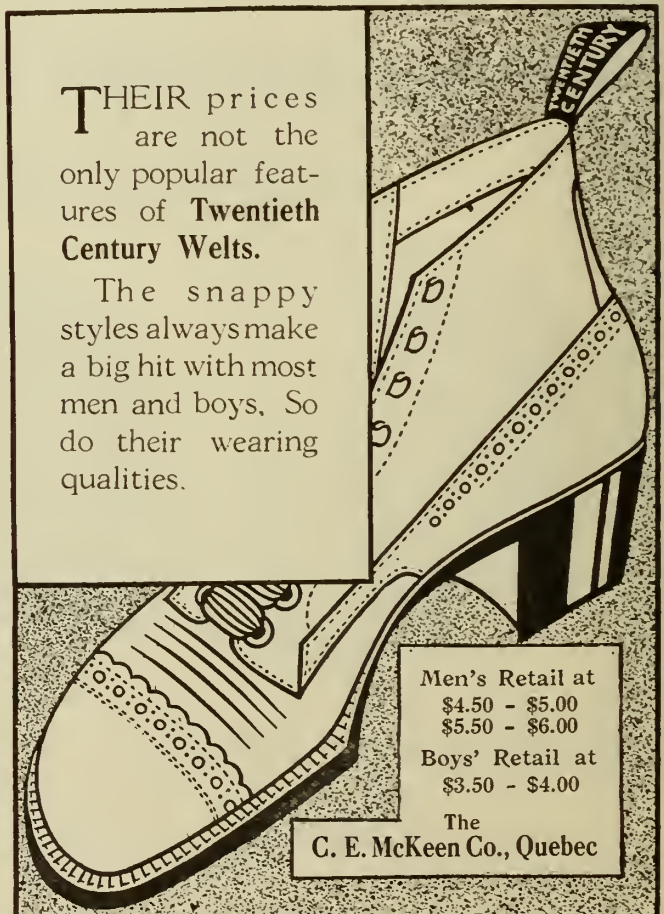
**MONTREAL TORONTO QUEBEC**  
L. D. Phone, Up. 2415 L. D. Phone, Adelaide 1033

SELLING

REECE Button Hole, Button Sewing and Folding Machines, WILCOX and GIBBS Sewing Machines, Lockstitch and Family Automatic Machines.

THEIR prices are not the only popular features of Twentieth Century Welts.

The snappy styles always make a big hit with most men and boys. So do their wearing qualities.



Men’s Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00  
Boys’ Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec



## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

Get quotations and samples.

**C. MOENCH SONS CO.**

117 Beach St., Boston

GOWANDA, N. Y.  
SALAMANCA, N. Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.



## A protective mark on shoes

If we couldn't build Surpass Shoes so well that merchants would want to handle them continually we would not put this distinguishing mark on them.

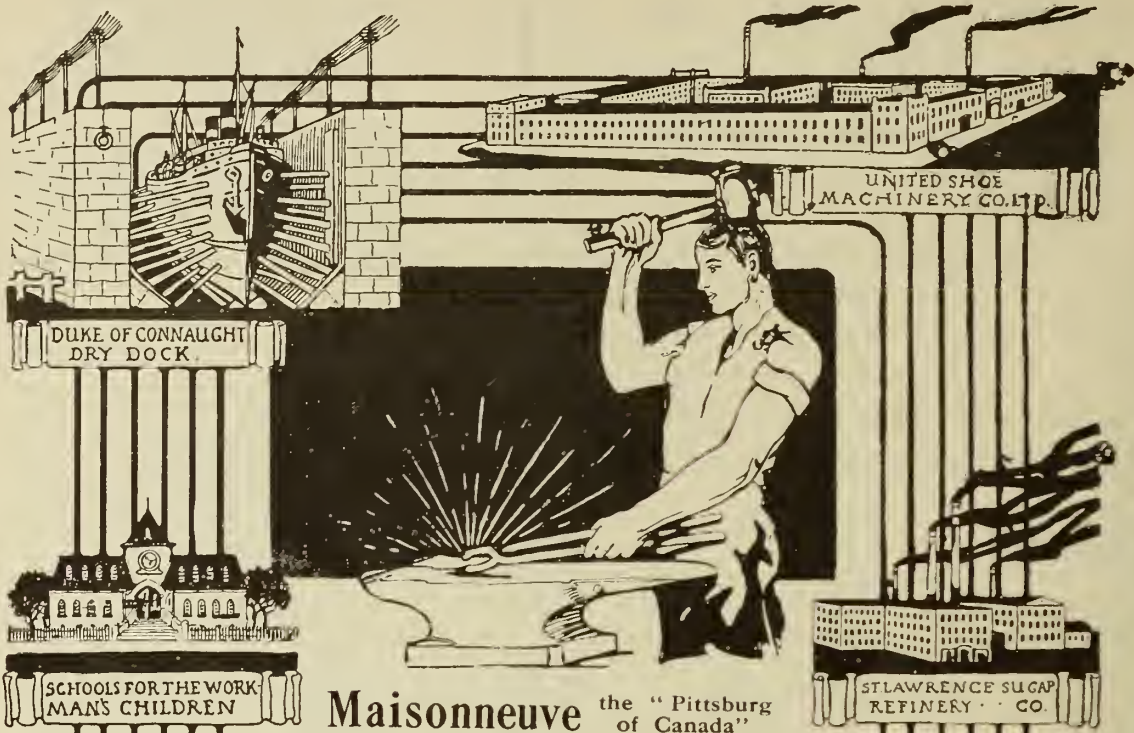
And if this mark didn't stand for something to the wearer of shoes, the merchant wouldn't be interested, would he?

The "Surpass" mark is a surety of honest value. That's why it's used.

For your own protection, and for that of your customer, look for the "Surpass" mark on all staples you stock.

THE LOUIS GAUTHIER  
COMPANY, LIMITED  
QUEBEC CITY





**Maisonneuve** the "Pittsburg of Canada"

offers inducements for the shoe manufacturer to locate here—exemption from taxes, etc.

You doubtless know the following shoe manufacturers that are already located in MAISONNEUVE:—

The Kingsbury Footwear Co., Limited; The Geo. A. Slater Co., Limited (Invictus Shoe); Dufresne & Locke; Rideau Shoe Co.; Paliquin & Gagnon; Kirvan-Doig, Limited; McDermott Shoe Co.; Dupont Freres; and three more big factories, already building and coming.

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**

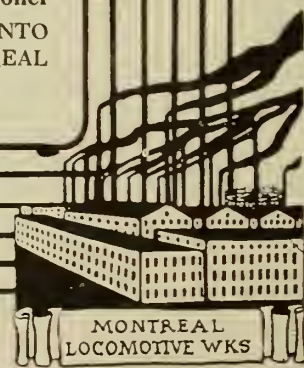
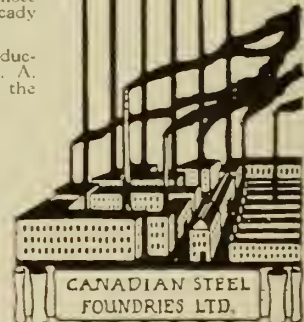
First, Montreal	\$166,000,000 00
SECOND, MAISONNEUVE	21,000,000 00
Third, Quebec	17,000,000 00

In the Dominion of Canada, Per Capita

**FIRST — MAISONNEUVE**

These facts speak for themselves. For more information see

**M. G. ECREMENT** - Secretary-Treasurer  
**E. J. L'ESPERANCE** - Industrial Commissioner  
 13 BANK OF TORONTO  
 MONTREAL





# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London Eng. Office: 85 Fleet Street, London, E.C.

Quebec Office: 610 Rue St. Valier.

Vol. XXVII. No. 2

TORONTO, JANUARY 15th, 1913

\$1.00 per Year In Advance

## Why a Retailer Should Report to Credit Agencies

Solid Commercial Reasons Underlie the Giving of True Financial Reports to Accredited Commercial Agencies by Retailers—Instances Showing How This Works Out to the Retailer's Great Advantage

*Why is not the retailer more willing to make a detailed report of his financial standing to the various agencies established for that purpose?*

*Why does he seem to think that it is nobody's business but his own what he is worth and that it is rank impertinence on the part of any outsider, especially a "cold-blooded" commercial agency to make an attempt to set his financial standing before the public and before the people in his trade?*

"These are certainly burning questions," said a shoe manufacturer the other day, "and I know of no one who could take this up with better success or with a better right than the SHOE AND LEATHER JOURNAL, as far as the trade served by it goes." When the retailer refuses point blank to give any information to a duly accredited commercial agency, here is what happens. The representative of the agency either has to send in a blank report or else, in making an estimate on his own hook, he frequently makes it on such a conservative basis that it does not by any means do justice to the assets, financial or otherwise, of the retailer.

In so doing he does not mean to be unfair, but the very nature of his business demands that he be on the safe side, consequently, to make assurance doubly sure, the retailer is rated at a much lower figure than he really deserves. There have been many instances in which men worth \$25,000 and upwards, estimated on a conservative basis, have been rated at \$10,000 or \$12,000, and even less. The agency simply cannot afford to make a mistake on the optimistic side, because of the obligation it assumes towards its subscribers, and naturally it prefers to make some sort of a report based on personal inspection, personal inquiries from other parties, or both, rather than to let the matter go altogether unattended to.

### Results of Refusal to Give Figures

"Here is an example of the way in which systematic refusal to answer questions which, considering the purpose they serve are perfectly legitimate, works out. Some time since one of our Canadian shoe men was in an American city on business and he dropped into a commercial agency where he was acquainted to pay a friendly call. While there a subscriber to the agency's service dropped in for information about a jobber in the same city whom the Canadian shoeman knew quite well. To the latter's surprise, when said subscriber asked for a report as to that manufacturer's financial standing the agency informed him that it could give him no information, simply because the manager of the firm in question and systematically refused to answer or had

ignored all the statement forms which the agency had sent him periodically. Of course the subscriber considered it inadvisable to do business with the recalcitrant jobber, because he knew really nothing definite about him and was just leaving when the Canadian suggested that they call the man up and bring him down to have a little chat.

"He came. When he found what was up he was very wrathful and declared that his financial standing was beyond all question. The agency man replied that year after year he had been sent these statements to fill in so as to show an accurate statement of his resources and liabilities and the agency had never got a reply, consequently the file pertaining to his firm was an absolute blank, as far as information was concerned. 'Now,' he said, 'I'll show you the difference. Here is a file pertaining to Mr. Jones (pointing to the Canadian)—let us say this is his name—and for seven years back. Although a Canadian, and in no way obliged to report to any commercial agency, especially an American one, he has year by year sent in a full and true statement of his financial standing. We can tell in a minute just where Mr. Jones' firm stands, but you, although an American firm doing business in the same city as the agency, have never condescended to let us have the slightest information about your financial standing. Can you wonder that other firms who might be desirous of doing business with you take the same ground as Mr. Blank here and prefer to swing their big deals to a firm they know more about?"

"The manufacturer in question saw a sudden light and returned a form completely filled in the next day."

### The Purpose of Agency Reports

Now, just why should the average retailer consider the agency that makes inquiries as to its financial status in the light of a "Paul Pry"? No agency asks questions pertaining to a firm's financial standing for the sake of being inquisitive, but because they owe it to the merchant himself and also to their subscribers to get information as accurately as possible. Now, if a merchant has only \$500 capital there is no disgrace in making this fact known. The information does not become public property in the sense that everyone on the street knows about it, but is simply compiled in a volume with thousands and thousands of other like statements, and it is accurate and just to all sides. This volume is only consulted by tradesmen who need the information. In fact the only disgrace a merchant need feel is that his capital does not increase after years of labor, because this shows something wrong with himself or his methods of doing business. It is nothing to be ashamed of, however, to have small capital when one is working up or just starting. The pity is in staying there.

Let us suppose, however, that he does give this information, and his rating is duly and justly incorporated in a



volume for the purpose, which volume reaches all the subscribers of the agency in due course. A traveler brings his firm in an order from the tradesman in question, and the credit man who, perhaps, has never done business with him before, at once looks up the agency's report. Perhaps the sales manager has been dubious about filling an order that he may have considered out of place or beyond the probable needs of a tradesman in a town of the size he is situated in. He takes it up with the credit man and they find out that the order is perfectly justified by the merchant's financial standing and his credit rating, and it goes through.

Now, if the merchant had not given a true statement of his resources he would either have been greatly underrated or not rated at all, which would have meant that the sales manager would probably have felt compelled to either cut down the order somewhat or to refuse it altogether. At any rate he would not likely have accepted it before he had made inquiries of the banker in the merchant's home town or from other likely sources, which inquiry would have proved more embarrassing to the merchant by far than would the fulfillment of a straight request for a true statement of his financial standing. When an order has to be refused or cut down because the financial standing of the merchant is in doubt, it is not only distasteful to the manufacturer or wholesaler, but the traveler who took the order is incensed, the merchant himself is wrathful because his standing is doubted, and perhaps because of the length of time and the trouble it takes to straighten things out by correspondence.

#### Where the Retailer's True Interest Lies

Enough has been said to show the purpose of these inquiries and to show that it is to the interest of every merchant, whether shoe dealer or not, to answer them fully. He cannot get more goods if he refuses to answer at all, because his standing will certainly come out when closer inquiries are made—as they will be, undoubtedly, every time. Therefore, it is time that the scales fell from the eyes of the average retailer when regarding this question, so that he will be ready and willing to file with a recognized agency full details as to how he stands financially and what his resources and liabilities are. Correspondence will be greatly lessened and hard feelings now so prevalent in cases arising from this neglect would be almost entirely obviated. It is to be hoped that every Canadian shoeman will give these facts here presented his earnest consideration and end by giving the proper commercial agencies his hearty co-operation, treating them not as interlopers but rather as workers together with him in enabling the wheels of commerce to run more smoothly.

### Want Business Tax Reduced

Claiming that the business assessment now fixed under the assessment act is too high, a deputation representing the Retail Merchants' Association of Ontario waited upon the Ontario Government recently to ask that there be a reduction. Sir James Whitney received the deputation along with Hon. W. J. Hanna, Hon. A. J. Matheson, Hon. R. A. Pyne and Hon. Jas. S. Duff.

A long memorial was read by Mr. J. C. Van Camp, who led the deputation and pointed out that the rate of 35 per cent. in villages, 30 per cent. in towns and 25 per cent. in cities was altogether too high, and the assessment should be reduced to the general basis of 10 per cent. for the whole Province.

Mr. Van Camp argued that the retailers represented the largest commercial class and his premises were usually located on the most highly-assessed property. As a class, he paid the largest share of the general taxes, and in addition to that, there was the business tax, the local improvement rates, and the various licenses levied by the municipality.

The memorial, which was along the lines submitted by the association at the recent sessions of the Assessment Committee, admitted that the endeavor to make all wealth the basis of taxation was sound. The association had no selfish interest to serve, but stood between wealth and poverty, and what affected them affected their customers.

## The Shoe Industry Down East

### Fredericton Has Now Three Factories—Good Opening for Big Tanneries and a Last Making Industry

The past year witnessed appreciable advancement in the development of the shoe industry in New Brunswick, the province demonstrating its desirability as a successful manufacturing district.

Manufacturers, wholesalers, and retailers, are unanimous in the opinion that 1912 was the best the shoe business has ever experienced in that province. Good prices prevailed throughout the year, and there was an increasing demand for all grades of footwear. The Humphrey Shoe Co. of St. John, enlarged their plant during the year, while other shoe manufacturers increased their output. At Fredericton, New Brunswick's capital city, and a thriving manufacturing centre, two large larrigan factories and tanneries were erected during the year. The John Palmer Co., Limited, in order to meet the demands of their increasing business, were forced to build an up-to-date new factory, which is one of the finest of its kind in the Dominion. The Palmer-McLellan Shoepack Co., Limited, were organized during the year, and have lately commenced operations at their new factory near the C. P. R. station.

The largest boot and shoe factory in New Brunswick is that operated by the Hartt Boot and Shoe Co., Limited, also located at Fredericton. This company during 1912 experienced the best year in its history. Since Mr. John D. Palmer, formerly of St. John, took the presidency and management of this concern two years ago, the volume of business has more than doubled. The factory has a capacity of 1,200 pairs a day, and it is expected that the output will be greatly increased during the present year.

Fredericton affords exceptional opportunities for the establishment of shoe factories, last factories, tanneries, etc. The city is now served by five railways, the largest of any centre in the Maritime Provinces. About \$15,000,000 is being expended in railway construction. The cheapest of fuel is available at Fredericton and labor can be procured at reasonable figures. Notably if a tannery was established at Fredericton, the raw material could be assembled to excellent advantage due to the city's nearness to the port of St. John (66 miles). Those prominent in shoe manufacturing see a very bright opening for a successful tannery, and it would not be surprising if concerted action in this direction was taken in the near future.

Fredericton is the centre of almost inexhaustible areas of hard and soft wood, which can be assembled either by rail or water at a very low cost. Rock maple, which is essential in the manufacture of lasts, is available in large quantities, and there should be a good opening in Fredericton for a last factory, as most of the lasts are now imported by the manufacturers from the United States.

The City Council of Fredericton has been authorized to grant a free site, free water and exemption from taxation for a definite period of years to sterling, bona fide industries, and the Publicity Commissioner would welcome enquiry from those interested in the establishment of shoe, last or tanning companies.

The most prominent figure in the shoe industry in New Brunswick is Mr. John D. Palmer, the president of the Hartt Boot and Shoe Co., Limited. He possesses striking business characteristics, is pleasant at all times and enjoys the assistance and co-operation of every employer of the big factory. The head of the Hartt Boot and Shoe Co., Limited, is not a member of that class who achieving good results, is content to sit back and take it easy, but he is one of those who continually push things for all their might. He has made good in the shoe business of Canada. Down in Fredericton, Mr. Palmer is recognized as one of the best boosters of the city's advantages.



## Christmas Windows That Sold Shoes

Enterprising Retailers Excel in Variety and Effectiveness of Their Display—How Prize Winning Trims Were Judged.

In the Christmas window trimming contest conducted by the SHOE AND LEATHER JOURNAL, much interest was aroused. Entries were received from a large number of centres and the judges experienced no little difficulty in arriving at a decision. The displays in all cases were artistic and elaborate. They were judged, however, on their merits as business creating mediums, their power of arousing attention and interest and making a silent but direct appeal to buy.

The real vital object of all window decoration should be to sell goods. If the presentation of footwear styles fails in this it can be of no great benefit to the retailer. A number of "freak windows" were received, a few were badly photographed, and some others were so congested with shoes of all kinds that no definite impression of values or shapes could possibly be carried away by the spectator. The great majority, however, were splendid efforts and represented much effort, thought and study.

In the city competition the first prize has been awarded to the Fogarty Co., of Montreal, and the second prize to C. D. Mitchner, the Royal Shoe Store, Saskatoon. Other city window displays are worthy of special mention. The

illustrations will appear in later issues of the paper as well as the results of the contest among retailers, who are located in towns and villages.

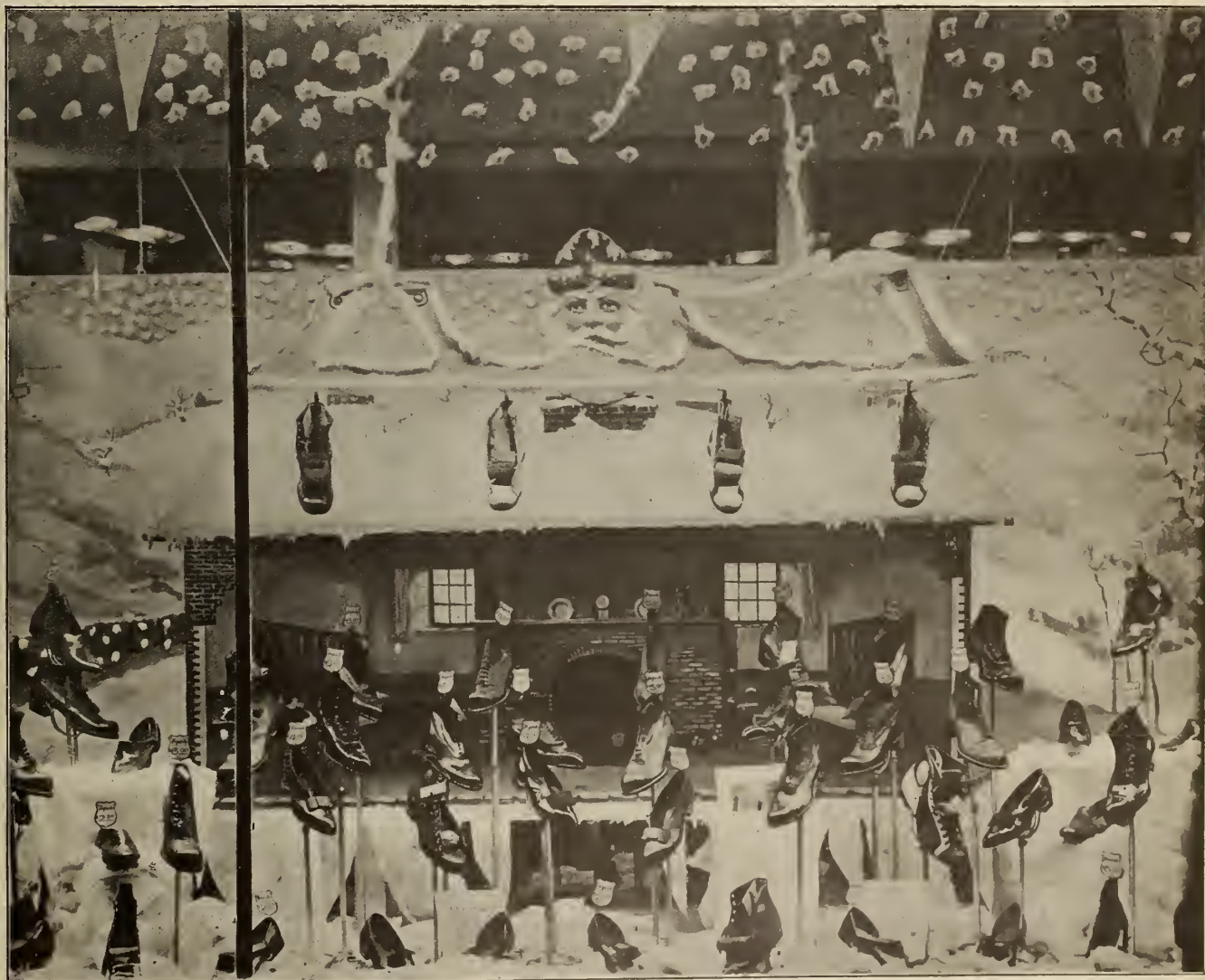
### A Window That Grippped Business

The prize-winning trim represents a Christmas window dressed by Fogarty & Co., retail shoemen, Montreal. It is one of the classiest bits of window dressing for a shoe store that the competition editor of the SHOE AND LEATHER JOURNAL has had pass through his hands for some time.

The background was a large canvas painting representing the sectional view of a house surrounded by a true-to-nature outdoor scene. Part of the wall is shown cut away so as to give a look at the interior of the house, where a genuine Christmas scene is displayed—fireplace, gifts and all the rest of it. This painting was very lifelike and made a splendid background for a most attractive trim.

Above, and in front of this painting, there was suspended from the ceiling of the window a skate about two and a half feet long, made of galvanized iron. This skate was covered with cotton wool, giving quite a wintry effect, and being in strict keeping with the rest of the display. The floor was also covered with this wool, which added to the crisp out-of-door tone resulting from the drawing and the skate.

Hockey, skating, skiing boots and moccasins were shown in the window and these proved the kernel of the display for which all the rest was intended to be but a sign board. The window paid, and paid splendidly, especially as it is



FIRST PRIZE CHRISTMAS WINDOW—BY THE FOGARTY CO., LIMITED, MONTREAL



situated on such a busy corner where the striking display gripped passers by. The four show cards also added greatly to the effectiveness of the exhibit, as did the holly, mistletoe and other decorations of a Christmas nature.

#### A Simple and Effective Arrangement

In the Yuletide window of the Royal Shoe Store, of Saskatoon, simplicity and effectiveness were the keynotes, while the whole display was tastefully arranged. D. J. M. McGeary is responsible for the execution and trim. As business getters the goods and catchy display cards showed up well. The background of white enamel lattice work (home made) was an important feature and also a rich velour curtain (golden silk).

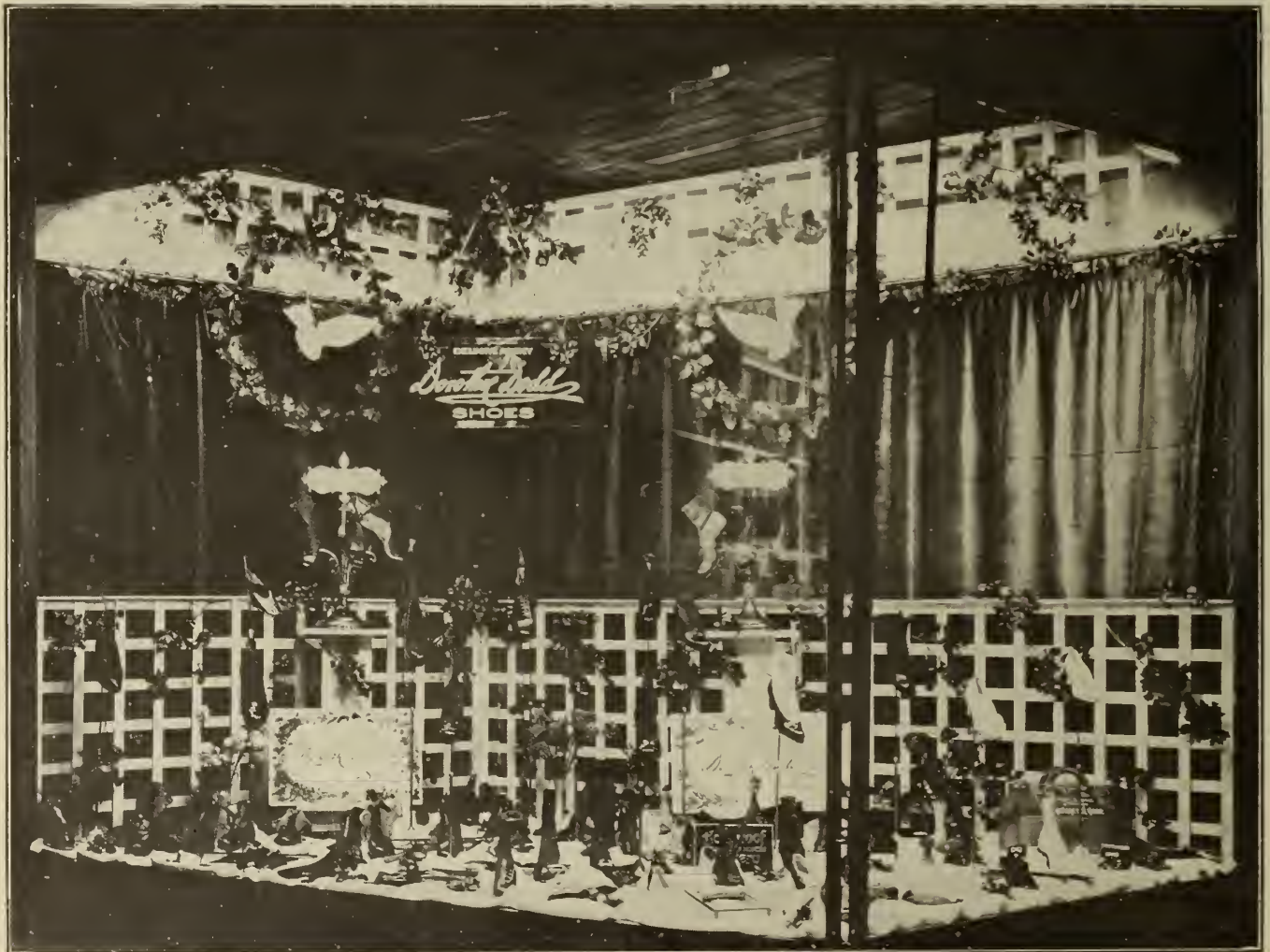
The wreath and doves formed a pleasing centre for the back and the end of the picture. A liberal amount of genuine holly decorated the lattice work and also the bottom of the window. The floor was covered with white flannelette and then again with snow material, imparting to it a glistening effect in contrast to the goods which were carefully chosen and artistically arranged. Three vases of artificial carnations were placed on the floor. Holiday goods, selected shoes, and some hosiery constituted the display. The stands and pedestals were arranged to attract attention to the styles on view and to balance up window.

I don't know anything that a young business man ought to keep more entirely to himself than his dislikes, unless it is his likes. It's generally expensive to have either, but it's bankruptcy to tell about them.

## Jolly Reunion of a Loyal Staff

The annual dinner of the travelers, office and factory staff of the W. B. Hamilton Shoe Co., Toronto, which was preceded by the annual meeting of the company, was held at the National Club, Toronto, on January 3rd, and proved to be a most enjoyable event. The decorations of cut flowers and potted plants were very pretty.

After the feast of good things came the speech-making. W. A. Hamilton, President of the Company, was toast-master and part of "the penalty" that every guest paid was to make a few remarks, but all were equal to the occasion. Everything passed off in fine style, the informal function being unanimously voted the most successful ever held in the history of the company, which is one of the oldest in the Dominion. John Huxley, better known as "the Professor," sang the British Lion, and was given a rousing reception. The following were present, W. A. Hamilton, Chester B. Hamilton, G. A. Seccombe, W. T. Purvis, W. A. Griffiths (Barrie,) L. S. McKindsey (Hamilton), directors of the company; George Killer, manager of the Western Shoe Co., Berlin, J. E. Firth, Peterboro, Geo. B. Campton, Brockville, Richard Roach, St. John, N.B., J. A. Viau, Montreal, C. J. Silver, John Huxley, W. H. Jardine, George Nicholson, J. O'Sullivan, E. McConachy, R. B. Hornbrook, A. Hatt, W. J. Colson and I. Whitton. At the annual meeting most encouraging reports were presented, the volume of business during 1912 exceeding that of the previous year by \$125,000, while the orders for spring delivery show the gratifying advance of twenty-five per cent over those of twelve months ago.



SECOND PRIZE CHRISTMAS WINDOW—BY C. D. MITCHNER, ROYAL SHOE STORE, SASKATOON, SASK.



# Clerks Take Their Cue from the Boss on Conduct

"Opportunity" Offers Some Pertinent Observations on Decorum and Selling Methods of a Staff—Thinks They Average as High in Qualifications as Employers—There are Two Sides to Every Question, Including "Returns."

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir:—Allow me as a clerk of several years' experience, to make a few remarks regarding an article which appeared in your December 15th edition, on the "Dignity of the Sales Force." You speak of the references made by a certain Montreal traveler, wherein he finds fault with a shoe clerk, talking in too loud a tone of voice to a customer, so that everyone in the store was able to overhear this salesman's remarks. How does that traveler know but what the clerk's customer was hard of hearing? Now, regarding the observation in regard to certain salesmen in one of the finest shoe stores in Vancouver, waiting upon women buyers, and using slang expressions, I might say that I agree with the traveler in this respect, and also think that no young man should say "I this" and "I that." It is far better for an employee when talking of the style, fit or wear of shoes, to use the term "we." The proprietor of this establishment, however, could overcome this objection by going about his premises once in a while and observing what was going on.

The remarks with respect to salesmen, who do not happen to use correct English, are too severe. Many of the best clerks, the most effective and alert members of a staff, never saw the inside of a grammar, and I may add that, in my opinion, if an employer would always use good English, his salesmen would follow his example. I write purely and simply as a clerk, but I want to emphasize the fact of the influence which the head of the house generally has upon its members. Do not blame the salesmen for too many frailties. The average employer has equally as many, if not more. Most men follow the example set by their chief.

## Smoking During Business Hours

I notice that a reference is made to the fact that clerks in another store are in the habit of smoking at the back of the shop in dull moments. I would like to ask where the boss is? Surely he could check this practice if he desired. But he very probably is an offender himself. I certainly would like to hear from a few more travelers, such as the one who spoke out so candidly. I give him credit for the courage he showed in stating what he heard and saw in the stores. I would like to see more articles in your paper on how the proprietor should treat his help. I think there is a wide field for discussion and instruction on this subject. Views may differ very widely, but there are generally faults on both sides, for you know, one of the modern newspaper philosophers, who passed away recently, stated that "there were always two sides to every story, and the truth besides."

I am not offering any captious criticism, but I take exception to a few things which appeared on page 47, under the heading "Manufacturers Discuss Returned Goods Problem." A full page is taken up with the attitude of the manufacturers and their discussions on returned goods. One of them says that "if we find a retailer constantly returning goods, we drop him from our list."

I do not think this man is saying exactly what is correct, for most manufacturers that I have seen are only too anxious to sell a retailer again; that is, if they have "put one over on him" as a great many of them say.

In my humble opinion, if the manufacturers would stick to a strictly one price idea and pay more attention to workmanship and finish, than to discount and terms propositions, they would not have so many "returns." I am doing, some straightforward, plain speaking, but the fact is, I often sell stuff called "shoes," and would be ashamed to meet the customer afterwards on the street. The heels are not even,

the tips are different and the insoles are often away over the in-seam. These are only a few of the many shortcomings. When you speak to a traveling salesman about it, he will say: "Oh, you are getting too particular." But at the same time, these men are very agreeable when showing you their new samples and will add, with considerable assurance: "Oh, we have a new superintendent now, and all will come out fine. We are certain you will have no more cause for complaint." But the difficulties very frequently continue.

You are certainly correct when you say that if the manufacturer will keep a keen eye on all goods sent out, it will surely lessen the amount of "returns." Thanking you for your space for these rather disjointed observations, I remain  
Yours, etc.,

Brandon, Man. Jan. 8th, 1913. "OPPORTUNITY."

## From Parcel Boy to Manager

For over sixteen years W. H. Plummer has been in the shoe business. He started at the foot of the ladder, running errands for Mitchell's shoe store in St. John, N.B. He had an ambition to get behind the counter, for they had counters in nearly all footwear establishments in those days. This dream was realized after two years of hustling parcels, cleaning floors and washing lamps. Early in 1902 Mr. Plummer secured a position with Waterbury and Rising, where he remained for five years, when he went to Sussex, N.B., to take full charge of the shoe department in the



Sussex Mercantile Co., Limited, which post he still holds. He gained most of his selling experience with Waterbury and Rising, and found their King Street store a splendid school in which to learn patience, tact, courtesy—in a word, salesmanship. Since going to Sussex, he has acquired a wider knowledge of values and now pays as much attention to the buying as the selling end. Mr. Plummer is thorough, practical and earnest in all his work and is a clever window trimmer. He possesses many original ideas regarding stock keeping, sales, etc., which he has carried out in his department and has built up a wide and constantly increasing trade.



# How Do You Figure Out Your Stock Turn-overs?

Many Retailers Think They Turn Their Stock Investments Oftener Than They Really Do—Some Dealers Could Turn Their Stock Much Oftener Than They Do—This Article Tells How

By A. M. BURROUGHS

"Business is a tank of profits. Capital is a myriad of sponges. The sponges should be constantly put into the tank, one at a time, then taken and squeezed dry."

A shoe dealer bought ten pairs of shoes at \$2 a pair and sold them at \$3 a pair, costing him \$20 and selling for \$30. He turned his capital once, at 33 1-3 per cent. gross profit on the selling price.



"—turning capital often means many profits—"

An implement dealer bought a wheelbarrow at \$2 and sold it for \$3. Then he bought and sold another and another until he had sold ten, costing him \$20 and selling for \$30.

He turned his capital ten times at 33 1-3 per cent. on the selling price at each turn.

One merchant makes 33 1-3 per cent. on his investment. The other makes 333 1-3 per cent. gross. The difference is

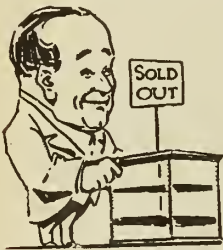
that one man invests \$20 once. The other man invests \$2 ten times. Both do a gross business of \$30.

If both had \$20 at the start, the implement dealer could have invested his other \$18 in a dozen other items. By the time the shoe dealer had sold his whole ten pairs of shoes the implement dealer would have sold ten each of the other twelve items.

## When Capital Is Turning Once

Capital is turned once when it is invested in stock and all the stock is sold.

In practice this becomes very complicated, because a part of the capital invested is released almost immediately and put back into additional stock.



"—turned stock once—"

This has the apparent effect on the books, of increasing the investment. The purchase records show stock purchases very much in excess of the capital invested. Sales records show, however, that this stock has been sold.

A dry goods man doing \$100,000 business per year on a \$10,000 investment, probably puts \$60,000 to \$70,000 into stock—that is, re-invests his \$10,000 capital from six to seven times.

Knowing the amount of money originally invested, the average amount of stock on hand and the total amount of the purchase, the retailer can arrive at the number of times he has turned his capital without reference to the amount of the gross business. Whether he has turned it at a profit each time is another matter.

We have purchased \$30,000 worth of goods. Our stock averaged \$5,000. Our original investment was \$5,000.

## Re-invested Capital Six Times

We have re-invested our money six times. We still have the same amount of stock we had in the beginning. So we have invested our capital six times.

The hardware man who has \$10,000 worth of stock when he takes his inventory needs to know the amount of the purchases and the average stock on hand to arrive at the number of his turnovers.

When he tries to figure the number of turnovers on the gross business, he must allow for the profit on each turn of his capital before he can know the number of turnovers. He is working without a starting point.

If he knew the amount of the purchases and the aver-

age amount of stock on hand, it would be an easy matter to see that he has re-invested the amount represented by his stock a certain number of times.

Suppose you had a gross business of \$10, had stock on hand worth \$1, and knew that you averaged \$1 worth of stock during any given period, how many times would you have turned the stock investment of \$1?

Most retailers would jump to the conclusion that you had turned it ten times.

Now, let's see. Suppose you made 50 per cent. gross profit (based on selling price) at each turnover. Fifty per cent. of \$10 is \$5, so your total stock investment represented in the \$10 gross business was only \$5.

You turn your capital once when you sell all the goods you have bought, regardless of the price at which the goods are sold.

A chapter from "A Better Day's Profits," copyrighted by Burroughs Adding Machine Co.

## Are Women Careless in Foot Attire?

Miss Billie Burke, the talented actress, who for some time has been writing articles for the press, recently took a fling at her sex for the kind of shoes that some women wear. She says that "many a fluffy girl wears the shoes of a tramp," and "that a neatly shod foot is absolutely necessary in these days of tight skirts."

I wonder why so many girls think the thing of least importance is their shoes when they start to get themselves into a swagger costume? declares the charming comedienne.

Your shoes should be one of the first things that you put on when dressing. They should always be donned before you don your corset and before your hair is combed. Their importance in "good grooming" is quite as great as that of any other part of your attire, yet I have seen the prettiest girls, who seemed perfectly clothed until their feet were spied, and who then made one feel they were peacocks indeed.

In no way are the different standards by which men and women are judged more noticeable than the standards by which their feet are shod. The standards of their morals are not farther apart than the standards of their footwear.

If a man is going to apply for a job the first things he thinks about are a shoe shine and a shave. If he only has a quarter it will go for these two things. A girl, perhaps after the same position will be sure that her hair is coiffed in the very latest style and that there is plenty of powder on her nose—but she will forget that her shoes need blacking!

Last summer during the rehearsals of "The Mind the Paint Girl" I used to see many actors and actresses on the street that were presumably looking for positions in the companies then forming. I could not help but notice the difference in the condition of their shoes. You might be sure that the man was living on his last dollar if his shoes were not shined. He had almost reached the stage of the "down and outer." You might, however, see shoes of the same condition on a girl who was all dainty, fluffy ruffles that bespoke a well-filled pocketbook.

Some women seem to think that shoes with buttons off and heels run down do not mean anything if the hat is on straight.

Many girls will buy a beautiful collar or jabot when they need walking boots badly, and they will go on wearing shoes that are so run over at the side that their ankles are strained and the arches of their feet endangered every instant. Make a New Year's resolution that you will not abuse your feet, or other people's eyes, by wearing untidy shoes next year.



# Starting in Business on the Other Fellow's Capital

Can a Bright, Progressive Youth Succeed on Assurance or Bluff?—Scores of Successful Retailers Began on Literally Nothing—How a Good Appearance, Shrewdness and Persuasive Talk Won the Day

The SHOE AND LEATHER JOURNAL now and then receives inquiries from young men who have had a certain amount of experience in the retail shoe line asking how much capital is required to start in the footwear business. This is a difficult question to answer and depends on circumstances, what sort of a connection the ambitious youth has, where he proposes to launch out, what class of trade he would like to cater to, how much opposition there already is, the character of the community, and what his general experience, trade insight, selling ability and purchasing acquaintance are.

To attempt to answer the question offhand, would be preposterous. One might as well lay down a hard inflexible rule regarding how much a man should eat, how much walking he should do for exercise, at what hour he should retire and how large a family he should raise. A good deal in reference to such matters depends on the general health of the individual, his temperament, his reserve force, his mental make-up and his upbringing in life.

## A Traveler Tells What He Knows

A few weeks ago there were published in these columns several contributions on the subject of going into business with one thousand cash capital, and also on the assumption that one had two thousand five hundred dollars in bank bills. The views of the persons writing from the two standpoints differed widely. Two or three even said that they would not endeavor to embark upon the troubled sea of retail life with a thousand dollars, and others were doubtful if the larger sum was sufficient, in view of the heavy stocks, rapidly changing styles, and prompt payment requested by many wholesalers of the present day. Much depended on

the town, the class of residents, the lines carried, proximity of wholesalers and many other things.

A refreshing communication reached this office a few days ago from a writer who signed himself as "Traveler with eighteen years' experience on the road." He assured the JOURNAL that he wrote in all seriousness, and as he presents some new viewpoints, the following excerpts are taken from his rather lengthy communication.

"I believe that it requires little or no capital to enter the shoe business to-day, if given one or two accepted conditions—that is, a fair amount of experience and natural shrewdness and a favorable location, with rent at a reasonable figure. Of course, it would be absolute folly for a mere tyro in the game to get away with the bluff, but a bright, intelligent chap can do it.

## Began With No Silver Spoon

I know what I am talking about, and in my career have learned the history of several men, and some of them started on practically nothing. I have in mind one leading retailer on a fairly good street in a neighboring city who got off to a start with thirty-five dollars; another who has specialized in a certain line new to the trade had only \$250. capital. Another—and of course, I am not at liberty to mention names—secured the backing of his mother-in-law, and, if I told you where he is located, you would open your eyes. He does an exclusive trade to-day, and gets the very highest prices simply on the name of his store. In a Western Ontario town, a man, upon whom I call every season, and who has cleaned up thousands of dollars, began with less than six hundred in a village. He succeeded there, sold out



AN EFFECTIVE AND SMART HOLIDAY SHOE WINDOW, BY ALLAN SIMPSON, PARLIAMENT ST., TORONTO, WHICH CREATED HIGHLY SATISFACTORY BUSINESS RESULTS



to advantage, and then started afresh in a county town.

"Yes, I can furnish a score of instances where most successful retailers to-day began on practically nothing but nerve and supreme confidence. They held themselves well in hand the first few years, confined their buying largely to two or three houses and won out. What has been done can be done over again. Many others have tried the experiment and have fallen by the wayside. I am not advocating such a course as starting on nothing, but it can be accomplished to-day just as well as ever.

#### Is Credit So Hard to Get?

"I have pointed out that a man must have knowledge of the trade and a good front—that is half the battle. They say that credit is hard to obtain. Well, it may be, but in some respects, and with some people, it is the cheapest and easiest thing in the world to secure. You ask if wholesalers would not inquire into the backing, antecedents and other like information regarding a man before they extend him credit. Perhaps they will, but here is a case I know of and the man has "made good." It all happened two or three years ago and the fellow is in business in a certain Canadian city to-day. There may be a quantum of deception in what he did, but when a chap is desperate, he will do most anything if he has only a few dollars in his pocket. This persistent fellow looked around one of the new sections of the city which was growing rapidly. There was not a shoe shop within six or seven blocks, and he discovered a store that he thought would suit for an opening. The rent was forty dollars a month. He told the landlord that he would take it. He bought a few chairs, for which he paid cash. He got a carpenter to put him in some very fair fixtures of the kind, and contracted with an electrical firm to put up the electroliers. The latter work was done and the bill not sent in for some time. Then he went among the wholesalers and told the following fabrication, for he had just come from the West. He said that he had been in the shoe business several years ago, naming a certain town in Alberta, where the man with whom he claimed to have gained his experience was dead, so that the wholesalers could secure no definite information from that quarter. He had spent four years with this dealer, so he affirmed. His talk showed that he was familiar with shoes and he was well versed in the terms of the trade, so his word was accepted. He then told how he had drifted into the real estate business in a growing city on his private hook and had come east to invest his money.

#### Got a Stock on Plausible Tale

"I will pay cash," he said, for all that I get, and I want six hundred dollars' worth of men's, women's and children's goods. Now when a fellow offers to pay cash that does not mean spondulux on the spot, but ten days after the delivery of the footwear. Without revealing that he had practically no money at all, and had only a load of effrontery and confidence, he secured the goods after trying two or three wholesalers. He talked quietly and impressively, and his tone carried conviction as he spoke of paying cash right off the reel—a proposal not presented any too frequently.

"Well, the goods were sent up after a man from the warehouse has gone around to look at the store and found that the opening was a pretty promising one.

"I will call the fellow Jos. Hinter—that cognomen will answer. He secured large sheet posters and several hundred circulars—all on credit, mind you—and these were distributed. His windows were nicely dressed, and he started business on a Friday, so as to get the benefit of two Big Saturdays before that fateful ten days in which he had to pay cash, came off. The first day he took in \$40, and the next Saturday, his receipts amounted to \$135. Monday next added only \$25, Tuesday, \$31, Wednesday (when the hands in the surrounding factories were paid), \$75. Thursday his revenue dropped back to \$17, Friday it swelled to \$39, and

by sending out announcements of special values on Saturday to celebrate his first week in the trade. He had a veritable harvest. He ran \$162. This made exactly \$524. He had started in a favorable month—June, and his small stock was well assorted. He had made a very favorable appearance by having all the shelves filled with cartons, even if half of them were empty. He deducted \$74 for living expenses, clerk hire and other incidentals.

#### Making Himself Solid With Jobber

"The following Monday morning Hinter went to the warehouse. He had promised to pay the entire \$600 (which he had obtained in goods), all in cash, getting the usual discount of two per cent. He handed over to the accountant just \$450, requesting a little time for the balance, and telling a good story that trade had been a little slower than he expected, and that no man could rightly calculate the exact amount. Then a remittance which he was expecting, had not come to hand. His word was accepted especially as he had called around a day or two sooner than necessary. He secured some more goods, but he knew what he was about and did not load up heavily. The next week he took in three hundred dollars and he had gauged pretty accurately what his territory would yield him. He kept his stock neat and trim, was obliging and the people liked him. His service was cheerful and prompt.

He continued to send personal leaflets around to the residents in that locality pointing out that he could sell just as cheap and handled just as reliable goods as any of the down town establishments, and that they could save both time and car fare by purchasing from him.

"Hinter had begun at the psychological moment; he had sized up the situation well and he did not lose his head. He had to do some kite-flying at first, but he handed all the money over to the house promptly, and in time got so that he could wade out a little farther from shore and buy from other firms. There is no use going into further details. He has succeeded beyond his fondest expectation, and he started virtually without a dollar. To-day he has his stock of \$5,000 all paid for. He has put in better fixtures, enlarged his store, and increased his staff. He also got married a few months ago.

"There are not half a dozen men to-day, who know that he got his start purely on assurance and a bold front. Hinter possessed the rare gift of not having success turn his head, of keeping his mouth shut and his brain active and being on the job all the time. And yet some will tell you to-day that it requires an awful amount of capital to launch successfully in the retail shoe business. Hinter took a chance after he had tried his hand at several things in the West. You naturally ask where he got his experience. Well, some day I will tell you, but not now, but remember, every clerk who unpacks a case or takes down a carton is not a Hinter—far from it."

#### USEFUL ADVICE TO SALESMEN

*Enclosed you will find one dollar to pay for my subscription to the SHOE AND LEATHER JOURNAL for another year.*

*Allow me to say that I find the JOURNAL very instructive. I am sure it would be to any young man's advantage to keep in touch with its pages, for it gives much useful advice to the shoe trade.*

*Yours respectfully,*

*W. H. Mack, Jr.*

*Kingston, Ont.*

*Jan. 7th, 1913.*



# High Level of the Hide Market During Past Year

Conditions Clearly Reviewed and the Prediction Made That Prevailing High Figures are Likely to Continue—Everything Points to Active Business During Coming Year—Why Shoe Prices Have Been Advanced

"The Chicago packer market has shown a gradual advance in price ever since the beginning of the year 1912, both in natives and branded hides," says W. D. Beardmore of Beardmore & Co., Toronto, who ably reviews the situation during the past twelve months, in the annual Financial Survey edition of the Toronto Globe, issued recently. He adds:

In the autumn, while the hides themselves do not actually depreciate in quality, yet the hair, being so long, absorbs and holds a great deal of moisture, and, the cattle being stall-fed, more or less dung adheres to the hides, and, although



W. D. BEARDMORE

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

## Some Comparative Prices

The Chicago market opened in January of this year at 15¾ cents for heavies, and during February about the same prices prevailed. In March the price declined slightly,

but that was in the very worst season of the year, and it was remarkable that hides should have brought such prices as they did. In April, in spite of hides still being poor and grubby, the price advanced, first of all, to 15¾c., and afterwards sales were made as high as 16½c. In May hides sold at 17c., in June at 17½c., in July at 18c., in August at 19¼c., in September at 19½c., in October and November at 20c. As already stated, December hides have declined, and to-day would not bring more than 19c.

## Away Down South

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

The season for Cordoba hides is now about over. These sold as high as 33c., but none are offering to-day, the fact being that the market has been pretty well sold out.

## The Price of Leather

In the United States, and in Great Britain also, leather, although prices have advanced very considerably, has not sold at a parity with the price of hides on the same date. While the trade in Canada, and also in Great Britain, has been very good, and indeed phenomenal in Canada, yet in the United States the same active conditions have not existed, although during the last few months the demand has very greatly improved, and advances have taken place, which were long overdue. On the whole, tanners' books must have shown very handsome profits during 1912, or at least, for the last six months, but, notwithstanding this, prices realized have in many cases not sufficed to provide out of the profits sufficient to pay for the advanced cost of hides to replace those which were sold. This applies especially to the United States, as conditions in Canada have been a good deal better.

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

Everything points to a very good business in 1913.

## ANOTHER WORD OF APPRECIATION

Please find enclosed Express Order for one dollar for your excellent paper—*THE SHOE AND LEATHER JOURNAL*—which I read with a great deal of profit and interest. It is getting more helpful and instructive all the while.

Yours respectfully,

Fred. A. Falconer.

Orangeville, Ont.

Dec. 29th, 1912.



# The Best Way to Keep Shoe Accounts Collected

Nearly Every Retailer Has Many Good But Slow Pay Customers—How to Regularly Get What is Coming to You and Still Retain Their Patronage—A Simple System of Recording All Credit Transactions

If every one paid cash for shoes, and no one asked for credit, the retailing of footwear would be an ideal occupation. Many dealers find that it is utterly impossible to transact an absolutely cash business. They can not do so for many reasons. Probably the town in which they are established is a factory centre, and pay envelopes find their way into the hands of the army of employees every two weeks. It may be that credit has become a local institution so firmly entrenched that it is impossible to make a radical departure, or that farmers, professional men, and life long residents are in the habit of settling their accounts at stated periods, and to alter the system requires more courage and backbone than the struggling retailer can summon.

Of course, the alert, discriminating shoeman learns in time whom to trust and whom to refuse credit. He generally has to pay for his experience, however, and may be doing business in a city or town for months and, in some instances, for years before he becomes thoroughly acquainted with the dead beats and fakirs. In every community there are many people who are known as "good but slow pay" customers, and incidentally it may be remarked that there are a number

of business men in this class. Collecting the footwear bills from families who are slow to settle up yet fairly well-to-do and still retain their patronage is a difficult task. One cannot go at such parties with an axe and a hammer.

The secret of the success of such collections is to get what is coming to you and still keep the friendship and good will of those inclined to "transgress," or who do not keep their promises, to put it mildly. Good buying is featured as one of the most essential qualities in the upbuilding of a profitable shoe business. Getting rid of dead stock and keeping your goods on the move is another, and still a third is not carrying too much foot toggerly for the business done. One factor frequently overlooked is the successful collection of accounts. Not every shoe dealer can be a successful collector. Human nature must be studied and good judgment exercised. Collection is a task by itself, a work of great importance if your credit business is large. Money and experience steer the ship of commerce and to keep shoe accounts well collected and still retain your customer's patronage, is of great value. But it can be done.

"The great percentage of failures rests in not knowing



Here is a rather unique holiday trim of Wallace Bros., 171 Barrington street, Halifax, N.S. The character of the display in both windows was a "snow window," the materials used being cotton wool and snow sparkle for the flooring and borders, while the trimmings were of holly. The goods shown in the ladies' window consisted of a general selection of fine footwear, while in the men's a hockey scheme

was carried out, skates, hockey sticks and pucks being exhibited. The window was decorated by W. G. Power. Wallace Bros. have recently fitted up their front with handsome electric signs and Geo. D. Wallace has taken in as his partner Herbert D. Wallace. The firm has been changed to Wallace Bros. They report that the holiday trade was very satisfactory from every standpoint.



how to do business and in failing to collect for what you have sold," remarks T. F. McDowell, of Vancouver, B. C. "We might ask ourselves, "Why people who can pay, don't pay?" Do we find this class behind in their insurance policies or their obligations in transactions in which their personal worth is in danger? Very seldom.

What a revolution in trade we would have if our accounts were settled when due. Some people assume obligations with the idea that if they get short of cash at any time the retailer can wait, but he (the customer) finds money to pay his insurance. Our several associations, and those affiliated in one, The B. C. Retail Merchants' Association, can do a great work to establish prompt settlement of accounts. It is the duty of every member of a retail organization to report those customers who are unscrupulous in their payments.

**Make Settlements Short**

Suppose you are in business and you approach your customer whose account is past due. He replies by saying, "Why do you bother me about a cheque? When I lived in Winnipeg my shoeman waited three months for his money." Or he might say, "Before I opened my account with you I dealt at your neighbor's store and he never asked me for money; now, if you don't want my account under these conditions I will deal elsewhere."

Now, this is the point I want to bring out: Let us stop this now and forever. None of us want to lose a good customer if he is well-to-do, but we want to feel that our competitor will act as we have, and not allow such dilatory settlements.

Mr. Smith may speak to you in regard to opening an account before he settles with his former dealer, but if he finds a rule prevailing among tradespeople insisting on prompt settlement, he will in all probability remain with you, and pay up.

**Arranging the Details**

Let us now deal with Mr. Jones. He approaches you for credit; he finds it more convenient to order shoes by telephone, asking that they be sent up on approbation, pay by cheque, or his income may demand a certain time of settlement. Do you transact this business over the 'phone with a man you do not know personally, or only by reputation. Never. He is asking a favor; he must come to your place of business. Now is your time to arrange details. Personality must play a great factor at this meeting. You must show a certain degree of independence; impress the idea on your likely customer that you are in business to cater to his requirements and to please. In making these arrangements, state your terms, then give him the privilege of stating his time of settlement. If your date is the 10th of the month following statement and he pays all his household bills on the 15th, by all means grant him his request; by thus consenting you gain your first point, but make a record of it.

**A System that is Simple**

The system for this purpose is very simple. A little cabinet file with several cards divided in sections A, B, C, etc., and on one of these cards you write thus:

Name.....  
 Residence.....  
 Owner of Residence.....  
 Residence or Office 'Phone.....  
 Previous Dealer.....  
 Date of Settlement as Arranged.....  
 .....

Also leave room on these cards to record any court transactions which you may obtain from Bradstreet's or Dun's weekly reports (for the best of us sometimes get into trouble).

I believe it wise to enclose in your first statement to a customer a memo of this description:

Dear Sir—

To avoid any misunderstanding in connection with the payment of this account, we respectfully state the terms of settlement as arranged to be August 15.

Faithfully yours,

Name.....

**Wife Will Keep Him Posted**

As a rule, the statement when received from the mail is opened by Mrs. Jones. At a glance she sees the arrangements (probably Mr. Jones has not told his wife of these terms), thus she is likely to keep busy Mr. Jones posted about August 15, or date agreed upon. If the account is not paid on August 15, send him an account rendered, and enclose one of these little notices which I have just mentioned. This transaction should be recorded in your collection journal, and a date set for renewed action in case of default. On that date your next action is to get in touch with him over the 'phone, speaking to him courteously and asking him for a cheque. He may say, "I will send you a cheque on August 25th." "Thank you, sir," should be your reply. Record this date in your collection journal. August 25th passes and you have not received his cheque. Before you close business on this date attend to Mr. Jones in some way. I would suggest a letter like this:

Dear Sir—

We respectfully draw your attention to your July account for \$29.45, which you failed to settle to-day, according to arrangements made August 20.

Yours truly,

Name.....

Next morning he opens his mail and is confronted with this letter. "By jove, I forgot that matter yesterday, I must send him a cheque at once," he says.

**Use of a Collection Journal**

A collection journal is a book with consecutive days and dates and on each day and date have plenty of room to record different transactions such as:

Call on Mr. Jones for July account by request.

Mr. Smith promises a cheque by mail to-day.

Mr. White's note on account due to-day.

Sent Mr. Black a statement on August 15; he promises to pay to-day.

Sent Mr. Kelly a statement August 15, unable to get in touch with him; write him again to-day, etc.

When you have sent your accounts out, take from the ledger a list of names of every account owing, and their amounts. You know by so doing how much each person owes you. Accounts should be in alphabetical form, and when payments are received make it a daily duty to mark "paid" opposite their amounts, or if paid on account mark "paid on account \$20.00." On the 15th look over this list and make what I would term a collection list. On this list you have before you the balance of your unpaid accounts. Watch them carefully.

If you are compelled to resort to methods of collecting, you must have facts in such shape with which to confront him if he says: "I did not make arrangements to pay you on the 25th of August," you have your collecting journal to show him. The business man sometimes forgets, seldom making a record of a promise, but you have, and thus you always have the best of him.

Don't waste time calling if you can get him on the 'phone; if you call on him his office may be filled with people waiting to see him on business, but 'phone him and he will stop talking to his caller and you thus have him at once. Try to always leave your man feeling the best towards you, but thoroughly impress him with the importance of your business



# Doing \$12,000 Business Annually in Shoe Trade

## WOULD STOCK NO COSTLY SHOES

By T. A. Forder, Vancouver, B. C.

To do a shoe business of twelve thousand dollars a year, you ask in your competition how large a stock a dealer should carry. I would say that his shelves should at no time contain more than four thousand dollars worth of goods. At certain seasons especially spring and fall, the stock might run a thousand dollars more, but on the average, it should not be more than what I have mentioned. The progressive shoeman should be able to turn over his stock three times every twelve months. If not, I do not see with the high rent that he has to pay to-day, taxes, light, heat and other incidentals, how he is going to make any money. I have been a shoe clerk for nine years and have never gone into business for myself, but I am giving you my views based on observation, deduction and insight gleaned working for others.

Some retailers in a small town or village may say that I am only theorizing or speculating, and if I think I can do a twelve thousand dollar business annually on this limited stock, that I had better try it for myself and find out. Well, there may be something in this utterance for you know that it takes a lady, who has never married, to give her wedded sisters sound advice on the proper management of a home and husband, and it requires a woman, who has not raised a family to impart instruction to the neighbors on the right way to bring up children. On the same principle I have equally as good a privilege to tender advice on how often a small shoe man should turn over his stock. I may be in business some day for myself, for I have saved a fair proportion of my salary, and being only twenty-five, I can afford to wait, for you know, that all things are said to come to him who is a patient waiter.

I would not attempt to cater to any special trade except a general one, and I would not carry any shoes for men or women that retail over five dollars. They would eat up too much of my limited capital. It is the regular bread and butter lines, the ranges which move quickly and steadily on which the dealer makes his money. To attempt to stock too many lines is sheer lack of foresight. If you had a stock of thirty thousand dollars you would not have the exact size and style in some lines to satisfy certain customers, who would have to go elsewhere. The first year in business should give one a pretty accurate idea of what his trade will stand, what they demand the most, and what the people in his locality are prepared to pay. There is no use going outside this orbit.

Regarding average profit, no dealer at the present day should dispose of a shoe that is a good seller at less than fifty per cent. on cost price, which is equal to thirty-three and one-third on the selling price. If a woman's gun metal welt costs me three dollars, I should get at least four and half for it, if not five dollars. There are always a few shoes that are a drag, and at the end of each season have to be reduced to clear. On the whole, therefore, on each case lot a retailer may consider himself lucky if he averages twenty-five per cent. on the invoice price. Remember, that all expenses for your establishment come out of the selling price and not the cost. Twelve thousand dollars means the money that you take in during the year, or in other words, your income in the aggregate, and out of this sum has to come your rent, wages, taxes, light, help, heat, delivery, and other expenses. In other words your cost of doing business and your net profit. Therefore, the margin of profit should always be

reckoned on the selling price. I would not hold any general special sales, for personally, I think they undermine trade in the end. You only get the bargain chasers, who will look elsewhere when some other shoeman has cut rate prices. Impress upon each patron that you are giving full value for the money, and handle only such shoes as you can guarantee. Stand behind that guarantee and make the manufacturer or the jobber do the same. If he does not, the sooner you sever his account the better. I would keep certain bargain tables on which I would periodically place odds and ends. When I saw that other lines were moving slowly I would bring them up to the front, put a special star on the labels and push these goods, after "sizing up" my customer. There are always people in every centre, especially where the head of the family has to count each dollar that he expends in order to make it go to the utmost. They do not care so much for style and cut, the height of a heel or the swing effect of a last, as they do for a boot that will give them wear and service.

As to how I would divide my stock, of course, local circumstances would have to largely govern that. I would perhaps, invest about \$1,500 in men's and boy's, \$1,000 in women's and misses', \$300 in children's, \$600 in rubbers, and the remainder in heavy staples, findings, evening slippers, pumps, etc.

If I could afford to carry only a four thousand dollar stock, I would buy for the first year or two, at any rate, almost entirely from wholesalers in the city where I could assort easily and quickly. He will carry the reserves for you, and you can do much more business thereby than with the manufacturer where you frequently have to wait for long periods on certain shoes, and if you give a repeat order, the goods often arrive too late for ready sale. However, I would buy my first line in welts in both men's and women's from manufacturers, as well as some of my McKays, but generally speaking, on the cheaper or medium ranges, you can do equally as well from a jobber. He will help you to bear the burden, and has a pretty fair conception of what will sell otherwise he would not stock you. His judgment for the small shoeman should prove a good guide. I would spend thirty or forty dollars twice a year sending out a neat leaflet to my probable customers, whose names I should seek to obtain for a mailing list. I consider this invaluable if accurate. To receive some attention by means of booklets or a special note when you have something extra to offer tickles the vanity and delights the thoughts of more people than you can imagine. They like you to think that their trade is worth having and cultivating.

Do you know that a regular paying customer, one who has a family, is worth from ten to fifty dollars a year to your store. See then that such a customer is treated courteously, given a proper fit, and is well looked after in every way. Go out of your path to oblige one who stands by you for it necessarily follows that if you do only twelve thousand dollars a year in shoes, your stock and store will not be among the leading establishments of the place unless you are located in a village or very small town, but it is all the world to you. I would procure a well bound blank book properly classified for making all entries of goods received, number, sizes, etc. Opposite I would have another column showing what goods have been sold. I would make the entries to this every night from the day's sales slips. This should not be a very complicated operation in a business of \$12000 volume.

Whether I would spend any money in newspaper adver-



tising I cannot say. It would all depend upon local conditions, rates, etc. If I did not make my \$12,000 turnover increase in receipts by at least \$1,000 every year, and keep my expense of doing business to less than 20 per cent. I would consider that I was merely marking time. I would sell out and give some else a chance.

### BUY IN QUANTITIES—NOT VARIETIES

By Miss Jessie Cumming, Fergus, Ont.

I am writing with the idea that the retailer is situated in a town of say 2,000 inhabitants, surrounded by a good farming community, and within easy access of a city in order to get goods quickly.

Now, regarding doing a \$12,000 turnover annually, the most effective way of turning a stock over frequently is based on careful buying, and a sale when the merchant finds he has some odds and ends and obsoletes.

The wise retailer asks himself what company makes the shoes that seem to suit his particular trade, that bring him the largest profit, and a return of the customer. He will buy from manufacturers in fine welt goods for both men and women, and the best staples he can get for boys, misses and children, and in such quantities as he knows he can pay for.

It is better for him to buy in larger quantities than varieties, for two reasons. First, that in buying larger quantities he gets a better assortment of sizes, and is less liable to have tag ends for which he will have to take a reduced price. Second, a manufacturer will often give an extra discount of from 5 to 7% to one buying in case lots, which is an extra inducement to a man carrying only from \$4,000 to \$5,000 stock.

He will also buy from one or two good jobbing houses preferably those who distribute an extensive catalogue showing cuts, prices, etc., as in these days of telephone and fast express, with a descriptive catalogue in his hand, he can have goods landed at his door inside of 24 hours. This method is almost an absolute necessity to a successful retail business man, on account of most manufacturers not carrying a floor stock to supply the needs of the small retailer for immediate orders. Therefore, the best plan is to buy from both manufacturers and jobbers to get the best service.

He will carry in stock about \$2,700 in fine and medium lines which will include Oxfords and slippers for men, women, boys, misses, about \$500 for child's and infants' lines. The balance of \$800 will include rubbers, heavy staples and shoe findings.

To figure his profit he will take 1-3 of the selling price, or at least 50% on the invoice price. His cost of doing business will figure about 15% of the \$12,000 gross business, which would give a net profit, after deducting cost of doing business of \$2,200. An average 5% discount on \$8,000 worth of goods would be \$400 in addition to the \$2200.

Two sales a year are sufficient giving a reduction of 20 to 25% off the ordinary selling price, which would bring goods down to about cost, and expense of doing business.

The stock should be turned over at least from two to three times a year. The best method of keeping tab on stock and daily returns is the cash register, showing sales made which must correspond with amount of sales recorded in daily cash book. As each customer is suited, his or her name (if possible) is written in sales book with the description of shoe, giving sample number, size, etc. These sizes can be replaced in stock every morning. The name of the customer is mentioned as it is a splendid way of keeping tab on the amount of service a shoe has given, and if any thing goes wrong, and an allowance has to be made, the retailer can turn to his book and find how long a time the shoe has been in actual use, thus making it easy to effect an adjustment, and satisfy the customer as well.

### KNOW STRONG AND WEAK POINTS OF STOCK

By A. L. Wright, Peterboro, Ont.

In endeavoring to outline clearly, definitely and briefly the vital principles of the amount of stock to be carried to do \$12,000 business annually, a question (better dealt with now than later) suggests itself! For how many years would I be satisfied to do this turnover? One year only! If my careful, well-planned methods, hard work and advanced system did not result, the second year, in an increase of from \$1,500 to \$2,000, then I should feel my prospects for success in the shoe business to be poor indeed. To do the foregoing amount of business, I believe a cash capital of \$3,000 to be ample financing, possibly less. My stock would never exceed \$4,500 at heaviest, and should be calculated to run as low, at or near midwinter stock taking season, as \$2,500.

A stock of this size, bought say in September, should be proportioned as follows,—Men's lines, \$1,200; women's lines, \$600; boys' and youths', \$200; misses' lines, \$100; children's and infants' lines, \$100; rubbers and overshoes, all lines, to amount of \$900; findings to amount to \$80, would bring the total actual stock up to \$3,180. My system of buying, as will be seen, would of necessity bring the stock up to the \$4,000 mark very readily during the busiest months, while it would also lower it amazingly during the quiet ones. Of the \$1,200, apportioned to men's lines, I should invest \$400 in a leading line of high grade shoes to retail at \$4.50 and \$5.00, with a well known manufacturer. Still, I would stake my faith and most of my capital with one first class jobbing house, only going outside for a rare line that they could not supply. \$300 would be apportioned to men's working lines, ordered from specialty manufacturers in that grade of shoes. The \$500 balance of the men's proportion would be placed with my jobber for staple lines from \$2, \$2.50, \$3, \$3.50 and \$4.

In my campaign for the ladies' trade I would follow a somewhat similar plan as in the men's, buying a well-known leading line from the manufacturer to amount to \$250.00, to retail at \$3.50, \$4.00, and \$4.50. The balance of \$350.00 would procure from my jobber a nice range of medium class lines selling at \$1.50, \$2.00, \$2.50 and \$3.00, and including three lines of Oxfords and a range of slippers.

My boys' and youths', misses', children's and infants' lines could all be bought from my jobber, whose order would now total about \$1,200, which would naturally receive careful attention and best discounts. In doing a general trade, to best advantage, a fixed margin of profit could not be placed on any and every line, as some novelty lines would bear a sixty per cent. margin, while twenty-five per cent. would only be possible on certain staple working lines, still an average forty per cent. would be my endeavor.

Two all-important rules have strongly impressed me since reading them years ago. The first, the Story of the Stock, "one-fifth of which was doing the actual business," while the other four-fifths were lying idle. The second, Pick the Winners, meaning the live sellers, passing up the dead ones. While no man is infallible, going through season after season of buying, without drawing an occasional dead one, the use of a stock book showing the exact state of every line (when buying) and a thorough knowledge of what the public is at present buying as well as what they WILL BUY for the coming season, will go a long way toward insuring a clean live stock.

Any line which was found (four weeks after going into stock) to be not moving freely, would be first "red-starred," for another four weeks, after that the bargain table and a substantial cut and a big card would take proper care of it. My belief is that a six weeks' clean up sale, midwinter and summer, would be a necessary tonic for any stock and much better than prolonging the bargain table idea throughout the year. While certain parts of the stock will be turned over

(Continued on page 45)



# A Help to Fix Your Selling Price

How You Can Prove Your Figure Adequate to the Net Per Cent Profit That You Desire to Get

As a short cut in the arithmetic of profit figuring the chart prepared by the Publicity Committee of the Stationers' Association is worthy of study and of saving. When figuring selling prices, knowing the per cent. of expense in doing business and the cost of the goods, you can prove your price as being adequate to the net per cent. of profit you desire to get.



There is but one businesslike method of figuring per cent. of profit, and that is upon the selling price of the article, says the Boot and Shoe Recorder. This is so, for the only object the shoe dealer has in mind, in buying anything from the manufacturer or jobber, is to sell it to the consumer. If he never sells it, he never makes a profit out of it, and while it is in his store it accumulates a certain cost, in addition to what was paid for it, by reason of rent, salaries, etc., and these most important items must be charged up to the consumer before the shoe can earn any profit to the dealer who handles it.

The three elements that make up the actual price the customer pays should always be based on the sum received from the customer and not the price of the article as it is purchased from the manufacturer, delivered in the store. Your invoice cost is a percentage of your selling price; your cost of doing business is a percentage of your selling price and, therefore, your profit should likewise be a percent-

## For Example

Rule.—Divide the cost (invoice price with freight added) by the figure in the column of "net per cent profit desired" on the line with per cent it "costs to do business."

If a shoe cost \$2.60  
Freight .04  
\$2.64

You desire to make a net profit of 6%  
It costs you to do business 28%

Take the figure in column 6 on line with 28, which is .66. That represents what per cent of your selling price is the cost of the shoe.

Divide \$2.64 by  $\frac{66}{100}$  or  
.66) 2.64 ( 4.00—the selling price.  
2.64

The percentage of cost of doing business and the profit are figured on the **SELLING PRICE.**

now have, so as to make certain that you are not fooling yourself in reference to the profits.

## The Materials for Box Toes

An increasing use of felt for box toes is one of the items of the steadily enlarging use of fabrics in shoes. There is some difference of opinion among shoe manufacturers, however, as to which makes the best box toe, sole leather or felt.

Those who incline to sole leather hold to the time-honored axiom that "there is nothing like leather." They believe the use of any substitute for leather in any part of the shoe must depreciate the quality and value of the shoe. Therefore they use a high grade leather box toe and an expensive cut shellac, at a cost that takes away quality from some other and perhaps more essential part of the shoe.

Those who incline toward felt box toes take the ground that all that is wanted in a box toe is that it shall make a shapely toe and give absolute satisfaction to the wearer. They regard the expenditure of any money beyond that necessary to accomplish this as money wasted which could be used to better advantage in the quality of the upper or sole.

The advocates of the felt box not only claim it to be the equal of leather for the purpose, but go farther and contend it to be superior in one respect at least. They point out that if a shoe with a leather box has been worn some time, and is then laid aside for a time, the edges of the box will curl downward so as to hurt the foot of the wearer, while at the same time the whole toe of the shoe will be covered with fine wrinkles. They claim that the felt box when properly filled with waterproof box toe gum will not do this, but will remain perfectly smooth and shapely. The reason for this is said to be that the leather will absorb

COST TO DO BUSINESS	NET PER CENT PROFIT DESIRED																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25
26%	73	72	71	70	69	68	67	66	65	64	63	62	61	60	59	54	49	44	39	34	24
27%	72	71	70	69	68	67	66	65	64	63	62	61	60	59	58	53	48	43	38	33	23
28%	71	70	69	68	67	66	65	64	63	62	61	60	59	58	57	52	47	42	37	32	22
29%	70	69	68	67	66	65	64	63	62	61	60	59	58	57	56	51	46	41	36	31	21
30%	69	68	67	66	65	64	63	62	61	60	59	58	57	56	55	50	45	40	35	30	20

age of your selling price. There have been numerous cases of disaster due solely to the practice of figuring the percentage of profit on anything but the selling price. Your invoice cost is not a quantity, or a sum to be added to, nor is your cost of doing business. Both are percentages of your selling price, as is your profit.

The rule and method shown in the graphic figures are short cuts to the system of arithmetic in profit figuring. Make the computations on the selling price of the shoes you

shellac or gum to the same extent that the felt will absorb the gum, which leaves the leather subject to moisture from the foot while if the gum used with the felt box is waterproof gum, the felt box will not be so affected.

The man who thinks that HIS business is an exception to the general rules for business building has not tried to apply those rules to his own store.



## Travelers Are Now With Felts

The rapidly changing seasons bring different activities of footwear trade to the front. Each branch has its own appointed time and place. January sees most shoe retailers conducting a vigorous mid-winter sale after the holiday rush, and on the road it is the time for taking orders for felt footwear of all kinds. The new price lists issued show that figures are about five per cent higher. The business of manufacturing felt foot toggery of all kinds is growing rapidly and during the past year several extensions were made to factories while one or two new ones will be built during the coming year. Waterloo and Perth counties are the great centres for the felt boot industry. The progress in specializing on certain lasts, styles, shapes and combinations, has been so marked that felt boots and slippers are appealing more and more to good dressers in all parts of Canada. There are over seven 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.

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 in the colder sections.

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 cold spells. Comfort is preferable to all else when one is a sufferer from frigid feet. Well made felt footwear affords 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 moist pedal extremities.

## Live Shoe Firm Holds Banquet

The annual dinner and reunion of the Rannard Shoe Co., of Winnipeg, was held at the Royal Alexandra Hotel recently, and was a pronounced success. This function has become one which is invariably looked forward to with much expectancy, and this year's banquet was the best that has been held. C. F. Rannard, the head of the Company, presided, and the tables were attractively decorated with roses and cut flowers. Congratulatory telegrams were received from several leading shoe manufacturers, extending greetings and regretting their inability to be present. Among this number were: The Hartt Boot & Shoe Co., Fredericton; George A. Slater, Limited, Montreal; The Sardon Shoe Co., Montreal; J. & T. Bell Limited, Montreal; Kingsbury Footwear Co., Montreal; Tetrault Shoe Mfg. Co., Montreal; MacFarlane Shoe Co., Montreal; Kaufman Rubber Co., Berlin; Cook-Fitzgerald Co., Limited, London; Murray Shoe Co., Limited, London; Getty & Scott Limited, Galt; Philip Jacobi, Toronto, and others as well as from several leading American firms. A few extracts may be taken from the greetings as expressive of the kindly feeling which exists between the Rannard Shoe Co., and various manufacturers.

"We hope," wired the Hartt Boot and Shoe Co., "that your business for the coming year will be still larger than that of 1912, as a result of your good business methods, knowledge of footwear, and efficient and capable selling organization."

George A. Slater Limited, said in part, "Evidently your firm is composed of three partners working together in

absolute harmony. These three partners are Capital, Labor and Society, or the public, and it speaks very highly for the spirit of co-operation which must exist amongst your staff. The results obtained must be very gratifying to them as well as yourself. We have no firm on our books with whom our business relations are of a more pleasant nature than with those of your company."

Mr. Rannard stated that the company did a \$200,000 business during the past year. He congratulated the members of the staff of both the Main Street and Portage Ave. stores on their efficient co-operation in bringing the business to such a successful status. He also commented favorably upon the keen, but friendly rivalry between the two establishments for supremacy, and said that the end of the year saw them break about even.

Mr. Rannard was presented on behalf of the staff with a handsome walrus club bag with the initials engraved in gold.

During the evening jolly songs were contributed by the following members of the staff: James Waddington, John Webster, Albert Young, Charles Newton, and a quartette from the Portage Avenue store, with Reginald Newton, pianist.

The Rannard Shoe company was started nine years ago, on Main Street, Winnipeg, where the present store now stands, by C. F. Rannard, who came to Winnipeg from Lincolnshire, back in the eighties. The date of the banquet was the anniversary of the opening day.

## A Shoeman Who Has Public Spirit

A live business man of the great and growing West is E. A. Dagg, of Calgary. He not only takes a deep interest in shoes, but in the welfare and development of the city in which he has resided for the last seven years. He is the President of the Calgary Board of Trade, and Third Vice-President of the Associated Boards of Trade of Manitoba, Saskatchewan and Alberta. Previous to taking up his permanent abode in the West, Mr. Dagg represented the



firm of Ames-Holden, Limited, of Montreal, for eight years, on the road covering Manitoba and Saskatchewan. He opened the branch for them in Calgary as manager until it was taken over by the new firm of Ames-Holden, McCready, Limited, at which time he was continued in the position which he fills with efficiency and marked ability. So rapidly has the business grown under the direction of himself and an able staff, that it is expected during the present year a new and thoroughly well appointed warehouse of much greater capacity than the present one will be erected.



## The Perplexities of Style!

### Can One Tell What is Really Fashionable in Leathers and Lasts Which Change So Spasmodically?

"I'm ashamed of these shabby shoes, so please don't look at them," said the girl who had arrived late, as she glanced down at her footgear and then tried to tuck them out of sight under her short street skirt. "I had to wear them to-day because of my excessive zeal for style."

"Really, I don't see anything stylish about those shoes," declared a candid girl among the listeners.

"You misunderstand me, dear," explained the girl who had arrived late. "Let me explain, if the subject interests you. I've been intending for weeks to run in somewhere when I had ten minutes to spare and buy a pair of low-heeled tan suede shoes. I had a sort of feeling, without really thinking about the matter that low-heeled suede button shoes were the thing to wear on one's feet. It seemed to me, you see, that the style was entirely sensible and desirable.

"I thought it was such a simple thing to have your mind all made up beforehand, and not to have to look at dozens of styles before making a selection that I kept putting it off until yesterday afternoon. Then I dropped into a store that I was passing and told the clerk what I wanted:

"The clerk looked at me in astonishment. 'Low heeled suede!' he repeated, in a tone of horror, as if I'd suggested that he commit a murder. 'Madam, you cannot get them in any first-class store! They are not worn at all! Now, let me show you something in a beautiful chocolate dongola—but, of course, with heel in cuban style, nice and high and chic, with receding toe.'

"Then away he rushed. When he brought the shoe it was a perfect stilt, and I couldn't bear the sight of it. He said it was all they had, because it was positively all that was worn. "So I left.

"I stepped into the next store, and asked for low-heeled colored suede button shoes. The clerk there smiled at me as he would at a child who has no mind of its own. Going back in the store he soon brought me a pair of fearful looking tan button shoes with French heels.

"These," he said, impressively, 'are the only thing this winter. They are stunning when worn in combination with any of the new winter styles.'

"I didn't care to explain that I didn't happen to possess any of the new winter styles as yet, having to wear out my last winter's suit first. Yet I stopped long enough to ascertain that the store had really nothing with low heels. Then I left.

"Next, I found a lovely looking store, where I was sure they'd have what I wanted. I pleaded with a salesman there to bring me nothing but low-heeled suede. He listened with a kindly air and then proceeded to explain that suede was out of date—nothing but dull leather was approved in the best society, to which that store catered. He did me the honor to think that I belonged to the best society, but he recommended that I desist from my efforts to establish a precedent in shoes and submit to the nice, mannish, dull leathers he had. I tried one on, and it made my foot look so much like my father's that I rebelled and immediately departed.

"In the next store the clerk brought me the very thing I wanted. I was just on the point of taking it when I happened to overhear a conversation near me. A girl was trying on patent leather shoes, and she asked the clerk if patent leathers were much worn. He smiled reassuringly and gave his word of honor that absolutely nothing else was good form this winter. Everything else was dreadfully out of style!

"So while my clerk was back having the buttons fastened on my shoes, I slipped my foot into my old shoe and fled. For I felt that I couldn't pay all that money for old style things—and I couldn't make up my mind at once whether I ought to have tan, patent leather or dull!

"Finally I decided that the patent leather clerk had been absolutely sure of his ground, for he was so emphatic. But by that time I had been in all the stores in that part of the big city.

"At last I found a store where you pay high prices for

the cheapest shoes—for I was bound that I'd be stylish after taking so much trouble.

"I asked the clerk to show me the latest styles in patent leather shoes. He looked puzzled. Then he called a junior and gave him some instructions. After that I waited. It must have been half an hour before the junior returned and I overheard him telling the clerk that he'd had to climb up to the very top shelf.

"The clerk looked somewhat dubious as he showed me the shoes. 'We like to satisfy our customers,' he said, 'but these are the last patent leathers we've received.' And he had to smile at the old-fashioned shape with the saucy, frontier-like toe. 'You know absolutely nothing is asked for nowadays,' he explained, 'except suede or fabric tops with low heels.'

"Then I jumped up wildly and fled. To-morrow I'm going to get my mother to go back and buy the pair that I left having the buttons sewed on. She will invent some story—I'm ashamed to go!"

## Keeping a Record of All Your Sales

Do you keep a record of every sale? Impossible, you say, too much fuss, waste of time, effort and money. Could not be bothered, too tedious and too much detail.

There is a dealer in a town of five thousand people in Western Ontario who has tried it for a year now and finds that it pays him handsomely. Here is the blank form that

He has had printed hundreds of neat cards each about four inches wide by six long and keeps a fountain pen in his vest pocket. When he is unpacking new goods preparatory to placing them in the reserve stock or on the shelves of his store, these slips are conveniently at hand. When he is marking the label on the cartons he also enters on each card the style of the boot and the sample number, the size and the width as well as the cost price and the selling figure. All this information is on the carton label anyway and he transfers it to the card at the same time. This card rests inside the carton until the contents are sold. Then it is removed and the proprietor or his clerks fills in the name of

NAME _____	
ADDRESS _____	DATE _____
STYLE _____	
SIZE _____	WIDTH _____
CUT _____	SELL _____
REMARKS _____	
SALESMAN _____	

the buyer and address as well as the date and any remarks about what the customer may be wanting in the future. The initials of the clerk are also inscribed in the lower right hand corner. At the office, where it is taken, a small index box is kept, and the cards are arranged alphabetically. A complete list of all the customers of the shop is at hand.

If a clerk does not know the name and address of a purchaser, inquiry is made in a polite way and seldom if ever is such information not willingly given. If questions are asked the salesman tells the caller that they keep a mailing list to whom they send out a nice style booklet at various seasons of the year and that they would like to forward one to him or her. In only five instances have names been refused by patrons. These cards are gone over at various times and suitable literature sent to each party or a courteously worded note calling attention to some new goods of a similar kind that have just come in, or that a fine fitting last in the width and size of the last one bought, but carrying a neater, toe, etc., is to hand. These letters generally meet with a gratifying response.



## New Manager Enters Upon His Duties

H. D. Mewhirter, of Winnipeg, has just been appointed manager of the central division of Gutta Percha and Rubber, Limited. He is one of the most progressive business men in the Prairie Capital, and has an extended and thorough experience in general mechanical goods, rubber footwear and druggists' sundries. Mr. Mewhirter was born in Illinois in 1874, and lived on a farm until he was twenty years of age. He secured a high school education, and in 1894 graduated in pharmacy and chemistry at Des Moines, Iowa.



Leaving there he took a position as traveling salesman with the Ryan Drug Co., of St. Paul, Minn., with which firm he was associated three years. His next post was with the Plant Rubber Co., of Minneapolis, and in 1902 he joined the staff of W. S. Nott Co., of the same city. He became identified with the Winnipeg Rubber Co., now Gutta Percha and Rubber, Limited, in 1906, assuming the position of sales manager, the duties of which he has discharged faithfully and efficiently. This month he was appointed manager, succeeding the late Mr. Andrews. Mr. Mewhirter is a gentleman of genial nature, broad sympathies and energetic disposition, and his many friends in the trade are congratulating him on his well deserved promotion.

## And Still Prices are Soaring

The footwear trade is being livened up by dealers during January by special sales. Since the fall of snow a splendid business has been done in rubber shoes and felt goods. Sorting orders are fully up to the mark for this season of the year, and payments are reported good. Travelers are now out taking orders for felt goods for next season. The total volume of business done by jobbers during 1912 was very satisfactory and many report a decided increase. Prices for tennis shoes have advanced recently from two to five cents per pair, and new quotations for felt footwear show increases from five to ten cents per pair. On the whole the advance is about five per cent. over the figures for last year. Shoe factories are now actively engaged on their spring runs and some shipments of spring goods are already reported. The getting up of samples for fall is under way and the models will be ready about the first of March next. There is every likelihood that prices will ascend as the stiff values of hides and leather keep up with no relief in sight. The general belief among manufacturers is that the high figure for shoes, like the high cost of living, has come to stay. Calf skins are very firm, dongola has stiffened somewhat in figure, sole leather is expected to take another jump and dearer wetting is one of the latest things to elevate cost of production.

What the advance will be on the better grades of shoes for fall it is impossible to predict at present, but probably ten per cent. on some lines.

## Doing \$12,000 Business Annually in Shoe Trade

(Continued from page 41)

as many as ten or twelve times during the year, other portions would do well to be turned just once, still, my endeavor would be an average turn over of three times and as much more as I could possibly do. After my opening stock, my only placing orders would be with the manufacturer for the lines above mentioned, all staple lines and sorting orders from my jobber would be bought lightly and often repeated on, by telephone, wire, or letter, goods expressed in order to supply any shortages in stock, and particularly to insure a complete range for Saturday business.

A monthly trip to the city to keep strictly conversant with the supply houses and their stocks would be an advantage and part of my programme.

The aim should be to carry a light, active, live stock, well varied, but not heavily bought in any line, preferring to repeat and repeat again on sizes going strongest, buying the centre sizes heavily, and the end sizes very light. For a business of this size, it is my opinion that "Buying from the manufacturers only," would not be possible or of real advantage, while, on the other hand, to buy and handle only the lines procurable from a jobbing house would hardly place us in a position to meet keen competition. The "leaders" from the manufacturer, the staples, the quick turn over stuff from the jobber, strikes me as the best solution of the buying problem.

What strikes me as the best "guarantee" of success is the careful, watchful, keeping-in-touch with our stock, having a thorough knowledge of its "standing," its **strong points** and its **weak ones**, being always on the look-out for better systems and more efficient means to handle stock quickly, accurately and at a safe margin.

## THE LINES THAT SHOULD BE STOCKED

By J. H. Flaherty, Amherst, N. S.

To conduct a shoe business in a small town or village, one would require about \$6,000 worth of stock in order to do \$12,000 worth of business a year. The lines to carry would be men's heavy grain and split leathers with a half sole, and a lighter line of box kip to sell at \$3; also a few pairs each, assorted sizes, to sell at \$4.00; for youths and boys, a heavy grain and box kip; for women a \$3.50 shoe for fine wear, and a dongola to sell at \$2.10, a kip at \$1.50; misses' box calf, \$2 and dongola at \$1.50; infants' and child's dongola at 75c to \$1.50.

The average net profit of the business should be 20%—two special sales a year, one in February and one in August. The goods would be turned over twice.

To keep tab of the stock on hand and sold, etc., I would have a stock book marked with sizes and numbers and every line bought would go in the stock column and what was sold would be entered up in the sold column on the sheets every night. In a small business like this, all the numbers and sizes could be put in the counter check book when making up the sales and copied at night into the stock sheets.

It would be necessary to buy from jobbers as they could give a better rating and sometimes have lines carried over that could be turned in to an advantage for the small retailer.

The mail order houses get their business by asking the farmers to buy from them. Are you asking the farmers for their trade as often as the mail order houses are?



## Wholesalers Sell Too Much Retail

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir,—If you would kindly grant me space in your valuable Journal, I would like to ask the retail shoe men if they ever consider the injustice that is handed out to them by some wholesalers.

Now, sir, I have taken this matter up with the different jobbers and they all have the same story to hand out; that they know it is not a square deal to the retail merchant and they do not want to do it, but they ask, "What can we do?" One jobber in reply (while I was in that house and did not ask any questions) merely looked at the clerk, then at the customer, and then turned with a smile to hear that same old story, "That is a cousin of a customer of ours in Aurora." "Of course they have an order," so he said. I will tell him now, while I did not at the time, and he will know how well I believed him, when he reads this article, "*I am from Missouri.*"

Another excuse that they have is that other wholesale houses give their employees orders. If such orders exist they should not, for any boss who is employing a man and will not pay him sufficient salary to permit him to buy his wear from the retailers, and be of some benefit to the community, should not be counted as one of the population, and should not be entitled to be an employer of labor.

Some time ago I noticed in your Journal one jobber who positively stated that he did not do but very little of that kind of business, and that the shoe men of Toronto were too ready to jump at conclusions. Well, I have been in every wholesale house in Toronto, and I have seen customers in them all fitting on shoes, and I got the same old story from every one. It has now come to the time, if the shoe men have any backbone, to put a stop to this evil. I say "buy your goods out of town." You will have this one advantage—your customer will not be able to tell you the cost price of your goods.

Just the other day, a customer came in to my store and asked the price of a certain shoe. The caller then turned to me, after fitting on the shoe, and finding out the size said that he guessed he would wait, as he was going down town and could get them at the wholesale.

Now, it was necessary for me to telephone that house, give his name and kind of shoe and declare myself in order to stop the sale. Why should this exist? Mr. Jobber, answer.

Shoemen, get busy. All we want is fair play.  
(Sgd.) FAIR PLAY.

Toronto, Jan. 13th, 1913.

## How Shoe Repairer Advertises

Robert Paynter, 269 Princess street, Kingston, Ont., who recently installed a complete Goodyear repair outfit, has issued some unique advertising cards. One of them which has reached the SHOE AND LEATHER JOURNAL reads: "Bob Paynter is my shoemaker. Remember—When your ankle turns your shoes need to be mended. When you slip be careful you don't fall; so be quick and go to the Shoe Doctor."

## Will Make More Turns

A leading American firm writes to retailers as follows: We have been devoting considerable time of late, and have been making an earnest study on the subject of turn shoes for women. It is our desire to offer to our customers in the sample line for fall, 1913, a line of turns which will appeal to any retailer and exactly fit in with his wants. The demand for turn shoes has been increasing rapidly, and will be a great factor in your business next year. There is a certain proportion of your trade which will always insist on the easy, flexible turn, and it is a subject which we feel is worthy of your attention as well as ours. We would like to know how we can serve you best in this matter, and are going to you frankly with it. We are enclosing an addressed postal card, on which we would appreciate the favor if you would suggest

to us what styles of turn shoes for women would be best suited to your trade. We would like information as to lasts, material, etc.

## Honored Departing Member

Many friends in the shoe trade will greatly regret the news that one of the most popular young men of St. John, N. B., engaged in this business, namely George A. Gamblin, who for the last nine years has been a valued employee in the office of J. M. Humphrey & Co. in King Street, has severed his connection with that firm. Although his severance of connections with shoe interests will be regretted it is pleasing to note that he is gaining promotion. He will enter the office of Jones & Schofield, wholesale grocers, to take charge. There was a happy gathering in Bond's restaurant last night to mark the esteem in which he is held when his fellow employees assembled and tendered him a banquet at which he was the recipient of tokens of goodwill and esteem. R. T. Hayes, manager of the concern, presided, and spoke of the valuable services Mr. Gamblin had rendered and of the regret amongst the employees at his severance of ties. On behalf of the firm he presented to Mr. Gamblin a handsome gold locket. The staff presented to him a pair of gold cuff links and a valuable writing desk. There was a lengthy programme of songs, instrumental numbers, readings, etc., and a general good time was enjoyed by all, closing with three cheers for Mr. Gamblin.

## Some Reminders of the New Year

The Independent Box Toe Co., of Montreal, have forwarded to the trade an artistic calendar for 1913 entitled "Vanity Fair."

Tourigny & Marois, shoe manufacturers, of Quebec, have sent out to the trade a very handsome calendar on which a remarkably fine life size figure of King George appears in his coronation robes.

Clarke & Clarke, leather manufacturers, of Toronto, who have been established since 1852, have sent out to the trade a very convenient diary for 1913 bound in flexible leather. This is the ninth edition of "Lest we forget" and it is highly prized by all.

J. Eveleigh & Co., of Montreal, have issued a very neat calendar in brown. A prepossessing young lady attired in a smart, white tailor-made suit with brown trimmings is seen waiting at the railway platform with a trunk, suit case and traveling bag as her companions.

The Hurlburt Co., of Preston, Ont., have issued a very fine water color art calendar, showing a comely mother and her proud baby boy seated at a table on which rests a telephone. The happy mamma is placing the receiver to the ear of the infant, who is lost in childish wonder and delight at the conversation of the father at the other end. The calendar is the brightest ever sent out by the firm.

One of the handsomest and most artistic reminders of the Yuletide season was a hanger with deep gilt background showing a proud peacock with beautifully colored feathers, which was sent out by Farnsworth, Hoyt & Co., of Boston, to the trade. The hanger conveyed Christmas greetings and the expressive words: "Fine feathers make fine birds; our fine fabrics make fine shoes."

A booklet containing a rare selection of almost 1,000 different kinds of grains has just been published by the Moenus Machine Company in Frankfurt-on-Main, Germany. The artistic reproductions of the grains, and the beautiful get-up of the album show at a glance that the Moenus Company has the greatest experience in the construction of embossing and ironing machines and that in these matters they undoubtedly excel. The practical arrangement of the grains in groups is very convenient. The useful information given on graining plates contains a rich stock of long years' experience and is most important to every leather manufacturer using embossing machines.





# SHOE FACTORY NEWS.

The Canada Leather Board Co., of Montreal, recently registered.

N. Macfarlane, of the Macfarlane Shoe Co., Montreal, was in Toronto last week on business.

G. E. Henckell, in the hide business in Buenos Ayres, was a caller on the Montreal, Quebec and Toronto trade recently.

C. E. Hurlbut, of the Hurlbut Shoe Co., Preston, has returned from a visit to Boston and other centres in the United States.

The style of the Winn Co., of Perth, of which H. H. Lightford is manager, has been changed to the Perth Shoe Co., Limited.

L. S. Germain, Montreal, has had two new machines, an edge cutter and edge trimmer, installed in his factory by the United Shoe Machinery Co.

W. V. Matthews, general superintendent of the Ames-Holden, McCready Co., Montreal, is back from an extended trip to United States shoe centres.

A. R. Clarke & Co., tanners, have secured a permit for an extension to their buildings on Eastern Avenue, Toronto, which will cost three thousand dollars.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co. is at present on a trip through Western Ontario, and will be back in Montreal around the end of month.

The engagement is announced of Frank C. Archibald, of the firm of Archibald Bros., shoe manufacturers, St. Johns, Nfld., to Miss Isa Whitman, daughter of J. A. Whitman, of that city.

Good progress is being made on the new factory of the W. E. Woelfe Shoe Co., Berlin, and it is expected that the building will be ready next month for the installation of the machinery.

George Pratt has been appointed foreman of the lasting department of the Minister-Myles Shoe Co., Toronto. He was formerly employed with the Hamilton-Brown Shoe Co., of St. Louis.

The addition to the Kingsbury factory in Montreal is nearing completion, and the company anticipates being able to use it early in February. The new building will be used exclusively for turns.

Beal Bros. have not decided where they will erect their new tannery which was burned at Uxbridge some time ago. Several offers from different towns have been received and are yet under consideration.

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

D. J. McDermott, of McDermott Shoe Co., Montreal, recently returned from a ten day holiday trip to Boston and New York. He reported splendid Christmas weather and very brisk business there during the holidays.

H. R. Rice, of the Rice-Hurlbut Shoe Co., Courtland, N.Y., spent a few days recently in Toronto, Montreal, Berlin and other points. While in Montreal he was the guest of George Cain, general sales manager of the Miner Rubber Co.

Wilfrid Gardiner, a young man employed at the Williams' shoe factory, Brampton, recently met with an accident which might have terminated much more seriously. He was operating a buffing machine and slipped, falling against it. He was whirled around the shaft, every stitch of cloth-

ing being torn off his body, but with the exception of some painful abrasions on his side and stomach, he escaped unhurt.

Underhill's, Limited, intend erecting a fifty foot extension and a two storey addition to their new staple factory in Barrie, Ont. The work will be undertaken at an early date, and when completed, the building will be three storeys high.

Mrs. I. M. Condon, late of Woodbury Shoe Co., Beverly, Mass., has taken a position as forelady in the stitching department of the Perth Shoe Co., of Perth, Ont. Mr. Perry, late of Montreal, has been appointed foreman of the lasting room in the same factory.

The Palmer-McLellan Shoepack Co., whose new factory has just been completed in Fredericton, is at present turning out six hundred pairs a day, and report a very large number of orders ahead. The full capacity of the factory is twenty-five hundred pairs a day, and it is expected that this output will be reached before the company has been very long in operation.

Following on the increased activity in Canadian Consolidated Felt in the unlisted department, it is stated that application will be made at an early date to have both the preferred and the common stock of Canadian Consolidated Felt listed on the Montreal Stock Exchange.


The shoe factory building of James Muir Co., Ltd., Quebec, was some time ago sold to Ludger Duchaine, but the Muir people retain the machinery. The company have to vacate by March 1st but Mr. Muir says, while several propositions are under consideration, they have not yet settled definitely the matter.

Charles E. Slater, who has been associated with the Slater Shoe Co., Montreal, for thirty-five years and for many years has been its president and general manager, has severed his connections with that company. He disposed of his financial interests in the Slater company some months ago. Mr. Slater is now enjoying a brief holiday. It is understood he has several plans in view, and may make his future headquarters in Boston.

The Canadian Consolidated Rubber Co. have been appointed sole Canadian selling agents for the Palmer-McLellan Co. of Fredericton, N.B. By this arrangement the latter company has placed at its disposal the very efficient distribution system of the Consolidated Rubber Company with their agents and depots in all the main centres from coast to coast. This will enable delivery of the products made by the Palmer-McLellan firm to be made on very short notice, and should prove very beneficial for both the firms concerned, and the trade as a whole.

The death occurred recently in Montreal of Richard Smardon, who was in his eighty-second year. While not in the best of health for some time past, the end came as a great surprise to his many friends and relatives. Born in Devonshire in the year 1831, the late Mr. Smardon came to Canada when but eleven years of age, and since that time has lived in Montreal almost exclusively. He went into the boot and shoe business, establishing one of the first stores in Montreal. In this work he met with great success, until he finally became one of Montreal's leading shoe manufacturers. Some years ago he established another factory at Three Rivers, P.Q., the plant being a very large one. Mr. Smardon had not in recent years taken a very active part in business affairs. The death of Mrs. Smardon, two years ago, came as a great blow to him, and was one from which he never recovered. The deceased was an uncle of Walter Smardon, of the Smardon Shoe Co., Montreal.





# AMONG THE SHOE MEN.

The assets of L. Jacobson, shoe retailer, Montreal, have been sold.

P. Cairns, of Forest, Ont, bought the stock of shoes and rubbers of A. Rumford.

Alfred Price, of Camrose, Alta., was in Toronto calling upon the trade last week.

L. Scheuer, Montreal, importer of slippers, has left on an extended selling trip west.

J. H. DeWolfe, shoe retailer, of Gananoque, Ont., is retiring from the shoe business.

Bert Packard, sales manager of L. H. Packard & Co., Montreal, was in Boston recently.

Walter Oughton, late of Fergus, Ont., has embarked in the retail shoe business in Southampton, Ont.

Harry Thompson, of the Thompson Shoe Co., Montreal, was in Toronto last week calling upon the trade.

J. G. Settle, of Montreal, representing the Hartt Boot and Shoe Co., was in Toronto last week on business.

The Fit-u-Shoe Company has opened a neat retail footwear establishment at 1167 Bloor street west, Toronto

W. F. Martin, sales manager of the Kingsbury Footwear Co., of Montreal, was in Toronto last week on business.

R. R. Macaulay, secretary-treasurer of the Miner Rubber Co., Montreal, was in Toronto on business last week.

John A. Vallary, shoe traveler, Toronto, left last week for Boston, where he will spend several days on business.

F. A. Guinivan and Herbert Beatty, of the United Co-operative Stores, of Montreal, were in Toronto last week on business.

George Cain, of Montreal, general sales manager of the Miner Ruber Co., spent a few days in Toronto last week.

M. McGrath, Durham, Ont., has bought the stock of Thos. McGrath of that town and will continue the business in the old stand.

Parrott Bros., who recently disposed of their shoe business in Chatham, Ontario, intend locating in the west and will open up new shoe stores in Regina and Saskatoon.

Burglars entered the store of A. E. Brimstin & Co., 431 Queen St. West, Toronto, last week and stole several pairs of hockey skates, some boots and a sum of money.

J. Dunbar, who was formerly with the Slater Shoe Co., Montreal, is now traveling for A. Corbeil. He will cover the Western provinces.

The establishment of the Harris Mfg. Co., sheep skin shoe manufacturers, has closed down at Deloraine, Man. Mr. Harris may remove the plant east.

In Washington, D.C., it is reported that there is a vogue of the heelless slipper for matrons, which, it is said, is very popular.

Douglas Balfour, manager of the Regal Shoe Store, Winnipeg, was in Toronto and other Ontario cities last week on a visit.

Elmer Bailey, late of Portsmouth, Ohio, has been appointed foreman of the fitting room of the Relindo Shoe Company, Toronto.

Robert Rogers, of the traveling staff of P. Jacobi, Toronto, left last week on an extended trip West. He will go as far as Vancouver.

C. S. Hyman & Co., tanners, London, Ont., have sent out a decidedly attractive calendar entitled "Dawn in the Highlands," from an original painting by W. Watson. It is

beautifully colored and represents the cattle and sheep grazing on the heathery hills.

Mrs. A. E. Arthurs, who for several years has conducted a shoe store in East Toronto, has disposed of her business to the Arcade, of Hamilton.

There is reported to be an excellent opening for an exclusive shoe store in Leaside Junction, Ont., owing to the rapid railway development in that centre.

C. D. Mitchner, of the Royal Shoe Store, Saskatoon, has been appointed a member of the executive committee of the Retail Merchants' Association of that city.

William Garside, late of the firm of Garside & White, Toronto, left this week, accompanied by his wife, for Los Angeles, California, where he will spend the winter.

George D. Wallace, 171 Barrington St., Halifax, has admitted his brother Herbert D. Wallace as partner in his shoe business. The firm is now known as Wallace Bros.

E. P. Howe, of Edmonton, who is opening up a new shoe store and men's furnishing establishment in that city, was in Toronto last week calling upon the trade and placing orders for stock.

Wm. Harris, formerly manager of the shoe department of the Hudson's Bay Co., Portage La Prairie, Man., has gone to Brandon, where he has taken a position with a wholesale house.

William McDermott has opened a harness and leather shop in Fergus. He has had a number of years' experience in the larger cities of Canada and the United States, and is meeting with success.

A new ten storey building will be erected on the south side of St. Catherine St., Montreal, between Stanley and Drummond Sts., on the site now occupied by the Regal Shoe Co. and adjoining stores.

Mr. Case, of the Sample Shoe Store, Edmonton, was in Toronto last week on his way to New York and Boston. He speaks in high terms of the rapid growth of Edmonton and has done remarkably well in that city.

Martin Tate, of Brampton, Ont., age sixty-five years, and a resident of that town for twenty years, where he was engaged in the harness and leather business, died recently. He is survived by a wife and two daughters.

The shoe store of F. Kibler, of Berlin, was entered recently and robbed of a few dollars. An entrance was gained through a rear door and the cash register forced open, but fortunately contained no large sum.

G. H. McCrady, late of Brockville, Ont., has joined the traveling staff of McLaren & Dallas, Toronto, and will cover a part of the eastern ground. He succeeds E. J. Kew, who will look after the sample room in the warehouse.

John F. Shea, 23 King St. E., Hamilton, who has been in the shoe business in that city for many years, has decided to retire. His lease expires in a few weeks and, as he will not renew it, he is now holding a big clearing sale.

A new store is being opened in Moose Jaw by Allen, Cummings & Co., which will have a well equipped shoe department. It is understood that L. Fingland, son of John Fingland, of Brampton, will be the manager of this branch and will enter upon his duties next month.

J. L. Tretheway, 44 Warren Road, Toronto, who is a widely known shoe traveler representing the Brandon Shoe Co., of Brantford, in Western Ontario, has gone with his wife on an extended sailing tour to the Bermudas, Mexico and Panama. He will not return for several weeks.

P. R. Logan, late of the traveling staff of Garside &



White, Toronto, has gone to Vancouver to reside, where he has taken a position in a large departmental store. H. L. Geene, of Ottawa, Eastern Ontario representative of the firm, spent several days in Toronto last week on business.

M. L. Savage, who has been spending the past few weeks in California, was in Toronto this week on his way to Montreal. Mr. Savage, who has for many years covered the Western provinces for the Tetrault Shoe Mfg. Co., is one of the best known and most successful travelers in Canada.

H. B. McGee, sales manager of the Minister Myles Shoe Co., Toronto, who underwent an operation for appendicitis in the Toronto General Hospital, is rapidly recovering. Mr. McGee's scores of friends in the trade will be pleased to learn that he will be able to be around again in a few days.

In the fire which took place in the adjoining stable, the Vermilyea Shoe House, of Belleville, was saved from threatened destruction through the strenuous work on the part of the firemen. The stock was considerably damaged by smoke, but business was in no way interrupted.

A. Chisholm, chairman, and Warren T. Fegan, treasurer, of the Toronto Shoe Retailers' Association, leave next week on an extended trip to the Pacific coast. They will journey south as far as San Francisco and return through the Western and Middle States. Messrs. Chisholm and Fegan will be absent several weeks.

Mr. McGee, who for several years has represented the Hartt Boot and Shoe Co., in the Maritime provinces, was in Toronto and London last week on business. He will handle the lines of the Murray Shoe Co., of London, in the Maritime provinces during the coming season along with those of the Macfarlane Shoe Co., of Montreal.

The United Shoe Dealers will hold a convention of their sales managers in Toronto on February 10th. The organization at the head of which is J. W. Foy, of Toronto, and H. D. Wing, of Parry Sound, have well equipped shoe stores in Lindsay, Parry Sound, Owen Sound, Sudbury, North Bay and Port Arthur.

Harvey E. Graham, of Toronto, who for the past five years has capably represented the Hartt Boot and Shoe Co., of Fredericton, N.B., in Northern and Western Ontario, has joined the selling staff of Jackson & Savage, of Montreal. He will travel Western Canada from Winnipeg to the Coast in the interest of the Boy Scout shoe.

Ernest A. Bonnick, son of Charles Bonnick, of Toronto, was married on December 31st at Calgary to Miss Lilian Isabel Edmunds, of Winnipeg. Mr. Bonnick and bride will reside in Red Deer, Alberta. For several years he was engaged in the shoe business, being connected with the warehouse staff of Ames, Holden, McCready in Toronto.

Peter Valiquette, now of the Slater Shoe Store, 117 Yonge street, Toronto, will shortly go to Montreal, where he will take an important position in the United Co-operative Stores. It is rumored that the latter intend in time to open up new establishments in London, Brantford and Hamilton, but nothing definite has been decided upon for the present.

Frank Mercer, formerly of the selling staff of the Relindo Shoe Co., and at one time manager of the Dolly Vardon Shoe Store, Yonge Street, Toronto, who now resides in New York city, was in Toronto last week on a visit. He travels for Hanan & Son, of Brooklyn, covering the Southern States in the interests of this firm. His many old friends were pleased to see him after two years' absence.

W. G. Berscht, of Guelph, a member of the traveling staff of McLaren & Dallas, met with an accident recently when driving. His conveyance upset, throwing him out, and a trunk fell on his right arm, badly straining the ligaments. He was laid up for several days, but is able to be around again. Mr. Berscht has been rather unfortunate of late, as only last summer he was ill for several weeks with typhoid.

Griffith Clarke, of A. R. Clarke & Son, tanners, Toronto, escaped serious personal injury in a peculiar accident which occurred recently at the corner of Isabella and Jarvis streets. His automobile was struck by a grocery wagon during a blinding blizzard and Mr. Clarke, who was seated in the tonneau, barely missed the horse's head and shaft of the

colliding vehicle. His car was badly smashed as a result of the impact.

The latest advice received from England is that leather laces have gone up by ten per cent. The manufacturers state that this is owing to the high price for skins and the increased cost of production. The advance applies to porpoise, one tag and other laces. It will be remembered that mohair laces recently advanced ten per cent., and leather laces have apparently gone up in sympathy.

J. T. Lawson, of Regina, is spending a few weeks visiting at his old home in Orangeville, Ont., and in Toronto. He has been in the shoe business in the West for two years and previous to that was engaged in the same line in Orangeville. Mr. Lawson has met with great success in the capital city of Saskatchewan and has associated with him his two sons. He reports trade as active and speaks in optimistic terms of the future.

The many friends of W. H. Budreo, one of the Western Ontario representatives of Blachford, Davies & Co., who resides at 47 Springhurst avenue, Toronto, will sympathize with him in the loss of his infant son, nine months old. The child was sleeping and by some manner turned over and was smothered to death in the bed clothing. It had been left only a short while, and when its mother went upstairs to see how it was, she found the little one lifeless.

H. S. Bond, late of Ottawa, has been appointed manager of the Slater Boot Shop at 163 Yonge street, which was opened this week. The new establishment is attractively fitted up with the single shelving carton system, all the fixtures and high-backed settees being of oak. Mr. Bond has had several years' experience in the shoe business in Belleville, Ottawa and Montreal, and expects that the new store will soon be one of the busiest that has been launched by the company. The new front possesses a receding entrance, deep plate glass windows with Laurentian marble base and is decidedly artistic.

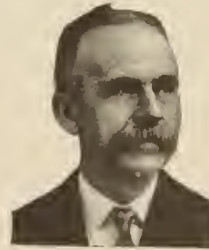
R. G. Boyle, who for the past few years has ably looked after the eastern ground for Blachford, Davies and Co., Toronto, covering the territory from Kingston east, including the Ottawa Valley, will henceforth represent the firm from Orillia north to Fort William. He is well liked by the trade and is a most successful salesman. His successor in the East is E. B. Weiss, of Napanee, who has been identified with the trade for several years, having for a long time been with the Blachford Shoe Store, Yonge street, Toronto. The staff of Blachford, Davies and Co. held an enjoyable dinner on Monday night last.

William West, who was for many years engaged in the retail shoe business on Yonge Street, Toronto, on the site now occupied by the T. Eaton Co., and a resident of Toronto for more than half a century, died January 12th at his home in Broadway Avenue, Eglinton. Mr. West was in his seventy-fifth year. He succumbed to the effects of a cold contracted a few days ago. About sixteen or seventeen years ago he retired from the shoe business. He is survived by two sons and two daughters. Mr. West was a successful merchant, possessed a bright, optimistic disposition and had many warm friends. He amassed considerable property and was an active and useful citizen.

#### SHOEMEN HONORED BY ELECTORS



F. S. SCOTT  
Re-elected Mayor  
of Galt



H. ASHPLEANT  
Re-elected Alderman  
in London



A. W. AULT  
Re-elected Alderman  
in Ottawa



### Shoemen Win Many Municipal Honors

Men identified with the shoe and leather trade generally make a success of any thing they attempt. Many possess sufficient public spirit to devote a portion of their time to the welfare of the cities or towns in which they reside. At the recent municipal elections in Ontario, their candidature of these gentlemen was successful.

F. Stewart Scott, of the firm of Getty & Scott, shoe manufacturers, was re-elected mayor of Galt by acclamation. He has filled the civic chair of that busy town for a year with zeal and efficiency, and inaugurated during his regime many progressive measures.

R. M. Beal, president and treasurer of the R. M. Beal Leather Co., Lindsay, has been elected mayor of that town. Mr. Beal has been one of the most progressive business men in Lindsay, and his many friends congratulate him on his elevation to the civic chair.

A. Knechtel, shoe retailer, of Stratford, and one of the live ones in that city, has been returned as a member of the aldermanic board. He made an excellent showing at the polls. Mr. Knechtel has been a valued member of the city council for some years.

In London, Ald. H. Ashplant, of the firm of H. Ashplant & Sons, shoe retailers, was re-elected for the coming year, and materially increased the vote that he received a year ago. He has been a member of a number of the most important committees in the Forest City.

In Berlin, several men identified with the shoe and leather trade were highly honored in the municipal elections. Among those elected to the council were George Rumpel, president of the Berlin Felt Boot Co., A. L. Breithaupt, President of the Berlin Trunk and Bag Co., H. A. Hagen (who is identified with the shirt manufacturing business, but is also a partner of the retail shoe firm of Sippel & Hagen), N. B. Detweiler, president of the G. V. Oberholtzer Co., John Hassenhauer, of John Hassenhauer & Son, shoe retailers, and A. Weseloh, who has long been identified with the footwear trade. For membership on the light commission A. R. Lang, vice president of the Lang Tanning Company was returned.

Among those recently re-elected to the city council was A. W. Ault, head of the wholesale firm of A. W. Ault & Co., Ottawa. He was first chosen as an alderman for the Capital ward in 1912 and has made a capable representative.

### Important Changes in the Trade

More important changes have occurred in the shoe manufacturing field during the past year than in any previous year. There have been nearly 125 new firms, 100 important alterations in location, many changes of buyers and superintendents and also several consolidations. All of these are contained in the new 1913 American Shoemaking Directory. This handy little book which just fits the vest pocket, contains a complete list of all shoe factories in Canada and the United States, together with information of value to those following this trade. The book is sent postpaid for \$2 by the Rogers & Atwood Publishing Co., 683 Atlantic Avenue, Boston, Mass.

### Western Travelers Elect Officers

At the thirtieth annual meeting of the Northwest Commercial Travelers' Association in Winnipeg, the following officers were elected for the ensuing year: President, William Stitt; vice-president, A. McAllister; treasurer, L. C. McIntyre; secretary, Fred. J. C. Cox; members of the executive committee, J. M. Scott, E. H. Lee, G. R. Bolton, J. H. J. Murphy, A. E. Wayte, W. J. Litster, Charles Holden, J. E. Holland, John Brockest, C. M. Scott, L. Nash, J. P. Minhinnick; vice-president for Alberta, J. D. McDonald; vice-president for Saskatchewan, W. C. Bell; vice-president for British Columbia, A. R. McFarlane; members of the executive, Alberta, O. S. Chapin; Saskatchewan, S. C. Burton; British Columbia, R. W. Clark.

## Just a Few Bouquets

### Good Wishes and Good Luck

*Kindly accept my congratulations on the twenty-sixth anniversary of the Shoe and Leather Journal. You certainly are getting out an admirable paper in every respect. Wishing you all the compliments of the season, I remain,*

*Sincerely yours,*

*Jas. T. Sutherland.*

*With the Cook-Fitzgerald Co.*

*the Frontenac Hockey Club,*

*Kingston, Dec 18th, 1912.*

### Shoe Repairer Finds It All O.K.

*I have been busy moving down to the centre of the town. I notice that you had an excellent article on the necessity of shoe repairers getting more money for their work, and in this I thoroughly agree with you. The SHOE AND LEATHER JOURNAL is the best value for one dollar that I obtain in any publication.*

*Yours truly,*

*JOSEPH MOREY.*

*Portage la Prairie, Man.*

*Nov. 25th, 1912.*

### Full Of Good Things

*You run out a good paper. There are lots of ideas that we can use to decided advantage. Find one dollar for another year's subscription.*

*Yours truly*

*Russell Bros.*

*Fort William, Ont.*

*Jan. 3rd, 1913.*

### A Dollar Well Invested

*Enclosed find P. O. Order for two dollars to pay my subscription to THE SHOE AND LEATHER JOURNAL for 1912 and 13. I am well satisfied with the abundance of information given in its pages, and find one dollar a year is money well spent. Wishing you all success.*

*Yours truly,*

*J. T. Brown.*

*1061 Granville St., Vancouver.*

*Dec. 27th, 1912.*

### What Live Repair Firm Say

*We are sending one dollar for another year's subscription to THE SHOE AND LEATHER JOURNAL. We are only repairers, but we find a lot of useful information in your paper and would advise every repairer to subscribe for it, more especially those who are thinking of handling new goods in the future.*

*Yours very truly,*

*Hunt and Harry.*

*Souris, Man.*

*Dec. 30th, 1912.*

### A Welcome Guest

*We wish you success with your up-to-date trade paper. We read and enjoy every issue.*

*Calgary, Alta.*

*Ed. M. Foster.*

*Dec. 18th, 1912.*



**Breezy Notes From Winnipeg**

Mr. Battice, of the Yale Shoe Store, spent Christmas at his home in Duluth.

W. H. Miner, of the Miner Rubber Co., Granby, was in Winnipeg recently on business.

W. A. Marsh, of the W. A. Marsh Co., Limited, Quebec, spent a few days in Winnipeg recently.

W. J. Berryhill, of the Yale Shoe Store, spent the holiday at his home in Keewatin.

C. T. Bloodsworth, late of the Avenue Shoe Store, left recently for his home in New York City.

T. Ryan, salesman for the Ryan-Devlin Shoe Co., spent the holidays at his home in Toronto.

C. Newton, has resigned from the Rannard Shoe Co., Main Street, and taken a position with J. Robinson.

Mr. Hamilton, late manager of the shoe department of Robinson's department store, has resigned his position.

The holiday business was very good with all the shoe dealers and satisfactory reports are recorded by all the leading stores.

R. K. Jenkins, lately manager of the Avenue Shoe Store, has resigned his position and taken a place on the road with the W. A. Marsh Co., Western, Limited.

Mr. Higgins, late with Ames, Holden, McCready, Limited, has left for the West, where he is starting business in a new town. He was in Winnipeg recently purchasing goods.

Some of the holiday windows of the shoe men were marvels of beauty, good taste and attractiveness. Among those that may be specially mentioned are: The Moyer Shoe Co., Limited, The Ryan-Devlin Shoe Co., Main street store of the Rannard Shoe Co., and the Nickle Boot Shop. The shoe men certainly surpassed all previous records.

**Shoeman Who Is Climbing Up**

L. J. Mulhall is one of the most popular shoemen in the West. "Mull," as he is familiarly known, is a Nova Scotian by birth. After an apprenticeship of four years in the east, he journeyed west some seven years ago and has been with the Ryans in Winnipeg ever since. He began with Mr. George Ryan and by energy, perseverance and application has steadily worked his way up until he is now Mr. Devlin's right hand man, and he is a good one too. He is to-day manager of the Ryan-Devlin Shoe Co., taking the place of S. W. Caldwell, who recently joined the staff of Eaton's, as assistant manager. Mr. Mulhall has many warm friends in the trade, who respect him for his bright, cheery disposition and for his honest, sterling worth. He is a true, wholesome fellow, who possesses the faculty of winning and retaining friends. Mr. Mulhall is quite a tennis player, and also takes a keen interest in all lines of live sport. His one weakness, however, is baseball, in which game he shines some himself.

**Ratepayers Encourage Shoe Industry**

During the recent municipal elections in Ontario, several by-laws to grant concession or assistance to shoe and leather companies were voted upon and were carried in a majority of instances. In London, Ontario, a measure was submitted to the people to loan the C. N. W. Shoe Co., \$20,000, which was to be repaid in annual instalments. The by-law received a majority, but not sufficient to carry it. However, it is understood that this will not interfere with the operations of the company, who are now at work making shoes and have a large number of orders ahead.

In Tavistock, a by-law was voted upon to grant a

bonus of \$10,000 to the Tavistock Felt Boot Co., to supply free water and exempt the industry from taxation for a period of years. The by-law was carried by a large majority, and the Hamburg Felt Boot Co., which is at the back of the new industry, will now go ahead with the erection of several buildings. The factory at New Hamburg will be continued, the one at Tavistock being a new enterprise to meet the increased volume of business. The company agrees to erect one building 120 by 45 feet, three stories high, another building 60 by 45 feet two stories high, and a third structure 70 by 40 feet, one storey high. The Tavistock Felt Boot Co. will instal machinery worth \$20,000, and will begin building operations in May next. It is expected the industry will employ about seventy-five hands, and will be in operation by January of next year.

In Newmarket a by-law to guarantee the bonds of a new shoe factory company was carried by a very large majority. The measure called for the guarantee of the bonds to the company up to \$25,000 and to fix the assessment of the property at \$10,000 for a period of ten years. The company will purchase a site, erect suitable buildings, employ 75 hands, and instal machinery at a total outlay of not less than \$40,000. It is expected that operations will be commenced in September next, and that seventy-five hands will be employed. The company also agree to give the town a first mortgage on the building, machinery, etc., for the full amount of the bonds.

At the recent municipal elections at Huntsville, a bylaw to fix the assessment of the Anglo-Canadian Leather Co. on its tannery in that town at \$50,000 for the next ten years was passed by a large majority.

**The Happenings In Quebec**

Mr. and Mrs. O. Goulet have returned from spending a few days in Montreal.

V. Coulombe, shoe dealer, of Quebec, has gone on a visit to relatives in Ireland.

Dr. M. Brunet, of the Rock Shoe Co., was confined to his room recently owing to illness.

E. P. Mullarkey, Superintendent of William A. Marsh Co., was in Montreal during the holidays.

E. Tremblay, shoe manufacturer paid a visit to his mother recently at St. Felicien, Lake St. John.

O. Goulet, shoe manufacturer, is installing five electric motors in his factory to run each department separately.

James Pleau, foreman of the Louis Gauthier Co.'s sole leather room has resigned. M. Legace has taken charge of the fitting department.

F. J. Minges, representing the Narrow Fabric Co., of Reading, Pa., who manufacture the only laces on the market which are guaranteed for six months, is on his annual trip through Canada.

A. C. Kitchener, of the Canadian branch of the Palatine Heel, Preston, Eng., was in Quebec last week on a visit and called on Dupere & Garant, Quebec representatives. He expects to leave for England next month and will be away several weeks. Mr. Kitchener is well satisfied with the sales made in Canada.

Among the visitors in Quebec during the past few days were L. W. Bishop of the Narragansette Narrow Fabric Co., Pawtucket, R.I., R. A. Pettigrew, of The Bonner Leather Co., Montreal, John McPherson, Hamilton, Ont., M. Bastien, representing J. G. Watson, Montreal, and H. C. Parker, of The Dominion Supply Co., of Montreal.

The retail business at the present time is better than that of the corresponding period last year. Retailers have sold more shoes and the stocks are rather low. The demand for felt goods has not been so good owing to the soft weather. Many of the shoe factories took stock during the holiday season, and since then have started in working at full capacity. They expect a decidedly active run for the next few months and orders are coming in nicely at the present time.



### Has Sold to Three Generations



Mr. F. W. Hills, whose photo is shown here, is one of the best known "old timers" in the shoe line especially in Ontario and Quebec, where he spent his entire time up to date. He covers Eastern Ontario, the Ottawa Valley, and Huntingdon, Que. district for Jackson & Savage, the Montreal jobbers. Mr. Hills was born in Lachute, P. Q., where he spent his earlier years, and on leaving school started in the tanning business under his father, who conducts a tannery in Lachute. After learning the trade from start to finish, he started traveling in his father's interests, making his first trip in 1868, when traveling conditions in Canada were poor and accommodation bad. He continued on the road for his father many years, leaving it later to join the staff of Jas. Robinson, Montreal, for whom he traveled eighteen years and later for Jackson & Savage, with whom he is at present.

Needless to say, during the forty odd years Mr. Hills has been on the pike, he has had many opportunities to view innumerable changes in shoe conditions, which have been many, as well as in general state of the country. Practically all his territory was covered then by driving, as railways were unknown in this part of the country at that time. "I wonder," said Mr. Hills, "if the younger generation of travelers would be willing to put up with what we had to then in the way of accommodation, etc."

His customers look on him as a personal friend rather than from a business standpoint, and he is as well known in Ottawa Valley towns as most natives—better than some, and has a reputation of being the best of good fellows. Mr. Hills says in one town he has sold to three generations, grandfather, father and son.

### He is Forging to the Front



An Ottawa boy, who has succeeded in his home town, is M. R. Shore. A few years ago he broke into the shoe game and now occupies the position of assistant manager of the footwear department of the A. E. Rea and Co. departmental store. He has a host of friends in the capital and is an all round good fellow as well as a competent shoeman, one bringing energy, industry and application to bear in the discharge of his duties. Mr. Shore is one also of the best known black-faced comedians in Ottawa, and can sing a bunch of humorous songs. He takes part in many social entertainments and is always sure of numerous encores. He takes a deep interest in athletics and all forms of outdoor exercise.

### Municipal Honors for Mr. Weseloh



One of the successful candidates for aldermanic honors during the recent election in Berlin, Ontario, was A. Weseloh. It was the first time that he ever aspired for recognition at the hands of the ratepayers, and he was a winner without doing any canvassing, except having his name printed on the ballot. Many business men and personal friends wanted him to stand, and, now that he is elected, he intends to do all in his power for the advancement and upbuild of Berlin, where he has made his home for the last seventeen years. He has seen the place grow from 7,500 people to a city of 17,000 inhabitants. He has long been a progressive merchant and was for many years in the shoe business, selling out in February last to F. Kibler, First Vice-President of the Ontario Shoe Retailers' Association. Mr.

Weseloh is president of the Ontario Board of the Retail Merchants' Association of Canada, and First Vice-President of the Dominion Board. He has always taken an active part in its affairs. He is now conducting a general dry goods ladies' ready-to-wear and men's furnishing business. He is making many changes in the interior of his store, and enlarging it at the rear by an archway. He also devotes considerable space to house furnishings and curtains.

### This Man Headed the List



The one who headed the polls of all the old aldermen seeking re-election in Berlin was H. A. Hagen, of the shoe firm of Sippel & Hagen. This makes his fourth year in the city council. He served last year and about fourteen years ago was a "town father" for a couple of terms. He is identified with several interests in Berlin, and is a successful and wide-awake business man. He has always evinced the liveliest interest in sport, and is at present one of the directors of the Canadian League Baseball Club. He is also an enthusiastic lawn bowler, and takes part in many a game. Mr. Hagen possesses public spirit and is never tired doing everything in his power to further the interests and prosperity of "the youngest city in Ontario."

### An Increase in Price All Around

The Kingsbury Footwear Co. announce an increase in price on all their lines, this increase taking effect the first of the present year. This step has been made necessary by the continually advancing price of leather, and other raw materials, labor and everything contributing toward the cost of making up shoes. It is to be noted that every line in the Kingsbury Company's great range has been included in this increase, which is sufficient evidence of the fact that these advances are inevitable. The retailer in future must govern himself accordingly and sell his goods at a price which will allow him a fair profit, because undoubtedly the advance put in force by the Kingsbury Footwear Company, will be accompanied by advances upon the part of other manufacturers.

### Outlook of What Will Sell

Manufacturers and jobbers are anticipating a good demand for white shoes, both in canvas and in leather. Rubber-soled Oxfords promise to be the best selling novelty. In materials, gun metal is easily the favorite, with tan second. A larger use of patent leather than last season is anticipated. There is also an increased demand for kid leather, but how strong this will become is uncertain. Both manufacturers and retailers seem favorable to pushing the sale of kid mostly because of the belief that it would have a tendency to reduce the price of calf skins.

### It is Now Ald. Wickett

In the municipal elections in Toronto, one of the new men who came to the front and headed the polls in Ward Two, was S. Morley Wickett, who made a phenomenal run. Ald. Wickett is vice-president of the Tanners' Section of the Board of Trade, and managing director of Wickett and Craig, Limited, leather manufacturers. His father, S. R. Wickett was for several years a member of the Toronto civic council. All the newspapers heartily endorsed the candidature of S. Morley Wickett, who was born at Brooklin, Ontario, 1872, attended the public schools, Toronto Grammar School, Toronto University (B.A., 1894) and later took post graduate work at Vienna, Berlin, Paris and Cambridge.

**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.





John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

**THE JOHN RITCHIE COMPANY**  
LIMITED

*Boot and Shoe Manufacturers*



496 St. Valier Street, QUEBEC.

**Tourigny & Marois**

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties: Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC

**LUC. ROUTIER**  
QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

*ASK FOR SAMPLES*



P. Cleophas Lachance  
Inventor

**The Lachance  
Ankle Brace**

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

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

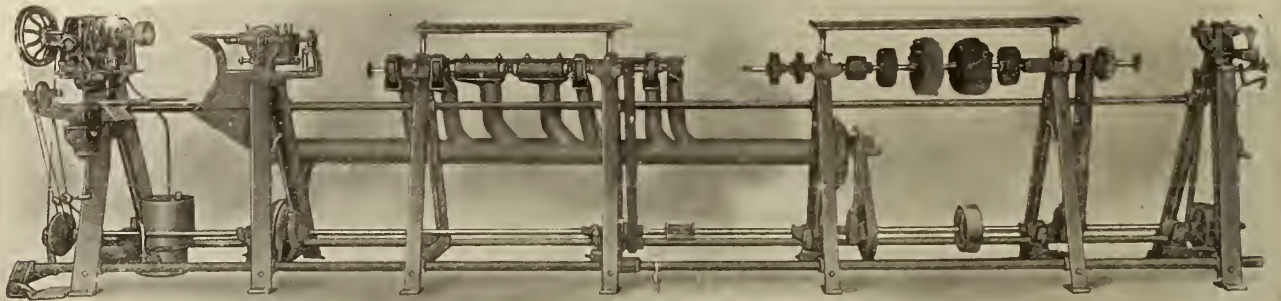
**LUCIEN BORNE**

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

**T**HIS 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



He was Fellow in Political Science at Toronto University, for some time, then entering on a business career. He is a member of the Canadian Manufacturers' Association executive and has written several books on trade questions. He is an independent in politics, and a member of the National Club, R. C. Y. C. and Lambton Club.

**A Useful Reference Book**

The annual year book issued by the Jacobsen Publishing Co., of Chicago, for the year, 1913, has been published. This work containing a directory of the tanners, shoe manufacturers, packers and other branches of the trade, is very complete and reliable. It is a veritable mine of information and contains reliable statistics relative to production, trade organization, corporations, etc. A portion of the book is devoted to the shoe trade in Canada, wherein much interesting information is presented. The Hide and Leathers'

Year Book and Directory for 1913 contains 516 pages and it will be found a very useful volume for any one connected in any way with the trade.

**May Be Brought Back to Canada**

Henry Frank, who is alleged to have left Toronto when the firm of P. E. Frank & Co., wholesale boot and shoe dealers, Toronto, failed with liabilities of \$240,000 and assets of \$30,000 or more, has been arrested in New York city and may shortly be brought back to Toronto. Gideon Grant, the solicitor for the creditors, said that the offence with which Frank is charged at present—conspiracy to defraud—is not an extraditable one, and that as Frank declined to waive his rights another charge that is extraditable may be laid. At a meeting of the creditors, Messrs. Gideon Grant, Joseph Montgomery, D'Arcy Grierson and George W. Holmes were appointed inspectors, and Mr. Daniel Grant, the assignee, was instructed to wind up the estate.

Established Over Half a Century



**Our Brands Of Sole Leather**

- PENETANG Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.
- EAGLE Mellow, yet admirably adapted for general work.
- LISTOWEL For fine and sewed work.

**CUT SOLES Heels and Counters None Better Shoe Findings Etc.**

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - - ONTARIO

**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

**LOGAN'S**

*The Leather  
of Quality*

**MR. MANUFACTURER,** we've some Union Slaughter and Sweat Sole Leathers that we'd like you to try. They are especially suitable for factory sewed work, and will, we know, compare most favorably with anything you have yet used.

**LOGAN TANNERIES LIMITED**  
PICTOU, N. S.

**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**

<p>□ □ □ □</p>	<p><b>Leather Colors</b></p>	<p>F. E. Atteaux &amp; Co., Boston          Chicago    Gloversville, N.Y.    Montreal</p>	<p>□ □ □ □</p>
----------------------------	------------------------------	---	----------------------------

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**  
**Leicester, Eng.** and at Kettering, Northampton and Frankfort-on-Maine.  
 CASH ADVANCED ON CONSIGNMENTS.  
 Cable "HIDES," Leicester.

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**

	<p><b>BOX TOES</b>                  Leather, Cork, Waterproof, Felt, Leather and Canvas, all kinds always uniform.</p> <p><b>HEELS</b>                  All grades, sizes, and styles.                  Send for Samples.</p> <p>□□</p> <p>We buy all Offal for cash.</p>	
<p><b>INDEPENDENT BOX TOE COMPANY</b></p>	<p>-                      -</p>	<p><b>MONTREAL</b></p>



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.

**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.

**BOOTS AND SHOES THAT  
 STAND ROUGH WEAR**

FOR

**CRUISERS, RIVER DRIVERS  
 PROSPECTORS, SURVEYORS,**

IN

**STANDARD SCREW AND GOODYEAR WELTS**

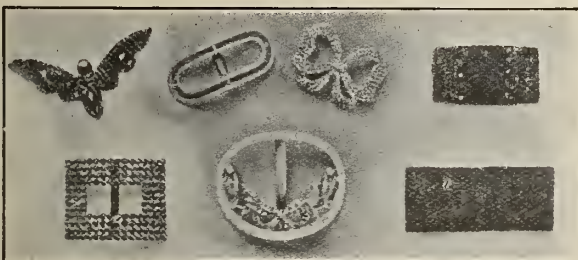
**C. B. Dayfoot & Co.**  
 GEORGETOWN - - ONTARIO

**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**



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

J. E. DUPRE A. BAILLARGEON

**THE MONTREAL BOX TOE CO.**

ESTABLISHED 1904

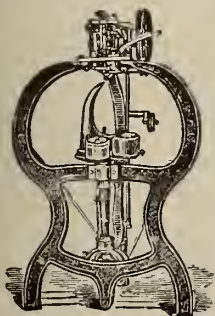
MANUFACTURERS OF HIGH GRADE

**Box Toes and Heels**

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL



**McKay 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.

**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

INDEX

	PAGE		PAGE		PAGE
Aird & Son .....	25	E-Z Walk Mfg. Co. ....	26	Palmer Co., Ltd., Jno. ....	3
Ames-Holden-McCready, Limited	11	Elmira Felt Co. ....	10	Perth Shoe Co. ....	20
Atteaux, F. E., & Co.....	56	Frank & Bryce .....	55	Quaker Shoe Co. ....	56
Ault, A. W., & Co. ....	26	Gauthier, The Louis Co., Ltd..	27	Rideau Shoe Co. ....	18
Beal, The R. M., Leather Co., Ltd.	56	Independet Box Toe Co. ....	56	Ritchie, Jno. & Co. ....	53
Bonner Leather Co. ....	56	Independent Rubber Co. ....	6	Robinson, James .....	14
Boot & Shoe Workers' Union ...		Keiffer Bros. ....	57	Routier, Luc .....	53
.....Inside Front Cover		Keith, George E. Co.....	13	Soloman & Speilman .....	57
Borne, Luciene .....	53	Lachance & Tanguay .....	53	Staynes, W. H., & Smith .....	56
Briethaupt Leather Co. ....	55	L'Esperance, E. J. ....	28	Tanning Research Laboratory... 57	
Canadian Consolidated Rubber		Linton, James & Co. ....	21	Tebbutt Shoe & Leather Co. .... 4	
Co. ....	9, 19	Logan Tanneries .....	55	Tetrault Shoe Mfg. Co. ....	15
Cook-Fitzgerald Co., Limited... 7		Marden, Orth & Hastings .....	22	Tourigny & Marois .....	53
Daoust, Lalonde & Co. ....	17	McDermott Shoe Co. ....	24	United Shoe Machinery Company	
Davis Leather Co., Limited..... 5		McKeen Co., C. E.....	26	of Canada.....	
Dayfoot C. B., & Co.....	57	Miner Rubber Co.Outside Back Cover		.....8, 16, 54, Inside Back Cover	
Dominion Die Co. ....	57	Moench, C., Sons Co. ....	27	Wood-Milne Co., Limited .....	25
Dominion Shoe & Slipper Co... 57		Moenus Machine Co. ....	23	Young, W. J., Machinery Co. ... 22	
Douglas, W. L., & Co. ....	12	Montreal Box Toe Co. ....	57		
Doyle, Thos. C. ....	26	Packard & Co., L. H. ....	23, 58		
Duclos & Payan .....	57	Palatine Rubber Heel Co. ....	24		

THE **ORTO** SILK FINISH LACES

IN ALL LENGTHS AND WIDTHS

The BEST Lace MADE.  
Put up in the BEST WAY.  
Giving YOU the BEST PROFIT.

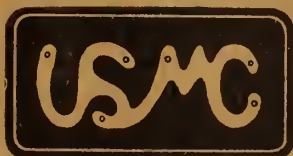


The Orto Cabinet keeps *all* the laces clean and *each kind* by itself. Laces are sold in single gross of any length or width or in cabinets, assorted.

**L. H. PACKARD & CO., Limited**  
Montreal CANADIAN DISTRIBUTERS 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**

Lagauchetière and St. Monique Sts.

122 Adelaide Street W., TORONTO

- - - - - MONTREAL, QUE.

492 St. Valier Street, QUEBEC

# Selling lots of Rubbers these days?



**M**INER  
EANS  
ERIT

This is great weather for sales of rubber footwear. Lots of snow and lots of slush make folks think of some preventative of wet feet.

There has been many a dollar lost in busy seasons through unpreparedness. Many a merchant has wished he had sorted up sooner. Don't drop into this class, but have your stock fixed up right now.

If your stock is well sorted up with "Miner" and "Shefford" Brands you're right in line for dandy business, for "Miner" and "Shefford" have a great call with the particular.

We were never in better shape to give you just what you want, and give it to you right on schedule too.

Drop us a list of your wants to-day and let us show you how quickly and well we can serve you.

**THE MINER RUBBER COMPANY, LIMITED**

**GRANBY - - MONTREAL**  
**TORONTO QUEBEC**



# THE SHOE & LEATHER JOURNAL

FEBRUARY  
1st

TORONTO  
1913



*Drawn from the original Shoe  
by the Art Department of the  
Shoe and Leather Journal. ::*

ACTON PUBLISHING COMPANY LIMITED  
TORONTO MONTREAL

## Placing your felt order for Fall 1913

LET me have the trouble of selecting your line of felts this year. Let me utilize my years of experience in choosing you a line that will give both you and your customers entire satisfaction in appearance and wear.

I have already solved the felt problem to my own satisfaction, and feel sure that you will agree that I have selected wisely.

I have been guided, not so much by past performances as by present indications, and I am confident that you'll be thoroughly pleased when you see the samples.

Let my salesman show you when he calls.

**James Robinson, Montreal**  
182-186 McGill Street

---



All that modern machinery and expert workmanship can produce goes into

# "The Great West Felt Co., Limited" Cold-Proof Felt Footwear

"Goods of Quality"



No. 102—Men's Felt Blucher, vamp lined, leather facing and back strap, felt sole and heel.

A superior quality of felt combined with modern and perfect fitting lasts will make our "Cold-Proof" Footwear more popular than ever this year.

The superior quality of our felts is due to the fact that we make our own felt with machinery invented and designed by our own experts.



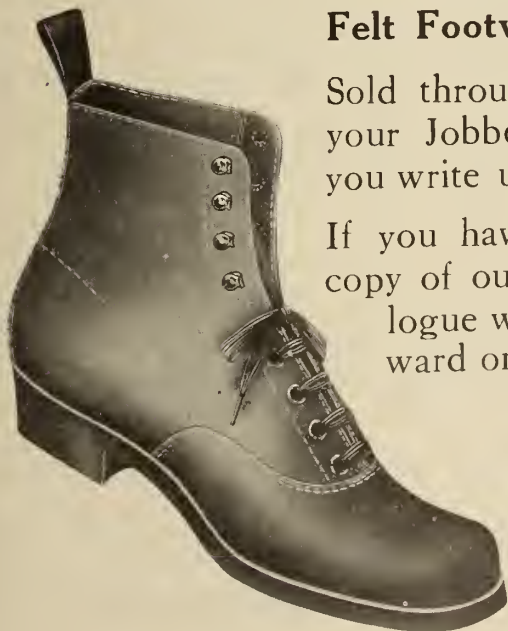
No. 168—Men's Felt Blucher, chrome foxed and toe cap, leather facing and back strap, vamp lined, elk and felt sole and rubber heel.

**Insist upon getting  
"The Great West  
Felt Co., Limited"**

**Felt Footwear for 1913**

Sold through Jobbers. If your Jobber cannot supply you write us.

If you have not received a copy of our illustrated catalogue we will gladly forward one on request.



No. 100—Men's Felt Bal., vamp lined, leather facing and back strap, felt sole and heel.

**The Great  
West Felt  
Co., Limited**

Elmira, Ont.



No. 103 Men's Felt High Cut Blucher, vamp lined, two buckles and lace, leather facing and back strap, felt sole and heel.

# Some Pointers on "Elmiras"

and why you should sell "Elmiras" to your customers  
and why your customers will want them

The Mark



on Them

**T**HERE are many good reasons why the Best Retailers sell only "Elmira" Felt Shoes and Slippers. "Elmiras" have been the "Top notch" in Felt Footwear for over 12 years. They have stood the test where others failed. The success of Elmiras was established by attention to Details. Every piece of material, every seam in Elmira quality is made with an expert's knowledge of what is required in Good Felt Footwear, always the same, one price to everybody, and that price based on actual cost of good material and expert workmanship. Not on a basis of a percentage less than some Leader, because "Elmiras" have always been the leaders to which competitors have looked for both standard of quality and price.

In 1913 the Elmira line of Felt Shoes and Slippers will be the most complete ever shown.

In quality the same as always.

In range, larger and with many desirable new lines.

Elmira 1913 illustrated catalogue is the handsomest and most complete ever issued and will be mailed on request to any dealer not having already received it.

Elmira samples will be in the hands of 80% of the Canadian Shoe Jobbers early in January.

When placing your Felt order, ask to see the above Trade Mark on the samples and when receiving shipments look for it on cartons and shoes.

MANUFACTURED BY  
**THE ELMIRA FELT CO.**  
BERLIN, ONT.



# A New Shade of "Bestyet" Calf

"Bestyet"  
Brown—  
Twin Brother  
To "Bestyet"  
Tan

Write for particulars of these two lines

A good heavy waterproof calf in colors.

You'll need some of these skins for your heavier fall shoes.

Moderate priced veals.

These are thoroughly waterproofed and reliable

**DAVIS  
LEATHER  
COMPANY  
LIMITED**

**NEWMARKET  
ONTARIO**

¶ *"Bestyet" Tan Calf has a rival for popular favor. Its name is "Bestyet" Brown. It's a Russia Calf in the newest and most popular shade of brown.*

¶ *You could hardly imagine anything richer than the color of "Bestyet" Brown, or anything better calculated to catch the popular fancy. It is just the shade you've been looking for.*

¶ *Like "Bestyet" Tan, "Bestyet" Brown is absolutely even in shade from skirt to skirt, and from head to tail of each skin, and like "Bestyet" Tan it is washable, and will not fade.*

¶ *This is to be a big "tan season." Make sure of your share of tan sales by putting "Bestyet" Tan and "Bestyet" Brown into your samples. Remember, these leathers equal anything you could import, and they save you the duty.*

¶ *You could have as prompt delivery as you wish on these leathers.*

## “Perth” Shoes keep their shapes

“PERTH” style is not merely an added feature to promote first sales. It is an integral part of the shoe itself—it’s built right in.

¶ “Perth” shoes appeal to women of taste because of their trig and natty shapes, and because they retain their shape so long. The “style” of a “Perth” shoe is as strong and as lasting as the shoe itself.

¶ Wouldn’t it be good for your business to feature in your women’s department a shoe that holds its shape like the “Perth.”



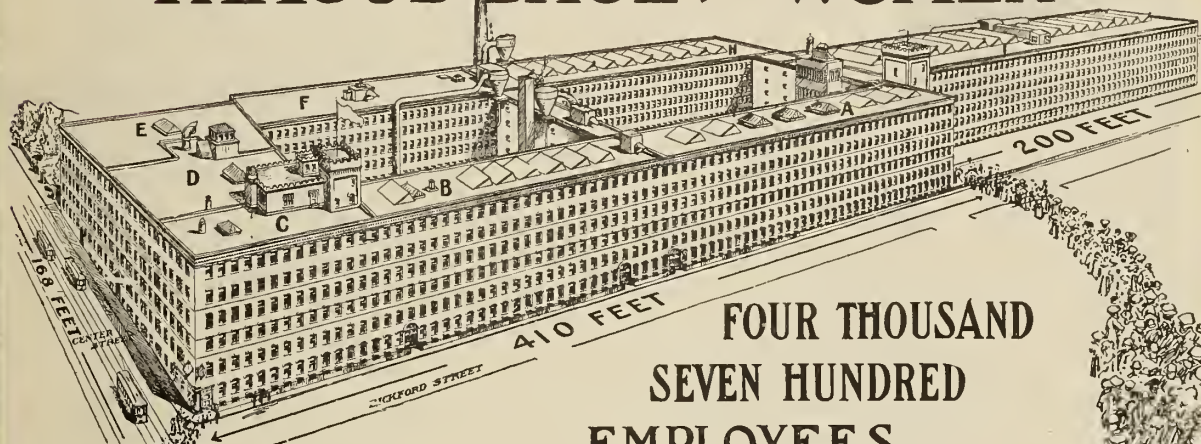
PERTH SHOE  
COMPANY LIMITED  
PERTH - ONTARIO



*Queen  
Quality*

"Fit  
where others  
fail"

**FAMOUS SHOE for WOMEN**



**FOUR THOUSAND  
SEVEN HUNDRED  
EMPLOYEES**

**T**HIS colossal factory employs more people than the population of the average town. A community in itself—4,700 employees. These are tremendous figures, but this is a tremendous business—the biggest in the world producing women's shoes.

QUEEN QUALITY Shoes mean shoe satisfaction to millions of women all over the world. That is the reason. The Retailer who handles these famous shoes enjoys the gratitude and patronage of all discriminating women in his community.

**Thomas G. Plant Company**

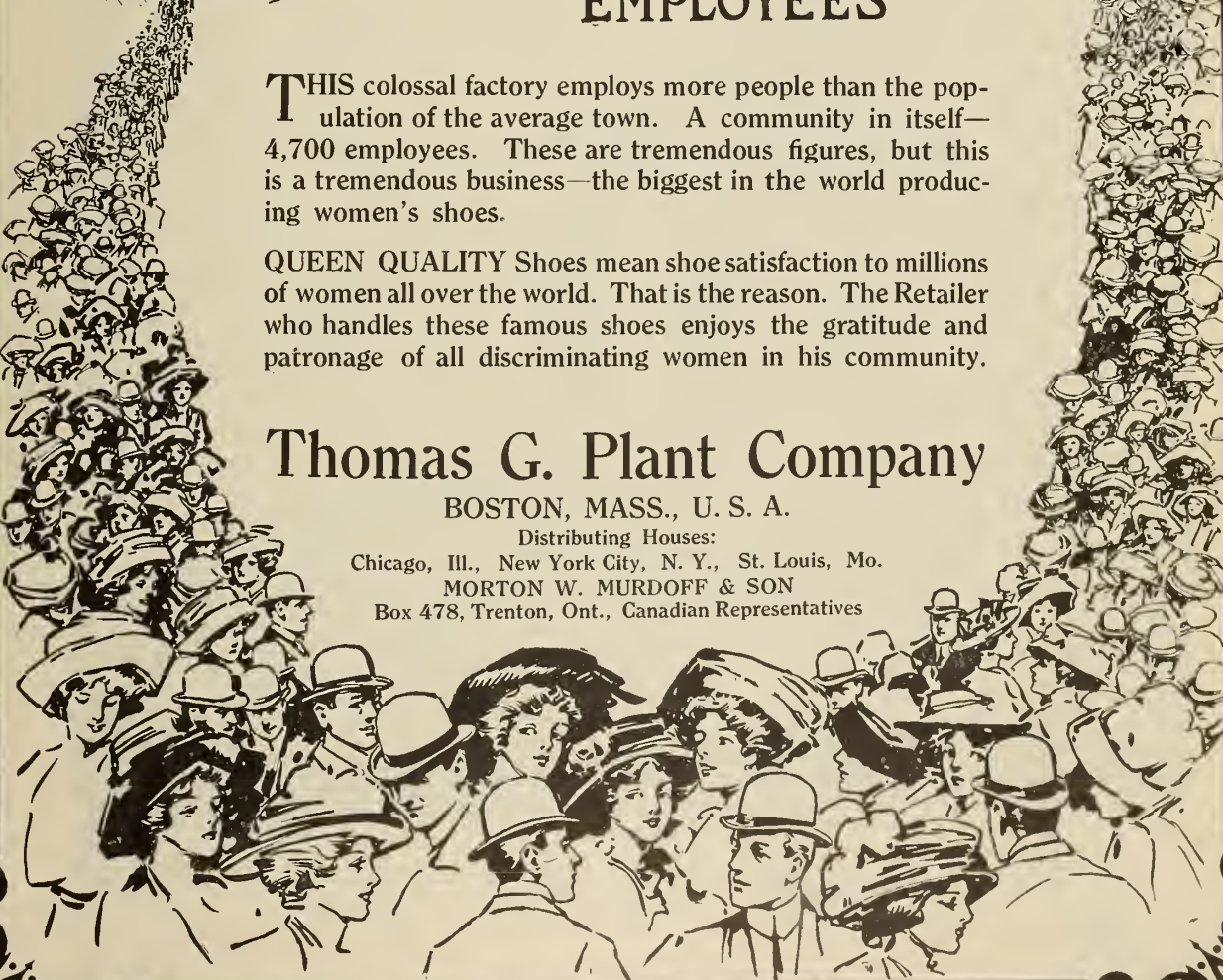
BOSTON, MASS., U. S. A.

Distributing Houses:

Chicago, Ill., New York City, N. Y., St. Louis, Mo.

MORTON W. MURDOFF & SON

Box 478, Trenton, Ont., Canadian Representatives







Snap—Stock Dept. No. 2074

## Walk-Over Shoes in Stock



Hiker—Stock Dept. No. 2114

THE advantages to the customer of the Walk-Over Stock Dept. are obvious.

You can carry a smaller stock; turn that stock oftener; always have sizes, widths and styles for your trade; seldom be overstocked or have dead lines to close out at a sacrifice—and all with less money tied up and less insurance to pay for.

The Walk-Over stock line is most complete and comprehensive, comprising 82 numbers of men's shoes and 74 women's shoes.

We have two distributing points, Campello, Massachusetts, and St. Louis, Missouri. The same shoes are carried in both places and the same prices prevail.

Our new stock catalogue, beautifully illustrated, will be sent on application to any dealer who is located in a town where there is now no Walk-Over representative.



TRADE MARK REG. U.S. PAT. OFF. GEO. E. KEITH COMPANY

## Geo. E. Keith Company

Manufacturers of Walk-Overs for Men and Women

Campello (Brockton) Mass.



TRADE MARK REG. U.S. PAT. OFF. GEO. E. KEITH COMPANY





*"Can Be Shipped All Through Winter Months"*

B.T. &amp; B.

B.T. & B.  
TRADE MARK REGISTERED

B.T. &amp; B.



No. 358—Ladies' Club Bag

B. T. & B. Baggage carries with it a refinement that opens for you the best trade in the section.

B.T. &amp; B.

Whether you need popular-priced lines or high grade, distinctive styles you will find them in the B. T. & B. range.



No. 385—Men's Deep Cowhide Bag

Do not fail to examine our line before ordering. A card will bring our salesman. Write for Catalogue.

**The Berlin Trunk & Bag Co., Limited**  
Berlin, Ontario

B.T. &amp; B.

B.T. &amp; B.

B.T. &amp; B.



---

---

## MR. RETAILER—

- ☞ ASTORIA and LIBERTY Shoes are winners everywhere in Canada.
- ☞ Those who know them recognize the truth of this assertion.
- ☞ Those who don't know them should be wise and get acquainted.
- ☞ Wire, phone or write—that's all— at your service.

**The Cook-Fitzgerald Co.**  
Limited

London - Ontario

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

---

---

# Genuine "Palmer" Shoe Packs

We control the sale of the finest line of  
Shoe Packs in Canada.



Our travelers will cover every town in Canada with a complete range of Genuine "Palmer" Shoe Packs. Our prices are right, and you will save money by holding your order for Fall Delivery.

**Canadian Consolidated Rubber Co., Limited**

(Watch for our January issue of Foot-Prints. It will contain complete illustrated catalogue of this line.)



AMES HOLDEN 

---

---

 M<sup>c</sup>CREADY



Our Sorting Service  
Is Unexcelled  
In All Lines

Whether it is men's high-class footwear in all styles and leathers, made in our No. 1 factory, or—

Women's shoes in an equal diversity of style and of equal high quality, in our No. 2 factory, or—

McKay Peg and Standard Screw goods that defy competition, from our No. 3 factory—

We stand behind every pair we ship—

And we can ship instantly in any line.

TO SAVE TIME ORDER FROM OUR NEAREST BRANCH

KEEP IN TOUCH WITH

The Big **IN STOCK** Shoe House

**Ames-Holden-McCready, Limited**

Montreal - Toronto - Calgary - Vancouver  
St. John - Winnipeg - Edmonton

GRANBY RUBBES  
WEAR LIKE IRON

MAPLE LEAF RUBBERS  
RELIABLE AND SATISFACTORY

Nineteen Hundred  
*AND* Thirteen



A Good Year for  
GOODYEAR  
WELTS



**EVERY** day of your experience with them you'll discover more and better reasons why you should make "Rideaus" your leaders. You will find them being made better, more pleasing in style, more satisfactory in wear, and they'll sell easier. You'll find your customers appreciate "Rideaus" more each time they buy them, because each time they get more value.

"Rideaus" for Fall 1913 will soon be ready for your inspection. Decide now to let "Rideaus" lead your Fall stock. They'll bring you greater sales and bigger profits.



"CITY" LAST  
Men's Tan Russia Calf Blucher Bal.



"PARK" Last  
Men's Gun Metal Calf Blucher Oxford with  
Fancy Quarter.

**The Rideau Shoe Co., Limited, Montreal**

THE NAME  
**PACKARD**  
 STANDS FOR  
**QUALITY**  
 IN  
**SHOE DRESSINGS**

OUR TRAVELERS are now on the road and will call on you soon. Our Dressings are not only *made of the highest quality of raw materials*, put up in the *most attractive packages*, but will be found to be the *best and quickest sellers*, and give the retailer a *good margin of profit*.



White and Colored  
Canvas Dressings



Black and Colored  
Combinations



Self Polishing Liquids  
in Black and Tan



Patent Leather Cream



Black "O" and Tan "O"

We have over 40 kinds of Polishes—for all leathers. How is your stock? Our Travelers will be pleased to take your order and explain the merits of our goods.

L. H. PACKARD & CO., Limited  
 MONTREAL



# McLAREN & DALLAS

WHOLESALE DISTRIBUTERS OF



Heap on more wood, the wind is chill  
But let it whistle as it will  
We'll wear our warm "ELMIRAS" still.

It is not alone the excellent quality, the substantial construction, the neatness of appearance, nor the comfort-giving features that make "Elmiras" the right brand for every shoe merchant to handle.

It is the fact that the remarkable combination of all these things embodied in every pair of "Elmira" Felts helps to create business that is worth while, because all "Elmiras" are ready sellers and ready sellers mean good profits.

This is the "reason why" you should buy "Elmiras" and the "reason why" you should buy through us is that in doing so you not only receive the best goods, but also adequate service, including quick delivery when you are needing the goods most.

## And Now a Word About SPRING LINES

As a matter of course you have decided to make the coming spring your bumper season. Then you will need some of those mighty fine styles which have lately been added to our range of spring goods. Be sure our traveler shows these to you when he calls on his spring sorting trip.

Take a good look through all our brands, including "The Imperial Shoe," "Beau Brummel," "Beaver Brand," Maple Leaf" brand, Heavy Shoes, and "The Little Canadian." You will likely find a number of styles and sizes you will want for sorting purposes.

Your order for these you may be sure will be properly taken care of at this end.

# McLAREN & DALLAS

WHOLESALE DISTRIBUTERS

BOOTS - SHOES - RUBBERS

30 FRONT STREET WEST - - TORONTO, CANADA

## So kind to tender feet

For old feet---for feet with corns, and feet with bunions---for tender feet of any description, there's the Professor Shoe.

Its uppers are of softest kid that yields quickly to the slightest movement, and does not chafe the foot. Its medicated, cushioned inner sole is soft and pleasant to walk on, and gives a light, springy tread.

Then, the Professor is built on sensible lines that conform to the natural shape of the foot. With the Professor there is no forcing of feet to fit shoes---the Professor fits the foot every time.

Isn't this the sort of satisfaction you wish to give patrons of your store?

**THE TEBBUTT SHOE & LEATHER CO'Y**  
 LIMITED  
 THREE RIVERS, QUEBEC



*THE*  
*Professor*

PAT. N<sup>o</sup>. **+** 119409  
 GOLD CROSS  
 SHOE





# Every shoe represents 40 years of concentration



A. CORBEIL



**Y**OU almost need every bit of forty years' concentration to be able to profitably turn out men's shoes to retail at \$3.50 and \$5.00 in these days of high-priced leather and labor. We're doing it just because we have forty years' experience behind us, and because those forty years have brought us an exact knowledge of what is necessary in a shoe of this price.

Behind every Corbeil Shoe is the planning, experimenting and selling of nearly half a century, and the desire to give more in value than can be had in any other shoe.

You can't get the same value in another line simply because there isn't another line that is backed up by so many years of specialized effort.

Those forty years of specialization will surely help you sell Corbeil Shoes.

## A. CORBEIL Montreal, Quebec

Manufacturer of Good Shoes to Retail from \$3.50 to \$5.00  
MAKER OF "LANDOVER" AND "LEADER" BRANDS

Warehouses and Offices: 71 St. Paul St.

Factory: 63-71 1-2 St. Paul St.

# RESOLVE

*Throughout The Coming Year*

When Ordering Shoes  
To Specify

*DIAMOND*  *BRAND*

Fast Color Eyelets

The Small But Sure Mark of Quality Which  
Appears On The Surface Of All Genuine  
Diamond Brand Fast Color Eyelets  
Dispels All Doubt. The Kind  
That Time Does Not  
Change.

---

---

◆ LOOK FOR THE DIAMOND ◆

---

---

**United Shoe Machinery Company of Canada**

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

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



# THOMPSON SHOE CO., LIMITED

36 St. Genevieve Street - - - MONTREAL  
**READY-TO-SHIP SHOE SPECIALISTS**

If you are short of any good live money-making line of Men's or Women's Boots—We have the goods and—we'll ship the same day order is received.

Just now, we call special attention to our popular lines of

## Thompson Kushion Sole Shoes (as illustrated) for Women



No. 388—As illustrated.

Wos. fine kid 3-4 foxed button patent tip, dull calf top, Thompson Kushion turn sole.

Sizes 2-8

Price **\$2.75**

No. 387—Same style as 388, but made blucher.

Sizes 2-8

Price **\$2.75**

No. 390—as illustrated.

Wos. fine Dongola whole quarter lace boot, rubber heel, Thompson Kushion turn sole.

Sizes 2-8

Price **\$2.40**

This is a very popular line.

No 389—Same style as 390 only in button, self tip, rubber heel, Thompson Kushion turn sole.

Sizes 2-8

Price **\$2.40**

No. 383—

Wos. plump kid, whole quarter lace boot, self tip, rubber heel, Thompson Kushion turn sole.

Width EEE.

Sizes 2-8.

Price **\$2.75**

This is very wide across the ball of foot, at the same time very neat appearance.

Every pair you sell will hold and increase your trade; good for all seasons, but particularly suitable to wear under overshoes and rubbers, as they are so light and comfortable, yet natty and stylish withal.

Your name and address on a post card will bring you our complete Spring and Summer 1913 catalogue (which is now on the press).

— This Catalogue will show you how to —

“Make it while you live”  
 Thompson

*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





## Be Sure You See Them

Samples of Surpass shoes for Fall 1913 will soon be ready for the inspection of jobbers.

They are a good lot—stylish in a sensible way—made as only Surpass Shoes can be made—and priced for your profit.

It will be worth while just to bear in mind that your jobber will probably be showing you them in a few weeks or so.

They're worth waiting for. Be sure you see them.

**Louis Gauthier Co.**  
LIMITED  
**QUEBEC**



## A Glove Made of "P & V" Leather Stays as "Soft as a Piece of Cloth" Even After It Has Been Wet and Dried Many Times

Take any other leather and wet it. See how boney it becomes when dry. Test the other leather against ours and see the difference. Let us send you a free sample book of "P & V" Glove Leathers, in horse and cow hide, showing all the different shades we make.

Pfister & Vogel Leather Co.  
Milwaukee, Wis.

# 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

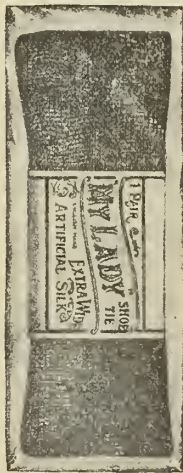
225 Purchase Street, BOSTON, U.S.A.

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

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

We make THE BEST MADE

British Boot and Shoe Laces. These Qualities are Very Popular. Order Now Your Spring Needs. These Sell Well and Carry Good Profits.



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 or tan.



THE DIADEM—BOOT LACE. A good, medium-priced quality, meets with a large sale. 36-inch gent's, 45-inch and 52 inch ladies'. Banded in pairs, 1 gross, fancy boxes. A popular, profitable 5c. lace.



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.



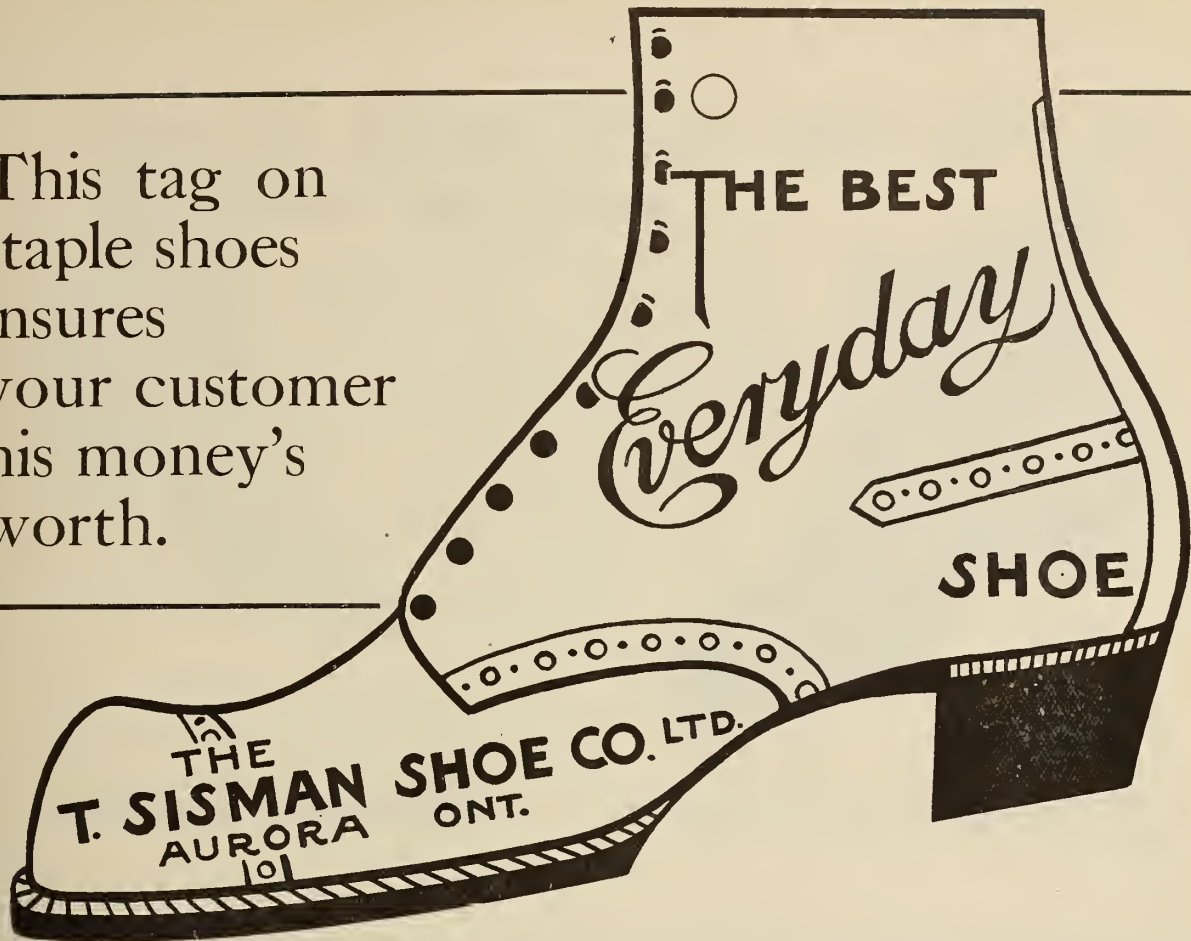
The "TRILBY"—Extra wide silk finish shoe ties. Each pair in neat printed paper envelope. 27 or 30-inch, in two widths. Black or tan, No. 93, 1 in. wide, No. 105, 1 1/4 in. wide. Very soft and lustrous. A slightly saleable lace at 10c. Big profit.

BROUGH, NICHOLSON & HALL, LIMITED  
Wholesale Only Supplied  
WALTER WILLIAMS & CO.

Leek, Staffs. 112 Wood St., London, E.C.  
All Qualities now in Stock by Canadian Agents  
517-525 ST. PAUL STREET, MONTREAL Telephone M. 7012, 7013  
20 WELLINGTON STREET WEST, TORONTO Telephone M. 2994



This tag on  
staple shoes  
insures  
your customer  
his money's  
worth.



# ENGLISH RUBBER HEELS

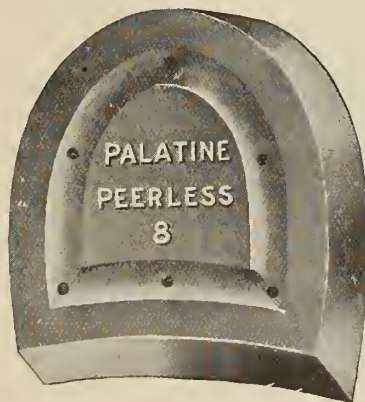
Made in a British Factory by British workmen in the British way, which assures quality and workmanship

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-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 AND LONDON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT.

## Do you want to be proud of your stock this Fall?

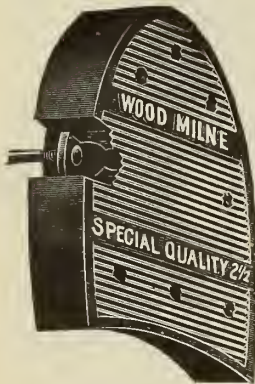


Every shoe in the Williams samples for Fall 1913 will show evidence of pride of workmanship because every workman in the Williams factory is proud of his part in the finished product. This pride makes for extra effort in producing a shoe that is made right in every particular, a shoe that you'll be proud to have in your stock and that your clerks will be proud to sell.

Show pride in your stock, and wait for the Williams man.

Williams Shoe Company, - Brampton, Ontario

## 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





## Give her style in a shoe that will wear

The trend of fashions in women's shoes is mirrored in "McDermott" styles, because "McDermotts" are made where women's shoes are the result of study and specialization.

And this same study and specialization has put an amount of service into "McDermotts" that will agreeably surprise your fair patrons.

Style and service are a great team for bringing big business.

## THE McDERMOTT SHOE COMPANY

Women's Shoe Specialists

MONTREAL



## You want sure sellers

**S**URE and steady business may not be the most meteoric method of gaining success, but it is the most certain.

In shoes, the line that sells steadily at all seasons is after all the most profitable line to handle.

The strongest appeal of Yamaska Brand Shoes lies in their saleability. They make sure business for you for they're just what most people want and can afford. And then, the service they always give makes such a strong appeal to your customers that it means big repeat business for you.

If you've never experienced the satisfaction of selling Yamaska brand keep them in mind for your Fall buying.

## La Compagnie J. A. & M. Cote

St. Hyacinthe, P. Q.

# ELK LEATHER



It has become one of our regular lines and an opportunity to submit you samples would be appreciated.

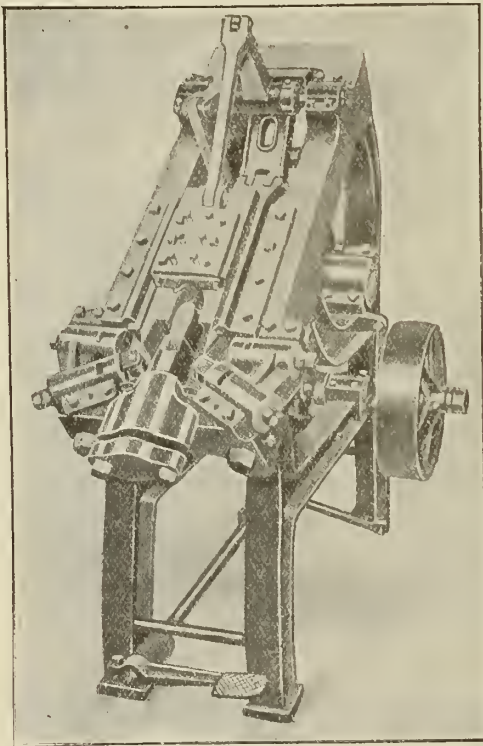
We can supply it in

## 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**



COUNTER MOULDER

This powerful counter machine is built to stand the heavy pressure required to mould counters to the proper shape. Simple in construction, it is not liable to get out of repair.

## 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 Illustrated Pamphlets TO-DAY.*

**W. J. YOUNG MACHINERY CO.**  
LYNN, MASS., U.S.A.





The new home of Palmer Moose Head Brand Oil Tanned Shoepacks, Larrigans and Moccasins.

Genuine Palmer Oil Tans are stamped "MOOSE HEAD BRAND." The goods with a world wide reputation.

MANUFACTURED BY

**John Palmer Co. Limited, Fredericton, N.B.**

LARGEST MANUFACTURERS OF OIL TANNED FOOTWEAR IN CANADA



## Won't Break Down

Insure your shoes by using  
Eugene Solid Leather Counters.  
3½c. and 4c. per pair.

**EUGENE  
GUAY**

230 St.  
Marguerite  
Street  
Montreal

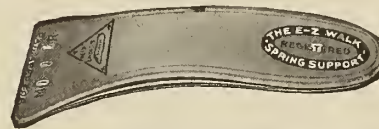


## THE E-Z WALK

TRADE MARK

### SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN



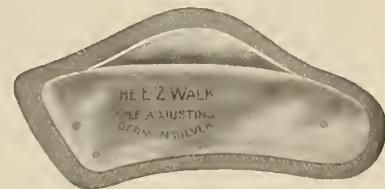
THE ONLY ARCH  
PROP HAVING  
FULL DOUBLE  
SPRING FROM  
HEEL TO BALL

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.

L. H. PACKARD & CO., MONTREAL, CANADA  
OUR CANADIAN AGENTS

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



**Men's  
Boys'  
Youths'  
Women's  
McKays**

Our new McKay Lasts for Fall selling, for Men, Women and Boys will have NO superiors, either in style, appearance or wear.

The same thing holds true of our Youths' McKays.

We are well equipped to serve your needs, and will guarantee prompt delivery on all Fall orders. Get in touch with us.

JOBBERES ESPECIALLY PLEASE NOTE

**Rena Footwear Co., Limited**  
611 Beaudry Street - MONTREAL



ASK FOR  
**So Cosy**  
TRADE MARK  
**SHOES**

*So-Cosy* Shoes are the leaders. They please mothers and bring more business.

Ask your Jobber.

**HURLBUT CO. LIMITED**  
PRESTON CANADA

## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

Get quotations and samples.

**C. MOENCH SONS CO.**

117 Beach t., Boston

GOWANDA, N. Y.  
SALAMANCA, N. Y.  
ALPENA, MICH.

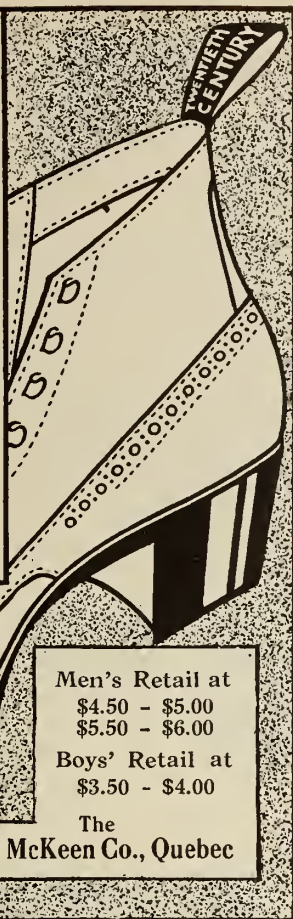
BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.



## Twentieth Century Welts

will look just as good on the feet of your customer as they look in your window.

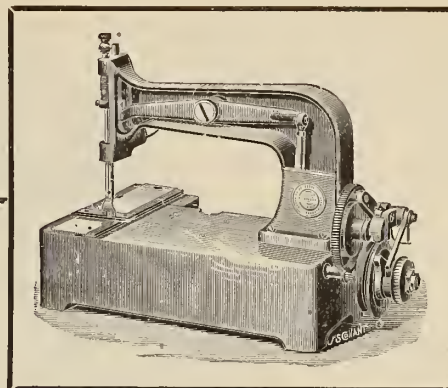
They back up promise with performance to such a degree as to practically clinch the custom of every man who buys a pair.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00  
Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec

The  
Greatest  
Labor  
Saver in a  
Shoe  
Factory.



One  
Machine  
Does the  
Work of  
Nine  
Hand  
Operators.

## Reece Buttonhole Finishing Machine

Finishes buttonholes that will keep their shape and outwear any other buttonhole made.

Saves 40 to 50 cents per case.

Capacity, 15 to 20 cases per day.

Superior work at less cost guaranteed.

These machines are used very extensively.

ASK US ABOUT THEM

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL** **TORONTO** **QUEBEC**  
L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.

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.

## 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.



## Quicken Your Service

Modern stores cannot afford to have aisles crowded with impatient customers. People demand quick service. They do not excuse old methods.

With National receipt-printing registers in small purchase departments, change is made instantly. There is no waiting for money to return from some distant part of the store. There are none of the old delays or mistakes.

Your customers are satisfied, your sales-people can sell more goods, and you can make more money.

Ask us to send our representative to study the needs of your store.

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

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can

London Eng. Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Vol. XXVII. No. 3

TORONTO, FEBRUARY 1st, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Will Rubber Cos. Abolish Prepayment of Freight?

Proposal Favored by Number of Manufacturers and Opposed by Others—Question of Uniform Cartons May Be Considered—Preparation of 1913 Price Lists Will Soon Begin—Revised Tennis Goods Figures Show An Increase

The rubber footwear selling season starts on the first of March, and as the date draws near, the question is naturally being asked by many retailers throughout the country, if there will be any alternation in prices. It will be remembered that last year in March there was an advance of about 5% when every line was taken into consideration, and that a new schedule was drafted which applied west of Port Arthur, the figures there being from 2 to 3% higher than in the east. This departure was made owing to the heavier freight rates, the long hauls and the augmented cost of doing business in Western Canada. The reason given for the advance in light shoes was that materials and labor on this class of goods were very much higher than formerly. The advance of some of the finer lines ran from 8 to 10% but on the whole, the average was around 5%. These figures prevailed until April 22nd, 1912, when another increase went into effect. The second augmentation of prices brought the figures on an average up to about 12½% higher than they were in 1911, and made quotations on a parity with those in effect across the border.

The question now is, will the figures which have prevailed since April last, hold good with respect to the coming season? While it may be a little early to make any predictions, still there is always a certain amount of interest in speculation. From inquiries made in various sources, it is not thought any of the concerns are likely to raise except on a few lines especially as there were two advances last year. The price of raw rubber remains about the same or perhaps a little higher. Wages have also gone up some, and cottons have increased from 5 to 7%, still it is learned, although not authoritatively, that no decided advance is likely unless there is a big jump in the figure for crude rubber.

At the first of last month revised price lists were issued for tennis goods and orders for the coming season are very encouraging. There has been an increase in quotations from 2 to 4 cents a pair due principally to the higher figure prevailing for cottons.

### Abolition of Freight Prepayment

There are, however, some other conditions which may be mentioned and which are being talked about by the various companies. It is felt by some of them that certain concessions, introduced months ago, could very well be eliminated. "These frills," as one of the speakers criticized them, are proving rather costly and the trade really does not expect anything in the nature of such privileges. One is the prepayment of freight. All the companies prepay freight on shipments of 100 pounds and over to the nearest railway station, except one which has a different working arrange-

ment, whereby a rebate of 1% is allowed off for freight. It does not matter whether the shipment amounts to 100 pounds or not, the rebate is being made.

A representative of one of the companies speaking along this line said: "There are two things that we would like to see altered—one is the prepayment on freight shipments of 100 pounds or over. This costs the manufacturer a great deal more than the average person imagines. The retailer, of course, has to pay it in the long run, because it is all figured as an item in the cost of production, when the new price lists are being drafted. To my mind, there is no earthly reason why freight should be pre-paid by manufacturers of rubber footwear. There is no other commodity produced by manufacturers on which freight is included in the quotations. Makers of leather shoes never think of pre-paying such charges and I do not see why rubber manufacturers should do so. There are a number of retailers who do not bother about pre-payment of freight on their shipments, but others are very keen on this point and are anxious to secure every concession that is granted. You would be surprised what this one item costs us. We have paid out \$20,000 to the railways during the last few months. My views are that there is no necessity for this and the companies should cease a practice for which they get little or no thanks."

### What About Smaller Cartons

"Another thing that I would like to see taken up is for the various manufacturers to come to an understanding in the matter of cartons. As it is now many retailers are complaining. The cartons for men's plain overs and women's croquets are altogether too large—much larger than those turned out in the United States. Since practically all goods of first quality are cartoned, retail shoe men tell me that too much room is taken up with the boxes. It is ridiculous to think that many of the cartons for rubbers are as large as those for a pair of shoes when the former do not take up half the room. I am certain that uniform cartons would be a boon that would be welcomed by the trade and it should be easy for all the manufacturers to get in line on this point. At the last meeting of the Ontario Shoe Retailers' Association, I notice that a committee was appointed to interview the manufacturers with reference to a uniform sized carton for leather shoes. I do not see why there is not equal necessity for boxes of like dimensions in the matter of rubber footwear."

### Figured on Cost of Production

Speaking along these lines, a director of another company stated that the prepayment of freight or granting a concession



for same was a nuisance and a disturbing feature. In the majority of shipments, it amounted to only a few cents and retailers would not object to paying the charge, but when taken in the aggregate—the sum was a very large one, as far as his company was concerned. He had done some figuring in this matter and found that the freight bills on shipments amounted, roughly speaking, to about 2% of the total cost of production. It depended upon the point to which goods were sent, but on the whole, he thought that 2% was a fair calculation. This was really paid by the retailer in the end, and while he may think that he is escaping the charge, still he is not doing it. It would be more satisfactory all round to have this feature eliminated. Touching upon the matter of uniform cartons, he declared, "I do not think such a move is likely to be agreed upon by the companies. I know it would be very nice for the dealer to have boxes of equal size and much smaller than many of them are at present, but this topic has been discussed again and again without bearing fruit. However, there may be something accomplished if the agitation is kept up. Whether there will be an increase in prices of rubber footwear on any lines during the coming season, I cannot say. We have not yet started in to prepare our lists and it is too early to speak on this theme."

#### The Bonus for Volume, etc.

A representative of another company practically endorsed all that had been said regarding the prepayment of freight, which he said, was a "spectacular feature" when first introduced, but of late, had not appealed so much to the trade. "I would like to see it abolished altogether," he continued, "and think if this is done, there may be no change in the 1913 prices of rubber shoes. There are one or two other things that I would also like to see wiped out, and they are the giving of a bonus for volume of business done and also the discount at the rate of 1% per month for prepayment. This bonus for volume and the extra discount mean a considerable sum in the end which eats a large hole into the cost of production. I understand that practically all the manufacturers of leather shoes have virtually the same terms of payment and there are no extra concessions granted. I do not see why the producers of rubber footwear cannot also arrive at a satisfactory understanding regarding all these points. This would not be a combination in any sense of the word, but merely an agreement to better conditions such as all trades have. I would like to see the terms continue at 2% ten days or net, 60 days from the various datings, and beyond that the goods should be sold on their individual merits."

"The matter of granting an extra discount for prepayment of one per cent. a month, the prepayment of freight and the bonus for volume are things which, in my view of the situation, could be very well abolished. You will observe that the tanneries throughout the country have been advancing the prices of leather from time to time, there being two if not three advances within the last few months."

Leather shoe manufacturers also increased prices from 8 to 15% for spring delivery, and I understand that higher prices will prevail for fall goods when travelers start out in a few weeks. Under these circumstances, and in view of the increasing cost of labor, the frequent changes of lasts and the advanced cost of raw material, the trade can scarcely expect to obtain rubber footwear at the same figure during the coming year, unless some of the conditions which now prevail are abolished. These are my personal views, and I reiterate that prepayment of freight, especially, is a thing that should be numbered among the practices of the past."

#### Why Uniform Cartons are Impossible

"It is absurd to pay freight rates," declared another company, "and we have always been against it since it commenced. All expenses must come out of the consumer's

pocket. The Western list is approximately 2½% higher than the Eastern list, which is supposed to cover the extra cost of freight prepayment. We have followed this policy only as we could not do otherwise, but even to-day many customers are not aware that the rubber companies prepay their rubbers. Our branches frequently ship 'Collect,' and we have found, in many instances, that the customers are not 'wise' to the fact that the freight should be prepaid, but pay it themselves without any reference to same. This freight prepayment is certainly a bad policy, and one which we are very anxious to get away from."

"We may state further, that on shipments to British Columbia points, we have frequently figured that our freight amounts to as high as 15% and 20% of the value of the goods, these points lying several hundred miles north of Vancouver, and these customers think it is a big joke to have this freight prepaid to their stores. You can readily see that the 2½% which has been placed on the Western prices, in very many instances does not nearly cover the freight."

"In regard to adopting standard sized cartons, we think there would be considerable trouble in getting all the rubber companies to adopt one size of carton, as each rubber company have a size which they believe adapted to the goods they sell. We find that some of our cartons are a little larger than those of some of the other companies, but we have, at various times, gone thoroughly into this, and cannot approve of their sizes. A few arguments why it would be difficult to make such a change are:

"Factory stocks and branch warehouse stocks at this time of the year, running up to anywhere from \$300,000 to \$1,000,000 worth of footwear owned by the several rubber companies, if changed, would show two sizes of cartons in the same kind of rubber, and the trade would thus be able to distinguish new stock from stock made during the last year, and when this was once known, it would be difficult to move the old lines."

"These cartons are usually packed 25 pairs to a wooden case, which fit into such wooden case exactly, and by using two sizes of cartons, it would be necessary to fill the orders in both the old and new sizes to get rid of the old stock, and thus the cartons would not fit exactly the wooden case, and would slip around."

"Most of the companies place orders for the labels for the front of their cartons for at least a year's supply which runs up into large quantities, and the sizes of these labels would also have to be changed."

"The main difficulty, however, would be in the different companies deciding on what should be the correct size of carton, and if this could be decided, it would probably take a whole year to clean out the old sizes. Of course, our supposition is based on very radical changes being made, but if these changes would not be important, it would make very much less trouble. We have gone into this very thoroughly at different times, writing our branches, and having our salesmen ask their customers, and believe our cartons are about right, and on this account would not be inclined to make a change unless we saw that it would be a decided improvement somewhere."

#### Strongly Opposes the Proposal

"No sir, we are not in favor of the pre-payment of freight on rubbers being abolished," declared the sales manager of another company. "The proposition may look nice and attractive at first glance and some of the concerns may think perhaps they would save a great deal by it, but we do not think so. The larger fellows would have the advantage of the smaller. How do we make that out? Well, it is this way. The bigger companies have more distributing warehouses than the smaller ones and, if a retailer is compelled to pay freight on shipments you can bet he is going to do so from the nearest point and not buy his rubber footwear lines

(Continued on page 47)



## Will Oppose the Parcel Post

Secretary Trowern Says That the Merchants Will Protest Vigorously Against Proposed Introduction of the System in Canada.

Hon. Mr. Pelletier, Postmaster General for Canada, has foreshadowed in the House of Commons the introduction of a parcel post system for Canada, on somewhat similar lines to that which went into effect in the United States at the beginning of the year, and has been largely patronized. The details of the proposed system in the Dominion have not yet been made known. There may be a zone limit with a graded rate, as across the border.

J. E. Armstrong, M.P., took heed of the interest of the country merchants and suggested that the system be limited to the country mail routes and, in that event, the big city departmental stores could not starve out the village and town shops. The rural and town merchants and the express companies would strongly oppose the legislation.

"Yes," said E. M. Trowern, secretary of the Ontario Shoe Retailers' Association, and also secretary of the Retail Merchants' Association of Canada, "You can depend upon it that we will strongly and unitedly protest against the move, which is being heralded as one of the means to reduce the high cost of living. That is all nonsense, and a mere catch cry. The retail merchants will oppose the parcel post system tooth and nail. We will not go about it as did the various trade associations across the border, where one section recommended one thing and another section another. The result was that the United States post office authorities came to the conclusion that the merchants did not really know what they were about, as seemingly, they could not agree on anything. We will present an unbroken front, there will be no division in our ranks. We have already begun the campaign to combat this legislation. What are the objections to it? They are so many that it is impossible to enumerate them briefly. The only earthly benefit of the parcel post system to any one will be that it will aid the departmental stores and mail order houses in building up their mail order business to the detriment of the local merchant, who, after all, is the backbone of any community. Take the local merchants out of any town, and what would

you have left? You would not want to live there. The place would be dead. These are the men who pay rents, taxes, local improvements, hire help and give employment to a large number of residents. They erect and improve stores and aid in every way to build up the interest of the centre in which they are located. This iniquitous parcel post delivery system is just what the big departmental stores would like. What a great blessing it would be to them! They could send their wares, broadcast, throughout the country, which will have to pay for the system, and yet these mammoth shops do not pay one cent of taxes to any outside community for the purpose of doing business therein. It may be urged by some that express rates at present are high. Then, I say, bring the express companies to time, make them show up their books and profits. Surely the Railway Commission of Canada has power to do that. I want every retail merchant to assist in fighting this parcel post business. The post office was invented for the purpose of carrying letters and newspapers, and not for transporting packages, some of them the size of a man," concluded Mr. Trowern.

## "The Proper Baiting of the Trap"

How Enterprising Dealers Caught the Fancy and Desire of Holiday Shoppers—Winners in the Window Display Contest—Creditable Work Done.

In the last issue of the SHOE AND LEATHER JOURNAL, announcement of the results in the holiday window trimming contest among city retailers was made, and excellent engravings of the displays presented. In this issue are presented the prize winning efforts of dealers doing business in towns or villages.

The first premium has been given to The Burns Co. Limited, of Oshawa, and the second to A. McDermid, of Ingersoll. There was a large number of entries in the contest, and it was with difficulty that the judges made their decision. The trade will notice that a very high class standard has been set by the footwear firms in the smaller centres who are devoting more and more attention to the matter of window trims. The day has long gone by when the retailer can set a few pairs of shoes indiscriminately in his window



THE FIRST PRIZE HOLIDAY WINDOW—THE BURNS CO., OSHAWA, ONT



and expect passers-by to stop, gaze at and buy the shapes and lasts. Now, he must make a special appeal. Harmony, arrangement, taste and method must be shown in order to arouse the attention and enlist the interest of people.

The holiday window of the Burns Co. Limited, was the work of A. E. Hogarth, window trimmer of that firm. He has exceptionally fine windows to work in, as the front of the Oshawa store is as imposing and spacious as any that can be found in any city in Canada. A little over a year ago, Mr. Burns transformed the front of his establishment at a large outlay, and the wisdom of his expenditure has been amply demonstrated by the increase in business.

The holiday window shows mirrored backs and the up-to-date measurements. The smooth floor and white enamel finish of the upper woodwork needs to be seen in order to be properly appreciated. To dress such windows attractively Mr. Hogarth says is not a heavy task on time and talent, and it is well that this is so, because there are eighty feet of length to keep presentable. The firm aim at showing all seasonable classes of goods in abundance at all times. Between the different displays are seen the low fences now so much in use, and stained to harmonize with the polished floor. Plenty of material is provided by the Burns Co. for effective window displays. Vines, flowers, poinsettia, crimson Rambler, wistaria, morning glory and smilax are supplied in abundance for decorative purposes. This year the firm added eighteen, four foot lengths of lattice in white enamel. By means of eup screws the lattice pieces are hung at regular angles from the window ceilings. On these hangers and down between the mirrors were draped the vines and that portion of the window was complete. The Christmas tickets were specially printed. Each was headed 'useful gifts, sure to please,' and below the price was the message, "A Merry Christmas—A Happy New Year." No mere deference to beautiful effect was allowed to interfere with what Mr. Burns humorously terms "the proper baiting of the trap." Glass shelves and wood stands were used as risers, and in some divisions stands turned and finished like the dividing fences were employed. The firm also had wire pedestals of different heights, several dozen

being in the window. This year certain classes of goods were displayed by means of cheese cloth covering. Nearly everything in the window was ticketed—felt stuff, rubber lines and varieties in leather goods were all set out in the spacious display space with the one object to catch customers; and that the result was satisfactory was attested by the almost constant ringing of the big electric cash register during the busy Christmas rush.

The second prize has been awarded to A. McDermand, of Ingersoll, who installed an attractive holiday window. The effect of the silk draping over the mirrors, which was used as a background, was very striking and artistic. Smilax, holly and spruce were used as accessories. No side pieces were employed at all, and the whole made an inexpensive and inviting picture. Mr. McDermand reports that the window greatly increased his holiday trade, and says that the only thing needed to execute the trim was a little taste in the arrangements.

### Co-Operation Means Success

If retailers would always bear in mind to have their windows and newspaper and display advertising co-operate, the results would be far more satisfactory. For instance, a New York City shoe store sends out periodically a card or circular to a large mailing list they have. A recent card contained the following message:—

"BOOT STYLES THAT ARE NEW. Dear Sir,—Have you looked into our men's window this week? Nearly every one of those styles is new this season. Of course, some of them we couldn't improve much. Among the new ones are water-proof tans, lace and button, five-button low cuts, tan and dull Russia, our new wide toe dull calf in button and lace, etc. High narrow, medium and wide toes in nearly every leather. You know about the quality. We will be glad to see you soon."

A person, on receiving a message such as this, has his or her interest awakened immediately, and nine out of every ten of them will make it a point to see the display.



THE SECOND PRIZE HOLIDAY WINDOW—A. McDERMAND, INGERSOLL, ONT.



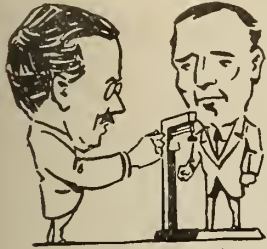
# No Guesswork About the Value of Your Salesforce

Do You Know Whether the Clerk Who Sells the Most Goods is Really Bringing in the Most Profits or Just Disposing of the Lines That Go Easiest—Employees Should Be Judged Wholly by What They Do

By A. M. BURROUGHS

"In scientifically managed stores, every clerk is a sales barometer whose readings are always visible to the manager."

The head of a big Chicago department store, looking over the sales figures for the month, noticed that the clothing department showed a slight falling off from the preceding month and from the corresponding month of the preceding year.



"—does he weigh a profit or a loss?—"

On examining the reports for the sales of each employee in the department, he found that three of them had made less sales than during the preceding month, or during the corresponding month of the preceding year.

A further study of the figures proved that these three clerks had shown a steady falling off, while the other two clerks in the same

department had gradually built up their sales.

## The Percentage on Gross Sales

The two clerks were costing about 8 per cent. on their gross sales as against  $9\frac{1}{2}$  per cent. for the same clerks for the preceding year, a nice increase in efficiency.

The other three clerks, who showed a falling off, were costing around 11 to 12 per cent. That is, their salaries equalled 11 to 12 per cent. of their gross sales.

This brought the salary cost for the department up to  $10\frac{1}{4}$  to 11 per cent. of the sales.

It wasn't necessary for the manager to call in the department head. No conferences were necessary. The figures told the whole story. Two of the five clerks were good clerks and three of the five were unprofitable, inefficient.

In a month the department sales had picked up until the salary cost was down to the regular  $9\frac{1}{2}$  per cent.—five good clerks were handling the sales.

In the big stores, clerks are judged and paid on a basis of the amount of goods they sell.

If a clerk is paid \$6 a week, she must sell goods to the aggregate of between \$65 and \$70 a week. That is, her salary cannot exceed  $9\frac{1}{2}$  per cent. of her sales.

There is no guess-work about the value of employees in the scientifically managed stores. Employees are judged wholly by what they do, and the figures which are furnished to the head of the store are figures which enable him to absolutely know without a question of doubt, what every clerk is doing and what he is worth.

## Every Employee is a Barometer

Every employee is a barometer, whose readings, in dollars of sales and per cent. of cost, are always on file in the manager's office.

If the salary runs to 8 or 7 per cent. the employee is scheduled for a raise. If it runs down to 5 or 4 per cent. the employee will soon be promoted.

Have you ever puzzled over the problem of whether

to raise the salary of a certain employee who is looking for a better job?

Have you ever wondered whether the old employee who seems satisfied to stay on with you year after year without much increase in salary is really worth what he is getting?

If you have more than one clerk, are you absolutely sure which is the best one?

Do you know whether one of them is making himself "solid" with your customers by giving them long measures and over-weights?

Do you know whether the clerk who sells most goods is really bringing in the *most profits* or just selling the goods that go *easiest*?

Wouldn't it put some warmth in your words when you tell John that you are going to give him that extra dollar a week he asked for, if you could turn to your records and see that John had been showing a steady increase in sales day by day and week by week for many months past?

## Putting Backbone Into Decisions

And wouldn't it put backbone into your decision *not* to give Henry a raise when you could see by your records that his sales were showing a steady falling off? Maybe you could even find another "John" to take his place.

Let John and Henry make out a sales slip for each sale. Have the figures on these slips tabulated by days, then recapitulated into months. Then you can *know*, all the time which is the *best* clerk.

It wouldn't take much time. The big stores find that it pays *big dividends* in "weighing" clerks, in the prevention of mistakes, in supplying information about sales by lines of goods, by clerks, etc.

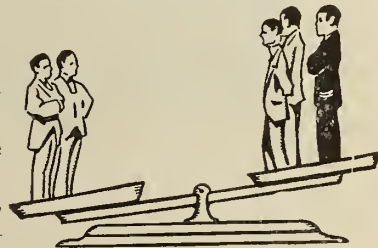
It costs them as much per clerk as it would you. Some of them have as high as 5,000 clerks, all making out sales slips on every sale.

## The Cost of Sales Ability

The average big store can find out more about the sales ability of any one of its 5,000 clerks in five minutes than the average small store could tell about its one clerk in a whole month.

The success of big stores proves that it *pays* to keep records. Are you going to let the big fellows crowd you out of business, or are you going to defend yourself with the weapons they have sharpened for you?

(A chapter from "A Better Days Profits," copyrighted by Burroughs' Adding Machine Co.)



"—two clerks beat sales of three others—"

## Shoes Sent to Dead Letter Office

An interesting feature of the annual report of the Canadian Post Office Department just issued is the fact that nearly three million letters, post cards, parcels, etc., were returned last year to the dead letter office. And no less than 37,641 of these contained articles of value. The dead letter branch returned nearly 600,000 letters to the writers, and 14,090 of these had articles of value enclosed. The list of contents of dead letters, parcels, etc., covers a wide and amusing range. There were, for instance, 129 boots, 148 cakes, 3 plum puddings, 131 watches, 15 pairs of trousers, 73 stockings, 28 marriage certificates, 6 certificates of character, 1 sausage, and no less than 5,524 cheques of face values totalling \$436,442.

# There Are Plenty of Dubs But Few Real Salesmen

Ottawa Shoe Dealer Points Out Some of the Weaknesses and Defects in Present Day Clerks—Inattention, Sporting Tendencies, Lack of Punctuality and Levity—Bosses May Not Be Perfect, But Neither are Clerks

To the Editor of THE SHOE AND LEATHER JOURNAL:

Sir:—I notice in the last issue of your paper, under the heading of "The Clerk takes his Cue from the Boss," rather a hot roast for some of the shoe proprietors of the present day. I do not intend paying any attention to these observations, but will treat them with the contempt which they deserve. It is very easy for a hot-headed and warm-blooded young man in the full flush of youth—his brain biased or excited by a contemplation of his own importance or his lofty sense of feeling so magnified that his head will hardly come inside the shop door, to strike a bold attitude and declare this, that and the other thing is "wrong with the bosses." Now, sir, no one class is perfect. We all have our faults, but I doubt if 90% of them are on the side of the bosses, as this egotist would have your readers believe. I have been seventeen years in the shoe business in this city, and during that time, have employed many young men and women. Very few of them, however, measured up to the responsibilities which all earnest, painstaking and thoughtful clerks should do.

## Do Not Take Work Seriously

Getting down to serious facts, I find that the chief faults in salespeople of to-day, are that young men and young women will not take their positions seriously. They lack interest in their work and seem to gaze at the pay envelope or Saturday night as the chief end of their existence. I gave up long ago trying to train women clerks in my shoe store. I do not care, however, to refer at length to this phase of my experience. Men are, in all conscience, bad enough, but there is no accounting for the vagaries of a woman. So I am talking principally of young men. They come late to work and if you allow them certain liberties, these degenerate into license. They perform their selling duties pretty much as does an automatic machine—a nickle-in-the-slot way—but they evince a lively interest in hockey, baseball and other sports and are constantly asking off to go to these attractions. You might as well let a clerk go any way, when he gets "the bug," for if he does not go with your consent, he will, by hook or by crook, go without it. It would not be so bad if clerks dropped sport, when they came to work next morning, but they read the morning paper, on my time, remember—and start to rehearse the different plays and moves—the brilliant stunts or shots pulled off by such-and-such a member of the team. Then the talk veers to betting—the prospects of winning the pennant and all that sort of thing, and very often when a customer enters, the sport enthusiasts are engaged in such a wrangle that no prompt attention is paid to the visitor.

## Habit of Taking French Leave

Then, too, I have had several youths leave me on a day's notice, simply because they could get a dollar or two a week more in some other place. If I had fired them on such short time, they would have thought I was the meanest employer in the country. Very few of the young men will pick up a trade journal to gain any pointers. Not many will ever take an intelligent interest in how a shoe is made or give any study to the various kinds of leather. Of course, they understand ordinary meaning of terms—but such a thing as getting down to a methodical, scientific study of the construction of the feet, the art of fitting, the proper way of treating cranky customers, anticipating the wants of patrons or managing a special department is quite beyond them.

They are often slovenly in their method of stock keeping, yet are very anxious to take part in the buying. They seem

to think that the boss has one great, big snap, that bills and drafts and invoices are automatically met, and that practically all the cash that comes into the till is clear profit.

I have no doubt many of these observations that I have made are general with the shoe trade. I do not say that they are worse than any other class. There are certainly mediocre salesmen galore, but very few top-notchers. Men, whose services are at a premium and who can command the confidence and respect of the largest retail and wholesale houses are decidedly sparse.

## Mastering the Details

When a young man starts in the shoe business, I want to tell him that he engages in as sound and progressive occupation as any other—I am almost tempted to call it a profession, as there is so much to be learned about it that one may study all his life and still find many points to master. About window trimming, leathers, styles, the faculty of fitting, process of manufacture, figuring profits, stock keeping, sacrificing the slow selling lines, learning how to keep things on the move and many other points. I was surprised when visiting a residential store the other day, to drop in and find a young fellow whom I used to know when he was in the insurance business.

"Hello," I said, "are you in the shoe game now?"

"Yes," he answered.

"What do you know about shoes?" I ventured.

"Oh, well," he explained, "not very much when I began three months ago, but I am an expert shoe man just now." And he meant every word that he said. It reminded me of the oft-repeated quotation, that "A little learning is a dangerous thing." A slight experience very frequently wrecks a young man's usefulness.

## Two Kinds of Swelled Head

One of the biggest faults that I have with young fellows of the present day is that they get a swelled head if they meet with even temporary success, and of the "swelled head" type, there are two classes: the fellow who when pay day comes, goes out and gets filled up with fire-water, so that he is incapacitated for duty the next day—and the other is the kind, whose dome of thought is so surcharged with conceit that you cannot possibly tell him anything. Of the two "swelled heads," I hardly know which variety is the worst. I have witnessed numerous examples of both.

I have one word to say before closing, and that is, if any young man is embarking in the shoe business looking for a job he should stay out. It is no place for him, but if he believes that it is a sphere of activity that will engage and enlist the best energies and talents that he possesses, and he is willing to learn, to be instructed and to do as he is told, and keep himself well in hand at all times, and even under the most trying occasions he will be very apt to meet with success.

Too often young men ask me for an increase in wages. Now, no clerk is worth more than from 7 to 10% of his sales, the former being the minimum and the latter the maximum figure. I want the young man who looks beyond the immediate sale, who can paint a vision of that customer returning again and again to that store, of going to infinite pains to please her and not proceeding simply on the principle that if I unload this ancient pair of shop-worn goods, I will obtain 10% commission; or following the motto too often observed in busy establishments on crowded streets, namely, to get the customer's money at all hazards. Perhaps some of my observations may cause clerks to pause a little. They should remember that the boss, like a parent, whom they often dub



"the old man," may be perhaps a trifle slow on some 20th century tricks or kinks, but in the end, he gets there.

#### No Short Cut to Success

It is the fellow who arrives by the safe and sure route and is not pitch-forked, hurled or precipitated into a place of prominence or position, who holds out and wears the longest. A man may go a long way on bluff and bluster, he may bamboozle one or two bosses, but he will not fool all. He

may deceive the public for a while, but sooner or later, they get on to his game and, like Davy Crockett's coon, which ran up a tree, sooner or later have to come down. The dub, the sluggard, the misfit and the slouch we have always with us, but of A1, shrewd, energetic and resourceful salesmen there are very few. I know whereof I speak.

Sincerely yours,

RETAILER

Ottawa, Jan. 21st, 1913.

## Has Faith in His City, His Staff and His Business

How Western Shoe Retailer Has Come to the Front—He Accords a Large Measure of Credit to His Effective Salesforce—The Year 1912 Was the Banner One for Him—The Virtue of Co-operation and Optimism.

One of the most successful shoemen of the West is J. B. Douglas, who is a former resident of Ontario. His business has kept pace with the growing city of Calgary, where he has resided for the last eight years. Mr. Douglas was born in



J. B. DOUGLAS, CALGARY

Harriston, Ontario, and his first experience in the footwear line was gained with Guinane Bros., of Toronto, when that firm was doing business at 314 Yonge Street. He then started for himself in Peterboro, and later went to Calgary. He immediately sought a suitable location and it was not long until he was ready for business. From the outset he determined to sell high grade, reliable shoes, and trade came his way by leaps and bounds. Fifteen months ago Mr. Douglas removed into a fine new store at 107 Eighth Avenue East, in the imposing McLean block.

Last year was the most remunerative in his history, and his business exceeded all past efforts by the amount of \$46,000. While this might at first sound like Western exaggeration, it is a bald fact as the records of the proprietor will show. He is not only proud, but is intensely happy over the unprecedented record. Many retail shoe men in the West would be satisfied with this amount as a total annual turnover, but this sum represents the increased business done by Mr. Douglas in a single year. His store motto is "top class shoe wear," and by wide publicity he makes known the Douglas "Famous Shoe."

Asked to what he attributed his large measure of success, Mr. Douglas said that not only was this very satisfactory condition brought about by a large and carefully selected stock, but also by a capable and most efficient staff. Every clerk in the store is a salesman from the drop of the hat and the spirit of co-operation, unity and harmony prevails throughout the establishment. The service is remarkably quick, courteous and painstaking. The "boys" know the stock thoroughly, and are adepts in proper fitting.

They give callers what they want, and with the ease, facility and insight that comes from long training and study. Travelers, who have spent hours in the store, have frequently complimented Mr. Douglas upon the ability and agility of his sales force, and declared that his staff was capable of attending to more customers, and giving them swifter service and better satisfaction than any they had ever witnessed.

A large factor in the prosperity of Mr. Douglas is also due to the characteristic that he is an optimist. He possesses the public spirit of the West, and believes in the big future that is not only ahead of Calgary, but also the "great inland Empire beyond the great lakes." He is also a firm believer in the future of Canada, and thinks that the retail shoe business should command the best energy, application and devotion of any man who is engaged in it. He has always been a "booster" in the best sense of the word.



THE WINDOW OF A LIVE CALGARY FIRM





# STRAY SHOTS FROM "SOLOMON."



Don't be looking for motives, but when your enemy gets out his soft soap pot, look well to your boots. See if the calks are all right. There are some people who are never sweet unless they are out on a still hunt for something or someone. "When he speaketh fair believe him not." The meanest scoundrel on earth is the fellow who can smile and shake hands with you while he is calculating where he can best get a knife into you. Be wise as a serpent as well as harmless as a dove. There are some people, of course, who are always looking for trouble, but there are thousands who are caught with fox talk who ought to be wiser. Look out for the "soft pedal" fellow who plays the church, the lodge, and even business to catch suckers whose hearts are softer than their heads. Be open and straight yourself and tolerate no crookedness and meanness on the part of those about you. Above all, look out for the rascal with a smile.

An open enemy no man despises. It is a good sign when a fellow has a few good enemies; it shows that he is worth hating. But deliver us all from the gum-shoe thug who comes up behind us in the dark and downs us with a billy or a dirk knife. If you are one of the sort that lies round the corner for his man or lays traps for him set with molasses, you will get yours some day. "Whose hatred is covered by deceit, his wickedness shall be shown before the whole congregation." The crowd is with the underdog or the man who is hit below the belt. Revenge may be sweet, but the man who takes a mean advantage of his foe goes down at the ropes of public opinion. Some of the low down tricks you played last year will get around to you in time. In this "whatsoever a man soweth that also shall he reap."

We hate those we wrong as naturally as the devil hates angels of light. "A lying tongue hateth those that are afflicted by it." Start an evil story about your neighbor and you begin dodging him because you are afraid to meet his eye. You go blocks out of your way to avoid his shop, and you end by hating him for the trouble your idle, vicious tongue gives you to keep out of his way. You have to have some excuse for keeping up the backbiting so you work yourself up into the belief that he is a rascal like yourself. In fact, most of the backbiting comes through jealousy. We want to see people on our own level morally and financially, and if they are a little above us there "must be a reason" and we commence to "bring them down a peg."

Tackle what you know. Stick to what you can do well. Nine times out of ten success comes to the shoemaker who sticks to his last. There are people who are everlastingly changing jobs and they wonder why they don't get on. Find the place you fit. STICK TO YOUR LAST go at it with a will and you will move things. There are preachers who ought to be shoemakers and shoemakers who ought to be preachers; there are doctors who ought to be blacksmiths, and there are blacksmiths who would make a success at the healing art. Are you at home at your work. Does the yoke fit

you, or does it gall and fret you? "As a bird that wandereth from her nest, so is a man that wandereth from his place." The great thing is to be at home at what you are driving at but at the same time don't be a rolling stone. Do your best at your present job and that will fit you better for what may turn up that may prove more to your liking.

You will find in other people pretty much what is in your own heart. Richard Baxter used to say when he saw a drunkard reeling on the street, "There goes Richard Baxter if it were not for the grace of God." The general run of people are no better and no worse than we are. You may shudder at some of the things you see and hear, but if circumstances were different you might be doing or saying the things that shock you. Another thing, you will find people pretty much what you and others make them. Are you quite sure your skirts are clear of the faults you find in those about you? Are they reflecting some of yours? Just ask yourself when you see some of your family or close friends displaying traits that you know belong to you whether they haven't picked up some of them from your example. "As in water face answereth to face, so the heart of man to man." We are all the time giving off or receiving influences.

Keep your eye on your business. Don't leave it to your employees to run the place no matter how good they may be. To get down at ten and quit at four will be all right when all you have to do is to cut off coupons or figure up the interest on your mortgages, but no business that has any kind of competition will run itself. "Be thou diligent to know the state of thy flocks and look well to thy herds, for riches are not forever." This is as good advice to-day as in the times of the patriarchs and applies quite as well to modern business as to land and cattle. Be diligent to know. Diligence in business is quite as necessary as fervency in spirit. If some of the time spent by some people at religious efforts were devoted to looking after their affairs and families the latter would fare better. Riches are very flighty things and have to be well looked after. In any case the man invites trouble who does not watch his income and outgo.

Lots of men who are too cowardly to fight, satisfy themselves with keeping others at loggerheads. A mischief-maker is more dangerous in the community than an anarchist. We have them in the homes, in churches, in business, in society, and everywhere else, going about stirring up strife. They give a twist to every conversation and add an innuendo to every statement. The best agent the devil has in this world is the fellow who sets neighbor against neighbor and friend against friend. Put him into heaven and he would make a hell of it in ten minutes. Some people have this mean disposition who are fairly intelligent and ought to know better, but for the most part this tribe are worse than Indians and ought to be kicked out of respectable society. "As coals are to burning coals and wood to fire so is a contentious man to kindle strife." Are you to any extent one of the devil's stokers? Make up your mind to quit the business and get into better employment.



# Changing Credit to Cash System in Shoe Store

Havelock Retailer Tells How He Inaugurated the New Method in a Town Quite Noted for Credit Business—Preparing Patrons for Change—First Year's Results Have Been Satisfactory—Some Valuable Pointers.

## A CHANGE IN BUSINESS FROM THE CREDIT TO THE CASH SYSTEM—THE REASON WHY

*To enable me to offer shoes to my customers at the lowest possible price consistent with good material and workmanship.*

*The man running a credit business must fix his prices so as to protect himself against losses, and give him interest on the money tied up in book accounts.*

*Is it your desire to help pay for the goods sold to a man on credit, for which he does not pay? Or help pay the interest on the book accounts of a CREDIT business?*

*In a CASH business the customer pays only for what he gets, and it is the only business where the merchant can quote prices based altogether on the cost of the goods.*

*The cost of his goods depends greatly on the merchant's ability to pay CASH for his stock. Goods purchased at the CASH PRICE by the merchant reduce the price to the retail customer. A CASH business enables the merchant to buy for CASH.*

*Consider your best interests and patronize a CASH STORE.*

HAVELOCK CASH SHOE STORE

ED. FENNEL, PROP.

The merits of a shoe business run on a cash basis as compared with one under the credit system are constantly under review. Where is the retailer who is conducting a credit business to-day who has not turned over in his mind time and again the possibility of putting his trade on a cash foundation; who has not seriously considered whether he would not be just as far, if not more so ahead, in the matter of actual profits, if he were to do a smaller amount of business, and receive cash for the goods he did sell. Who has not dreamed of what an ideal condition it would be to receive ready money, for his merchandise, be able to pay cash and thus secure his discounts, and last, but by no means least, to be free from the worry and vexation of mind, body and spirit, which are woven around the work of account collecting.

### All the Merchants Gave Credit

These are the thoughts that have spurred many a shoe dealer on to attempt to put his business on a cash basis. When a man has been giving credit for an extended period of time, when all around him it is the custom to do so, when the people with whom he deals favor this method, he does not rush into a change without giving the matter serious consideration. There are, without doubt, advantages to be cited in favor of both systems. On the one hand, the greatest argument is that a larger amount of goods can be sold when credit is extended and customers who seek credit are not inclined to be looking for "bargains." There are other arguments in favor of credit, but in the majority of cases, this is the greatest. Against these are quite a formidable array of "reasons for the cash system," which suggest themselves to every dealer giving the question serious thought. In the language of the street, it is "up" to the retailer himself to weigh the arguments on each side and decide whether it is to his benefit to operate a cash or credit business.

One Canadian shoe dealer who, after seriously consider-

ing the problem, decided on the cash system, is Ed. Fennell, of Havelock, Ont., who adopted it nearly a year ago, and is well pleased that he made the alteration. He feels that he was following the plan most to his advantage in effecting the change. That Mr. Fennell adopted the cash system and is satisfied with the results is a strong argument regarding the possibility of other dealers following the same course to advantage, because the conditions existing in the railway town in which he is located made it exceedingly difficult to conduct any other than a credit trade.

The other merchants in Havelock will unhesitatingly testify to this fact. Havelock, a village of some 1,600 population, is a railroad town, and those dealers living in such a centre, know full well that that means—a credit town. Most of the male population are employes of the C. P. R. and receive their wages only once a month. Since the early days of the town it has been the custom for customers to run monthly accounts—which frequently extend themselves into a longer period, and sometimes into accounts which adorn the merchant's ledger indefinitely. It was in such a credit community, where every merchant, except one—a druggist—gave credit, that Mr. Fennell decided to introduce the cash system.

### Sizing up the Prospects

He had, however, sized the proposition up in his mind long before reaching his decision. He decided that it was to the advantage of himself as well as his customers for them to pay cash for their footwear. The main advantage to himself was the elimination of loss through bad accounts. He had found this a sum to be reckoned with. That his actual loss through bad debts during a period of seven years averaged half of one per cent. of credit sales. The reducing of the amount of worry was something to be considered, but Mr. Fennell gives the following as the three main reasons for changing to cash business:

To cut out all risk of loss through bad accounts.

To reduce the capital involved in doing business.

To eliminate all chance of loss by neglecting to charge.

Then Mr. Fennell considered it would be to the benefit of customers, and he thought he could convince them of the fact. On this his success depended. He argued that economical people realize that there are heavy losses with the credit plan, and appreciate that expenses connected with collecting, bookkeeping and bad accounts must be allowed for by the retailer in figuring out his profits. In his advertising space in the local paper as well as in a circular distributed to customers, Mr. Fennell gave his reasons for changing to the cash system, and how it would be to the benefit of those who dealt with him.

### Introducing the System

Armed with these formidable arguments, Mr. Fennell says that he did not have a great deal of difficulty in introducing the cash system. Then again, the fact that a druggist in the town had been educating the public to purchase for cash proved of some assistance. There was another thing Mr. Fennell had been doing—the result of planning ahead. For a year previous he gave a ten per cent. discount for cash purchases, and, advertising this fact quite extensively, helped to prepare customers for the "all cash" system.

Mr. Fennell calls his store "The Havelock Shoe Store," but when the change was made, the word "cash" was added, making it the "Havelock Cash Shoe Store." This was done with the idea of impressing on the public that

goods were sold for cash, and thus kept people from asking for credit.

Now comes the question of surpeme importance—"Is the system proving satisfactory?" Everyone agrees that the most trying period of a cash business is the first year after its introduction, and yet with less than twelve months' try-out, the proprietor declares himself as well pleased. He frankly admits that he did not do quite as large a business last summer as the previous year, but every shoe man knows all too well that last year, owing to the cool weather, was not a satisfactory one for the sale of summer footwear. On the day previous to Christmas, this year, Mr. Fennell did nearly as much business as the previous year, and as he says with a smile of satisfaction, "When I counted my receipts at the end of the day, I knew that my profits would not be cut down by bad accounts. There was no additional work in connection with the day's business—no bookkeeping—and no worry. It is a real pleasure to think that you do not have to sit up nights poring for hours over books and accounts the same as I did for years."

#### Brought Up in the Trade



Ed. Fennell, the proprietor of the Havelock Cash Shoe Store, it may be added, began to learn the shoemaking business at the age of fourteen years with his father, John Fennell, sr., in Napanee, Ont., and, in March, 1891, he entered into partnership with him in that town, opening up a small stock of ready-made shoes to run in connection with their custom shop. After four years in Napanee they removed to the village of Havelock, which is a divisional point on the Canadian Pacific Railway between Peterborough and Smith's Falls. There they put in a large and splendidly assorted stock of factory shoes. After seven years Mr. Fennell, sr., withdrew from the business, which has since been carried on very successfully by his son Edward, who, by progressive methods and strict attention to the wants of his customers, has built up a fine exclusive trade in that railway centre.

## The Proper Way to Open a Retail Shoe Business

Beginner Should Not Expect To Do a Paying Business From the Start—Don't Make a Mistake in Estimating Percentages—Operating Expenses Should Be Figured on Basis of Poor Months—Five Timely Pointers

*Be sure you open in the right location.  
Don't overstock; it sounds the death knell of almost any business.  
Don't buy too far in advance; it is a dangerous practice.  
Charge a reasonable margin of profit.  
Play to the big audience.*

These are five pertinent paragraphs which summarize what advice I might give to the young man who desires to operate a retail shoe business of his own, says Henry J. Doty, of Chicago.

The shoe business is to-day in a somewhat peculiar condition. So far as the retail dealer is concerned, it is not highly satisfactory, and to a somewhat lesser degree this may also be said to be applicable to the wholesaler, the manufacturer, and the tanner in about the order named.

What is the cause of this condition? It certainly is not because the consumer has stopped buying shoes, for he has not. It is not that a shortage of shoes exists, because every retailer from the Atlantic to the Pacific has more shoes than really are necessary for the conduct of a paying business. Many of them are so overstocked that much of their merchandise depreciated in value before it can be disposed of.

This matter of overstocking is the milk of the cocoanut. for it shows the real underlying cause of the prevailing condition. During the last few seasons the changes in the styles of lasts have not been radical. Calf in tan and black, patent leathers, suedes, and kids are worn in even greater numbers to-day than ever before. Fabrics have had a large call in the last two years, and their sale has materially added to the volume of business done by the retailer.

Bearing these facts in mind, it may justly be said that the basic trouble is adherence to the old habit of buying too far in advance and buying far too much.

#### Advantages of Good Stand

A poor location can bring about disaster quicker than can anything else. The biggest concern in Chicago found the

sledding extremely tough when they first opened. They did practically no business. One day they realized they had started in on the wrong side of the street. They moved to the opposite side. The difference in location was noticeable from the start. Business grew by leaps and bounds. To-day these people are representative of the retail shoe business in Chicago. A few months more on the wrong side would have driven them into the bankruptcy court. I merely cite this to emphasize the importance of getting in on the right side.

Next, the young man must consider the potency of buying the right goods, shoes suited to his locality. He should buy often and in small quantities. He should know the conditions that obtain at the time he branches out for himself. The styles having the biggest call should find their way to his shelves, and then play to the big audience. The big audience to-day is buying shoes at \$3, \$3.50, and \$4 a pair.

#### Confine Your Buying

The matter of terms on the new merchant's purchase can be satisfactorily arranged providing he does not divide his purchases up into too many quarters—that is, say, not to exceed three or four wholesalers. Naturally he could make more advantageous terms if he confined his buying to one house. In that case he could get practically all the merchandise he needed. For instance, with an available cash balance of \$5,000 he might have credit extended to him to the amount of \$7,500. I would advise him not to exceed \$3,000 for his first purchase. At the outset he should not buy to exceed that amount. With that amount of merchandise he should turn his stock three times a year.

The beginner should be told he could not expect to do a paying business right from the start. He should bear in mind that older and perhaps wiser men are in the shoe game and he will not be permitted to share in their prosperity without a hard struggle.

#### Errors in Profit-Figuring

One of the greatest mistakes shoe merchants are prone to make is in the matter of estimating percentages. Take for example, a business that year after year has run along on

(Continued on page 52)



## Selling Shoes in Prince Rupert

Former Traveler is Meeting With Splendid Success in the Rapidly Growing Pacific Coast Terminal City—Has a Neat Store



"Prince Rupert is on the eve of a tremendous boom. At the present time, we have about 5,000 population, all waiting patiently for the Grand Trunk Pacific, which is expected within two years and inside of five years, we will easily have 25,000 inhabitants," said F. W. Renworth, of the firm of Renworth & Jefferson, shoe dealers of that city.

Mr. Renworth is conducting a progressive business, and has forged his way to the front among the business men of terminal city. The store, a cut of which appears, is an attractive one and presents a bright appearance. The firm of Renworth & Jefferson handle the shoes of many of the leading Canadian and American manufacturers.

Mr. Renworth was born in Victoria, B. C., in 1880 and at the age of 13 he left school. His first job was with the Ames, Holden Co., Limited, as parcel boy. He worked through all the different departments until 1905, when he



AN ATTRACTIVE PRINCE RUPERT SHOE HOUSE

was sent out as a traveling salesman. After five years experience on the road, he left the firm to go into business for himself in Chilliwack, B. C. He remained there about a year and a half and then sold out. He returned to the Ames, Holden Co., and resumed his position as a traveler, at which he continued until June last, when he again went into business in Prince Rupert. His partner is W. J. Jefferson, who is not an active member of the firm, but is manager of the Wallace Fisheries Plant at Alberni, and has been connected with that concern for the past twelve years.

Mr. Renworth is a bright, active shoe man who has faith

### FINDS IT A HELPING HAND

*I find your Shoe and Leather Journal a helping hand when climbing the ladder in the shoe business. Wishing you every success.*

*Yours truly,*

*J. H. Flaherty.*

*Amherst, N.S., Jan. 24th, 1913.*

in himself and in Prince Rupert. He thinks that the retail trade is large enough to command the best energy and earnest study of anyone who desires to succeed in a business which, like the art of tailoring or dress making, approaches the status of a profession more than any other branch in the merchandising world.

## Twin Brothers in Shoe Business

Twin brothers, who are in partnership in business, and who resemble each other as closely as one shoe resembles its mate, are Geo. D. and Herbert D. Wallace. The former established the business in Halifax, buying out the old firm of P. J. McManus, in December, 1911, and recently took in his brother as partner. The firm name was changed to Wallace Bros. Geo. D. Wallace, while still a young man, has been connected with the footwear trade about 20 years. He was with the well-known firm of Wm. Taylor & Co., Limited, Halifax, for some 12 years previous to going into business for himself. Wallace Bros.' store is 55 feet deep and has a frontage of about 15 feet. At present they have the three carton style of shelving, but are considering a change for something more up-to-date. Wallace Bros. say they are not troubled much with approbation, and endeavor to keep it down as much as possible. They never send out more than two pairs to anyone on approval. The firm do not conduct a repair shop, but have all work done outside. They think however, if they had room, it would pay them to keep a man on the premises. Wallace Bros. advertise regularly in the evening papers and change their ads frequently. They run two special sales a year—one in January and the other in mid-summer. They believe in making these sales genuine, through and through, stock reduction propositions and not mixing up bargains during the regular season. The firm make a strong point in the matter of window decoration and change the trims every week. They believe that good window displays are the best business getters, and that it pays to put money into fixtures and trimmings. An idea of the splendid work done in this line appeared recently in the SHOE AND LEATHER JOURNAL, when a holiday trim by them was presented.

## Veteran Retailer Who Was Elected

Among the newly elected aldermen of Berlin is J. Hessenauer. He has been urged for a number of years by prominent citizens to stand, and this year, finally consented to become a candidate. Mr. Hessenauer feels gratified with the result, as he did no canvassing whatever. His experience in the shoe business dates back to 1879, when he began to learn practical shoe making on the bench.



His first insight into the retail line was with W. H. Snyder, general merchant of Mildmay. This was in 1884, and Mr. Hessenauer had charge of the shoe department. Later on, he bought out the stock and continued the boot trade in Mildmay for a number of years. He was afterwards in the same line in Walkerton and Port Elgin, and in 1902 removed to Berlin, where he was connected with the Berlin and Merchants Rubber Co. until he bought the Market Shoe Store from E. W. Becker in 1904. The first year his turnover was small, being less than \$7,000. To-day, it is nearly five times that amount. In July, 1909, Mr. Hessenauer moved to his present commodious store in the Canadian Block and took into partnership his son, William F. Hessenauer, who had been associated with him for a number of years. Mr. Hessenauer, Jr., has many friends among the young people of the city. John Hessenauer & Son carry a large and well-assorted footwear stock, and also handle a complete line of trunks, suit cases and traveling goods.



# Examples of Petty Jealousy Among Retail Shoemen

How Should One Member of the Trade Treat Another—The Spirit of Trying to Corner the Earth Frequently has a Boomerang Effect—The Other Fellow is up Against Conditions Very Similar to What You Are

“O, beware, my lord, of jealousy;  
It is the green-eyed monster, which doth mock  
The meat it feeds on.”

The ranks in which jealousy is uppermost have been classified by one authority as follows:

1st. Musicians and artists; 2nd. Poultry fanciers; 3rd. Members of the medical profession. Of course, the green-eyed monster is present to a greater or lesser extent in all callings from drain digger to the bank manager. Man appears to be not only a selfish animal but also a prejudiced one to a certain extent.

Let a fellow get on in this world, make a little money, take a trip abroad, put in a new store front or erect an attractive bungalow and his less favored neighbors will at once begin to say things. The beauty of co-operation and unity of interest are often preached, but are practised none too frequently. Conditions to-day, reveal some peculiar tendencies. One man will start in the shoe business, for instance, on a certain corner or in a new district, and because another man comes along in a few days and puts in a stock of footwear in a store across the street, retailer No. 1 will possibly not talk to his competitor. Too often he will speak of him in eynical tones or slurring reference. He acts as if he should own that particular spot, and that no one else has a right to invade it and do business in the same line.

## No One Owns the Earth

This observation applies with equal force to the grocer, the hardware, the furniture dealer, the dry goods merchant and members of other trades. It is perhaps well for some men to remember that the world is big and broad, that unless you are a landed proprietor, you cannot fence off one corner of the earth and call it your own. Any man has a right to go into the business if he thinks that he can make money, and can convince the wholesaler that he possesses the required experience and sufficient insight, and necessary energy.

Whether he has capital or not, is largely a matter of arrangement. Some fellows can apparently start in any line without capital, but the majority find it essential to have a certain amount.

There are some humans on this globe who evidently live well without working, but nine-tenths of humanity has to hustle, and hustle long and hard to make matters go. There are a few men in the shoe trade who are narrow and prejudiced; biased and cross-grained; cynical and irascible. They have a jaundiced disposition and nothing goes right. They are always knocking of the other fellow for cutting prices; keeping open too long; trying to steal away their customers; granting credit to certain doubtful people; and spending too much money on stock, advertising, store fixtures, window displays, etc. Happily, however, the vast majority are men of wider sympathies, broader vision and a more optimistic turn of mind. They believe in the principle of “live and let live,” and to a certain extent in the Golden Rule. It is really absurd to what length jealousy will at times be carried.

## When Friends Fall Out

Not long ago in a certain Western Canada city, two fellows had been bosom friends and associates from boyhood up. They both learned the shoe business, but one fellow started out for himself in a certain growing district in the northwest end. He met with splendid success and his friend used to go up frequently to pay him a visit and help him at odd times, and congratulate him on the trade that he was building up. The section was growing at a tremendous rate—new houses were springing up on every side, and the friend, who was still a clerk, thought that he too, would like to get into the game. He told his retailer pal that he thought of starting on another street just within a block or two, and the latter said:—“Very well, John, I think you will do splendidly there. There certainly ought to be enough business here for two of us, and, if you did not launch out, I feel some-



SOME NEW CREATIONS IN MEN'S SPRING SHOES



body else will. I would rather have you for a competitor than a mean, underhand, spiteful chap who will seek to undermine the good conditions that prevail here."

The friend started up, and during the time that his fixtures and stock were being put into position, he called around to see the retailer. The latter was quite cordial until the opening day, and from that time until the present, now two and a half years, he has never spoken to his former associate, never visited his shop, and has tried in various ways to injure his trade and weaken his connection. The reader will say that this is jealousy run mad, that such a state of mind is unreasonable and even idiotic, but it is occurring all the time. Many other instances might be related but generally these jealousies among tradesmen are too petty or trifling to refer to publicly.

### The Spirit of Greed

There is the fellow who says: "If you sell Jones down the street, you cannot sell me." And Jones turns around and asserts: "Unless I can control your output for this whole district, I will not give you any business." Boycotting long ago escaped from Ireland and made its way even into the retailers' and manufacturers' ranks. Of course, there is a reason, perhaps, in a small town why if one man handles a certain line of branded boots, he does not want the others to "get in on it." But this passion, to be a big fellow: to commandeer everything in sight, seems to be one that has run riot with a number of retailers.

Two young men were working for a certain shoe man in a city in the Maritime Provinces. They gained a large amount of experience, and, as ripe fruit falls from the tree, they naturally looked forward to the time when they would embark in the retail line for themselves. The openings in time came about and they each started in the Eastern district, fully two miles away from the place where they formerly worked. A traveler for a big manufacturing firm came along not long ago and sold each of these young men a bill of goods. The former employer heard of it and told the traveler on his next call: "If you sell those two chaps down there, you cannot sell me. You will have to cut them out altogether or else I will cut my connection with you entirely."

Now this man had been a particularly good friend of the house and the traveler was at a loss what to do, but the

ultimatum had gone forth and something had to be done. He visited each of the two young men and told them what had happened. He said: "Black has been a pretty good customer of ours, but he says I must not sell you and White. Now White does not buy from us very heavily, and I have offered to cut him out and have told Black so. But the latter is obdurate, and says I must cut out you (Brown) as well. I am willing to go a certain way to oblige any friend of my firm, but when you are located fully two miles away from Black, I cannot see why Black says that you are taking some friends from his district and that you have been cutting prices on these shoes—practically selling them at cost."

### He Presented an Ultimatum

Brown replied: "That is not the case, sir, because I have to make a profit on these goods, I have to pay rent and clerks and overhead expenses, the same as Black does, and therefore, the allegation is grossly misleading." The salesman after writing the house, returned on his next trip, and going to Black told him "that he was willing to cut out White, but that he could not see his way clear to eliminate Brown."

To this Black rejoined: "Well, you have to shut out both of them or I will eliminate your goods."

"Well," replied the traveler. "Their stores are a great many blocks from here, and you certainly do not want to corral the whole earth."

"Cannot help it," asserted Black. "I have named my conditions and you will have to live up to them or if not, you lose my account, and you know it is a good, safe one."

Then the traveler and Black had a lively set-to, and although the latter had been a steady patron of the firm for years, this is what resulted.

"I am not going to let you dictate my policy or that of my house," observed the traveler. "I have written to the boss with regard to this matter and he is backing me up in the stand that I have taken. I have generously offered to cut out White, but you insist that we also cast Brown overboard. Now, when I venture to meet a man half-way, and he does not make any concessions, it is certainly time to indulge in a little, plain talk. We have valued your trade, but you are too mean, narrow, jealous and petty-minded, especially toward former employees, to ever build up a great,



SHOWN BY E. T. WRIGHT & CO., ST. THOMAS, ONT., AND ROCKLAND, MASS.



or, progressive business. These young men had a right to branch out for themselves, and when they were in your store, they doubtless gave you full return in service for all that you paid them. You made a profit on their labors or you would not have retained them in your employ. Now you are unwilling to let me sell them any of the lines that I represent, and, as it has come to a matter of choice, I am going to stand by at least one of these men." With a few more words in this strain, the salesman departed.

### The Live and Let Live Plan

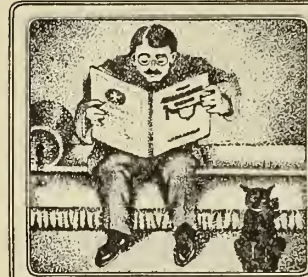
People in small communities are supposed to know everything about everybody else, their thoughts, their actions, dress, habits, and relatives, but it seems that in larger centres, there is still some jealousy that the age and present day experience have not eliminated.

An old shoe man, when spoken to on this subject, said: "I never allowed opposition to bother me very much. I do not say that I am not interested in what the other fellow does, but I seek to pursue my own path, attend to my own business, look after my own customers and that pretty nearly keeps me busy without traducing, misrepresenting or bothering about my opponents. "Run your own show" is a good motto to follow. Keep abreast of the times, learn what is new in styles, money saving systems, efficient salesmanship,

quick turnover of goods, and never mind trying to find out by stealth, inquiry or cheek how much the other fellow takes in in a day, what rent he pays, how many clerks he has employed, or how much he buys from such and such a house."

### Holding Out the Olive Branch

"Stick to your own affairs if you wish affairs to stick to you," said another dealer. "Step across the street some day and grasp the hand of your competitor, talk to him and wish him success, be open and above board. You will generally find that he is a fairly decent sort of a fellow after all—that he has to put up with pretty much the same drawbacks, disappointments and troubles that you have and that his path is studded with as many obstructions as your own. Learn to know him better. You will usually find on a more intimate acquaintance that you will both draw more trade, and bring about a betterment of conditions by a spirit of helpfulness and unanimity than by each pulling in an opposite direction. If he really will not co-operate with you and you actually find after a fair reasonable trial, that he will break promises and go back on his word, then go your way and let him go his. But for goodness' sake keep your hammer for pulling nails out of packing cases and not for hitting a competitor on the head."



## The Index Hand and How to Make It

A Line Drawing is Best for Temporary Signs, and Can Be Executed Quickly—Keep Patterns of Various Sizes on Hand—The Use of the Air Brush—Good Cards Should Be Framed—Some Errors Frequently Made By Beginners.

By R. T. D. EDWARDS, with the Robert Simpson Co., Toronto  
(Copyright by the Acton Publishing Company Limited)

It is very important that a show card writer should have the knowledge necessary to draw the index hand quickly. It so often has to be used to direct the attention of customers to a certain office or section of the store. The arrow is sometimes used for this purpose, but it is not as suitable as the indexed hand. The reason for this is if you are asked to direct a person to a certain place, the natural thing is to point to it with your index finger, consequently, this is also most natural to use on a show card or sign that is intended to direct.

As speed is, as we have often stated before, a very important factor in the show card writer's work, it becomes necessary that a system which will enable the card writer to draw an indexed hand quickly must be arrived at. It is not necessary in the majority of cases to have a perfectly shaded drawing in order to answer the purpose. A line drawing is best for temporary signs and can be executed very quickly. It is also necessary that the method which you use will assure that the hand which you use is in the proper proportion in each case. In the writer's own experience, it has been found to add greatly to speed to draw a well formed hand on a piece of ordinary paper and transfer it by the use of carbon to the desired place. It is a good idea to keep all sizes of these patterns in stock as are shown in Figure 1. To reverse the hand, that is, to make it point in the opposite direction, place the black side of the carbon paper against the back of your pattern, and on the opposite side of the paper you will have the hand pointing in the opposite direction to which it is on the front. Another method which I have found to be an excellent one is to cut a

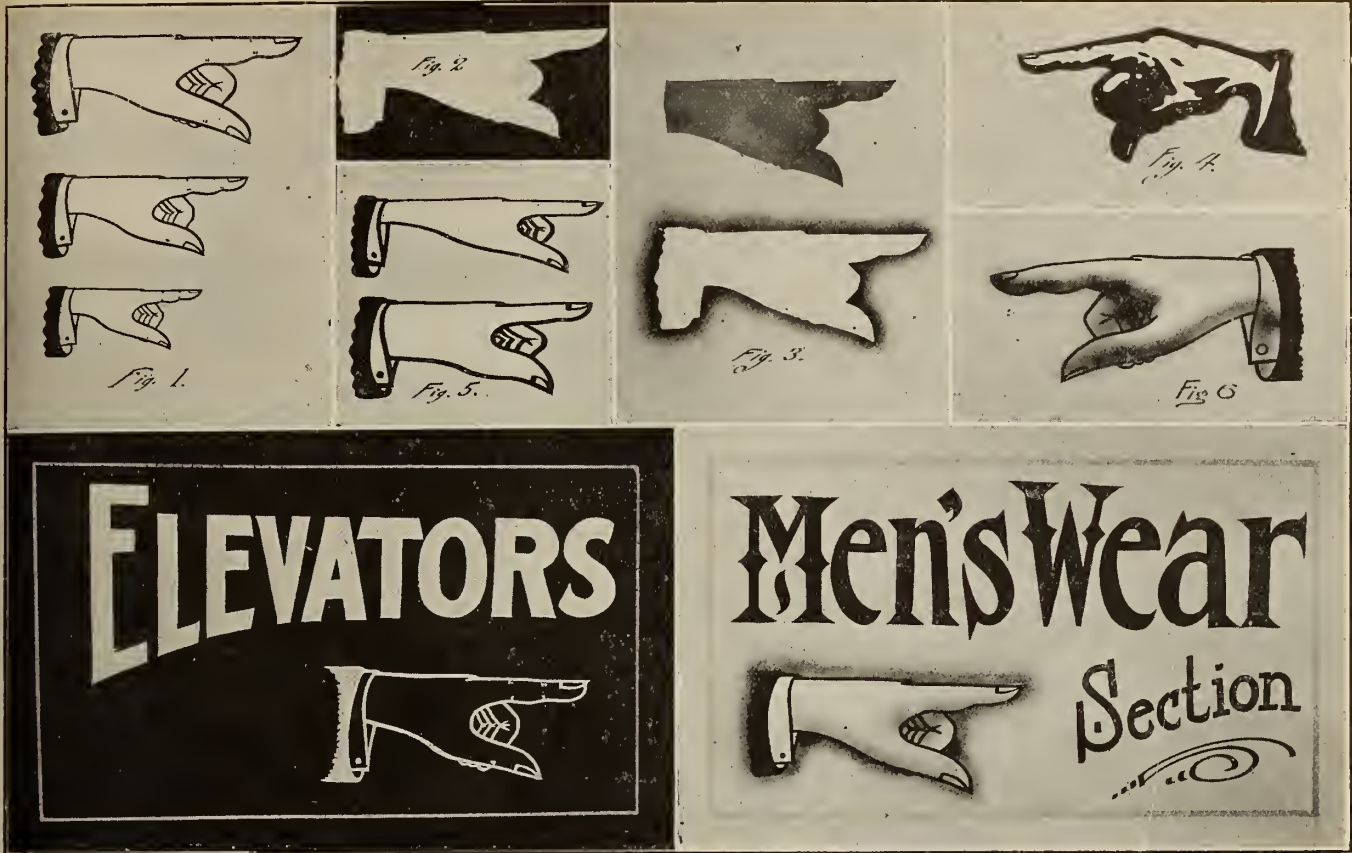
pattern of a hand cut of cardboard as shown in Figure 2. This gives you a correct form of the outline of the hand which may be transferred to a show card very quickly and the inside line sketched in afterwards.

One of the older uses of the indexed hand was to place it on a card to direct attention to some particular phrase or price. It has been found, however, that as this does not add any selling force to a ticket, it can be dispensed with.

### Air Brush Effects

The air brush can be used with good effect in shading an indexed hand in natural colors. It should be used only on cards which are intended to stay up for a longer than usual period of time, as it would be time wasted if so much work were put on a temporary card. In the making of air brushed hands stencils play a very important part. These need some explanation. The first step in their construction is to sketch the hand on paper as explained in previous lessons dealing with the making of air brush stencils. From this drawing make two stencils, one to shade the hand and one to shade the background. The effect of each of these stencils is shown in Figure No. 3. The next step is to transfer the drawing of the hand to the card by means of carbon paper. Then draw the outline with black waterproof ink. After this is thoroughly dry place the stencil to be used for the background over the drawing and shade in with a pale green or some other delicate shade. Next place the other stencil and use black first to shade up the fingers and after this is done, tint it with a flesh color. The result should tend to attract attention, and this is what is wanted in such a card.





ILLUSTRATING METHODS OF CONSTRUCTING AN INDEX HAND

It is advisable to have good cards of this nature framed, which will keep them looking fresh and clean and make it possible to use them for a much longer time. Complete brush hand may be seen on the men's wear card in the accompanying illustration.

**The Completed Cards**

The completed card with the word "elevators" shows the use of the hand on a fancy mat board. The hand in this case was drawn with white paint. For this work it is advisable to use a small brush well filled with ink. This will enable you to get a more even stroke than you would by using a larger brush with less paint.

In Figure No. 4 we illustrate a drawing of a silhouette hand which should always be used in black and white. It is not suitable for bright colors.

Figure 5 illustrates two errors that are frequently made by beginners. By carefully considering the hands illustrated herewith, these mistakes can be avoided.

**Will Rubber Co's. Abolish Prepayment of Freight?**

*(Continued from page 34)*

so that they will have to travel a great distance if he can help it. He will want the freight to be as low as possible. The large concerns would thus have the bulge on the smaller ones by reason of their numerous distributing depots where stocks are carried, as the retailer will certainly order his goods from the nearest centre if he has to meet the cost of carriage. The fairest way all round, both to the companies and the retailer, is for the pre-payment to continue."

**Question of Uniform Cartons**

Another leading company, referring to the question of uniform cartons said: "After due consideration and investigation on our part, we have adopted a standard carton. This carton is made as small as can be used, taking into consideration the protection to be afforded to the shoes so en-

closed. We have no objections to other companies adopting our carton, which we beg leave to say was put in as standard after due and exhaustive consideration and investigation. On the matter of the prepayment of freight rates, we have nothing to say at present."

"I regard the matter of prepaying freight as a nuisance, and open to all sorts of misunderstanding," declared another rubber manufacturer. "It leads to trouble. Producers of rubber footwear are the only people in existence who pay freight, and in addition, supply cases free. I think, not only should we do away with the prepayment of freight, but also dispense with free cases, and get our business down to the same basis as leather footwear manufacturers. Often the shipment will only come to eighty or ninety pounds, and a retailer thinks that this is so near the hundred pounds we should pay freight. Or he may be buying from a jobber. As I have said, shipments of rubber shoes of one hundred pounds or over, are supposed to be paid by the manufacturer, but where rubber shoes don't reach one hundred pounds the retailer often gets free transportation for the goods on account of them being mixed up with leather shoes. Some jobbers have many and many beautiful mix-ups owing to this system, and clever retailers seek to order about one hundred pounds worth of rubber footwear, and then get some leather goods upon that, so that they will not have to pay any freight on the latter. The rubber firms pay. There is no valid reason at all for the prepayment of freight or for free cases."

**Hope There Will Be No Advance**


The shoe trade in general will await the outcome of these propositions, which are likely to be considered at an early date, with considerable interest. From interviews with several retailers, it is learned, if any change is to be made the majority would prefer obtaining rubbers this coming season at the old prices, with the prepayment of freight abolished, rather than they would to have quotations elevated substantially and the freight concession continued.



## Helpful Hints for Advertisers

### A Good Seasonable Advertisement

Peel, the Owen Sound shoeman, believes in seasonable advertising. This ad. was printed on November 29th, which is mighty seasonable time for wet weather footwear. The heading is good, also the sub-head. The copy is descriptive and logical. This shoeman evidently believes in the goods he is selling, and the whole copy has a ring of sincerity about it that cannot help but appeal to discriminating buyers. The cut is not a good one. It shows the outline of the shoe plainly enough, but while giving sufficient details



**WATERPROOF SHOES FOR WET WEATHER WEAR**

**Why buy inferior Shoes when Your Health is at stake**

We carry a large range of the noted Slater Waterproof Shoes, made of the best of materials and workmanship with viscolized soles and uppers. These goods are impervious to water and for wear and foot comfort have no equal. We respectfully request you to look over this line of goods as we consider them the best values shown today. Every pair guaranteed by the Slater Shoe Company.

**PEEL, The Shoeman**  
984 Second Avenue East      New Method Shoe Repairing

A THREE COLUMN OWEN SOUND ANNOUNCEMENT

to enable one to size up the shoe it is quite possible to have a line cut suitable for newspaper purposes made so as to look more attractive than this one. The border is attractive and well set, but the copy would look better without the rules running across the ad. in various places. There is also too much black face type about this ad. It would be better if the copy was run in light faced type and the same style of type was used for display purposes throughout. There are three different faces of type used in the display lines of this ad., which is two too many. It is better to use only one style in an ad. wherever possible.

### Too Much Like Business Card

The ad. of Geo. A. Meloney is more like a business card than an ad., and there is a big difference between the two. A business card is a staid and formal affair, which doesn't tell the reader anything and which doesn't do the shoeman

**GO TO GEO. A. MELONEY**  
NORTH SYDNEY - - - C. B.  
With all your  
**FOOTWEAR PROBLEMS**  
The largest and best range to select from.

A SMALL AD. OF NORTH SYDNEY DEALER

much good, for the simple reason that it does not give the reader any line on what the shoeman has to sell. In this case a man may have plenty of footwear problems, but unless the shoeman strikes a responsive chord in his advertising he is likely to go elsewhere with his troubles. It would be better if Mr. Meloney were to use about twice this space

each time he advertised and to fill the space so used with something definite at each insertion. The mere fact that only one thing at a time is mentioned does not prove that there are not a large number of other features in stock worth mentioning. In fact rather the reverse is the case. When a retailer has some one definite thing to talk about in each ad. it is pretty sure proof that there are a lot of other things not mentioned through lack of space that he would speak of if he could. Of course, if a paper is only published weekly the shoeman sometimes has to mention more than one feature in an announcement. In that case he should use larger space to do this in. The above remarks apply only where daily space is used.

### Make Headline Catch the Eye

It would be better to put the top line, "The Palace Shoe Store" at the bottom of the ad. beneath the name of the proprietor. There is more sequence in so doing and the headline will then occupy the centre of the stage, as it should. The headline should always catch the eye first, as that is its function. This headline is good, and tells the object to be sold without any superfluous wording. The cut, however,

**The Palace Shoe Store**



**School SHOES**

**SOLID LEATHER WELL PUT TOGETHER**

**WOMEN** You want style, comfort and wear combined—you can get it at Honeyford's the Shoe Man's.

**OUR "ULTRA SHOE"**  
for Women is up-to-date, in patent button, tan calf button, and gun metal button, the best high grade shoe made in the United States

We have the McPherson Shoe, the Model Shoe, the Wright & Keith for Women—the best makers of High Grade Shoes

**MEN** We have the best and largest stock of Men's Fine and Work Shoes North of Toronto—our store is equal to any city store, both in style, quality and prices—our stock is composed of all the leading leathers: patent colt, valour calf, storm calf and tan calf, buttoned and laced

**The Amount of Business we do speaks for its self who has the Shoe Business you come to**

2 Doors South P. O. } **W. J. HONEYFORD** } Telephone No. 228

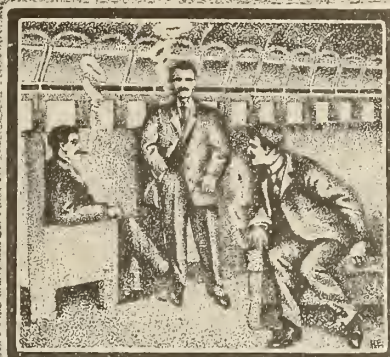
THREE COL. WIDE ADVT. OF A COLLINGWOOD SHOEMAN

is merely an eye-catcher. It does not mean anything, and hence is about as good as no illustration at all. Far better employ a good line cut—not a half-tone—of a man's or woman's shoe. The copy is very good and especially definite where the "Ultra" shoe is described. This is doubtless a weekly paper, so the division of the ad. into men's and women's sections is quite permissible. In a daily it is better to stick to one point at a time and hammer it in. Whether the store is the best fitted out with stock north of Toronto might require some proving. Exaggeration, or what appears like it, is always inadvisable. The bottom lines in black are set up wrongly: the last half of the line is evidently a separate question.





## On the Road



### AN OLD TIMER WHO GOT A FEW "JOLTS"

"How am I treated by the average shoe retailer?" remarked a traveler of twenty-nine years' experience. "Well," he declared, "a good deal better than I used to be. I have represented Montreal, Quebec, Ottawa and St. Hyacinthe firms and now I am in business for myself. Of course the treatment that a man receives very much depends upon the personality of the fellow himself. If he is thoughtful and considerate, polite and tactful, he will not fail to have extended to him these same qualities in return.

"There are some retailers who are grouchy and pessimistic, sore-headed and chronic kickers, price-cutters and brow-beaters, bluffers and tricksters—and I might say, liars. There are also some travelers who, no doubt, belong to the same class. I have made it a rule all my life, never to make an enemy of a man when I could make a friend. There is no use in kicking a sleeping dog just for the purpose of arousing his enmity. You could very often go around him much more easily. You can win more with a smile than you can with a whimper; you can capture more by a pleasant word than you can by a clenched fist. This returning 'eye for eye, and tooth for tooth,' may be all right in the old Mosaic code, but it will not bear fruit to-day. I suppose that, in my long career, I have never received more than three or four direct insults from retailers and of these, only two were deliberate and with 'malice aforethought.' Most every business man will listen to a traveler and accord him an agreeable reception, provided that the road representative is not a frost, a blow-hard, a braggart or a sneak. You know that it takes all kinds of people to make up a world and the world would be a queer place without all kinds of people.

### He Tore Up My Card

"I remember it was after I had gone on the road that I met in Ottawa a French-Canadian shoe man. Now I have the highest esteem for that polite and chivalrous race. I had been personally introduced to this gentleman at the home of a friend on the previous night. This particular retailer knew that I was a shoe traveler, but no business was mentioned on the first occasion that we met. Next morning, feeling that I would be accorded rather a pleasant reception, I walked into Mr. A.'s store and presented my card. He jabbered something in French and I said:—'I beg your pardon, sir, but I do not understand your language.' Handing him my card, I said, 'That is the firm that I represent.'

"Again he answered me in French and tore up my card. Even then I did not lose my temper, and asked him if he would kindly speak to me in English, as I knew very well that he was familiar with that tongue, having heard him use it with ease and facility on the previous evening. He paid no attention to my request whatever and went on

talking in a loud tone of voice in the French dialect. This angered me, and I turned on my heel and, as I was going out I saw a clerk who was near the door laugh heartily. I said to him, 'I am sorry that you have to work in such a place as this, sir. It must be awful to be associated with such an ignorant cad as your boss. You can tell him for me that I will never come to this store again. I made it a rule when I went upon the road, that I would transact business only with gentlemen.'

### You Are a Hanged Nuisance

"It was not long after that when I was in Prescott, and it was a few days before the Christmas rush. I wanted to call upon a certain shoe dealer there and he was very busy. It was the first time that I had been in that town, and I was representing a Quebec firm in those days. I called three or four times in the morning and afternoon, but found Mr. G. busy. I did not care to trouble him and it was about five o'clock in the evening or a few minutes after, when the day's rush was over. I was just going in the store as he was coming out. I presented my card and he looked at it, never saying a word, and started to pass on. I told him that I had been in to see him several times during the day and that I had tarried for hours in order not to bother him. He did not seem to appreciate this fact, and declared, as he emerged from the door, 'Oh, you travelers make me tired—you are getting to be a hanged nuisance. I have no time to bother with you or to look at your goods.'

"I said, 'Very well, sir, I will never call on you again. I have not time to devote attention to any other than gentlemen.'

"I happened to relate this incident to three or four travelers and also some retailers, and they said, 'We cannot understand how such a raw deal was accorded you. It was not like G—to use any one in that style, and there must have been strong contributing circumstances.' I heard afterwards from two or three travelers that G— wanted to see me, and that I was to call in the first time I was in Prescott. I made a couple of trips there later, but did not see the man who had so unceremoniously received me. Finally, after getting through my business one night, and having a little time on my hands, I called around.

### He Had Got the Merry Ha! Ha!

"'Hello there, Neffson,' said G—, as he shook my hand warmly. I said, 'How are you, sir,' and he jumped at once to the theme in hand.

"'I am glad that you have come around. I have been looking for you for some time. I want to apologise for the scurvy treatment which I handed you about six months ago. I am not seeking to palliate the offence in any way, but I may tell you, sir, that things had gone wrong that day, which was a very busy one. When I saw you, I had just



emerged from the office where a man, who owed me \$300 had given me the merry 'ha-ha,' and told me to do my worst. I saw that I was powerless to collect from him and he started to add insult to injury by his ironical and sneering remarks. It was little wonder then, that, anxious to hurry home and meeting you at the door, you should become the vengeance of my wrath, or spleen. I am only human, and I am very sorry, and have longed for some time to give an explanation to you.'

"Mr. G.'s apology was so simple and frank that we afterwards became great friends, and I did business with him up to the time he closed out his store a few years ago.

#### Where Another Butted In

"One other instance, and I am done. It was in Montreal, and I called at the store where there were two partners. One generally did the buying and the other looked on. I was selling felt socks in those days and there had been an understanding and the price raised. Of course several retailers decidedly objected to the "hold-up," as they called it. I had some short socks and some long ones, and in order to get a certain figure, it was necessary to take an equal number of pairs of each style. We were having an argument over this when the senior partner, who had been overhearing the conversation, stepped up, and brusquely demanded. 'Why are you trying to force goods on my partner here, when you know that we do not want them?'

"I replied that there was no compulsion or coercion about the affair whatever, that my prices were fixed and in order to secure the best figure, it was essential to take a certain number of pairs of each style.

"Well,' retorted the senior wisacre, 'you know that this is a hold-up game on your part and you are trying to get away with it.'

"I beg your pardon,' I replied. 'I am merely seeking to sell goods and to defend their quality and prices.'

"Oh, you cannot tell me anything like that. Pack up your samples and get out,' was the angry rejoinder from the irascible old man, who had allowed his temper to get the better of him.

#### The Looker On Told to Recede

"I did not lose my balance, but kept a cool head and merely smiled at the eccentric attitude of this highly wrought up individual. This seemed to aggravate him all the more. I left without further displaying my goods. That afternoon, the junior partner 'phoned me at the hotel to pay no attention to the scene which had been enacted and that it was a case of old J— flying off the handle without knowing what he was doing. However, I did not go back to that store for some time and wrote a note to the junior member of that firm that it would be well to have it understood that one man was to do the buying and not have another butting in,, as it was apt to place a traveler in a false position. He answered that he had told his irritable associate where to get off at, and that he was to henceforth hold himself in reserve and beat a hasty retreat when he saw any samples on display, lest he should break out again. In this case I did not consider that I was deliberately or purposely insulted, but it was one of those incidents where a looker-on often sees too much of the game and puts in an oar where it would be just as well for him not to venture out from shore."

A unique device has been on display in the window of the Brockton Shoe Store, Yonge Street, Toronto. It consists of a revolving wheel operated by a small motor to which two handles are attached. From each depends a shoe, and as the wheel turns the sole of each boot is dipped in a pan of water. The demonstration affords evidence that the soles after being treated with a certain preparation are entirely waterproof. The device, which is intended to advertise the wet proof-quality of a new dressing, is a good drawing card.

## Catching the Midnight Train

(By a Traveler)

It was midnight and the rattling  
Of the bus, the driver's call,  
Startled, roused a weary traveler  
Napping in a hotel hall;  
And the sleepy porter nodded  
Partly conscious, half awake.  
As the driver thumped him soundly  
Telling him the grips to take;  
Then the bus the traveler entered,  
Slamming loud the squeaky door,  
Down the village street they rattled  
In time to catch "Old Number Four.

The salesman entered the station  
With a slow and weary tread,  
While the pale light from the lamp-post  
Sputtered loud from overhead.  
And the drawling agent answers  
To his query, "Number Four  
Is an hour late or better;  
It's been late a week or more!"  
When he's checked each piece of baggage  
Out he stretches on the seat,  
Listening to the ceaseless ticking  
O'er the wires in constant beat.

Then he takes a stretch in walking;  
Returns with a nod the agent's smile,  
Pulls his pipe and lights it, saying,  
"Guess she'll be here in a while."  
Soon he's strolling forth and gazing  
At the shining moon o'erhead.  
Wondering if its light is drifting  
Peacefully o'er a curly head.  
Wondering if a smile is playing  
O'er a baby face to-night,  
Dimpled in its rosy slumbers,  
Nestled on a pillow white.

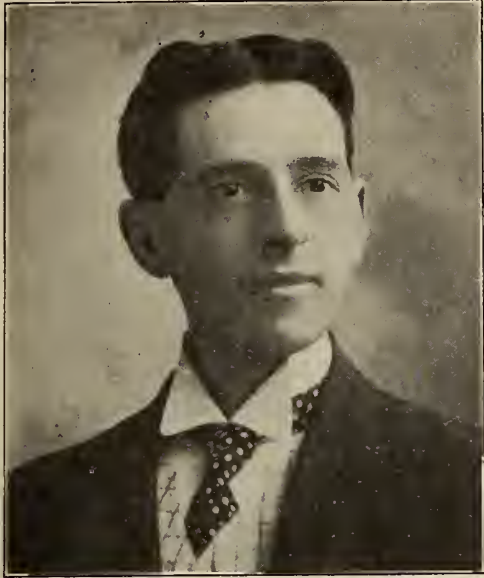
But lo! his reverie soon is broken,  
The engine's searchlight beams afar  
On the ties he feels its throbbing,  
Feels its reverberating jar.  
And the peaceful calm is broken  
By the sudden deafening roar.  
He grabs his grips, prepares to enter  
Through the clanging open door:  
Then "Aboard," a jerk, a puffing,  
Onward—onward—soon he flies;  
Piles into the welcomed cushions.  
Closing then his weary eyes.

This is not a hero-pictured  
As in war-time days of old;  
On fair history's brightest pages  
You'll not find his name enrolled;  
He's just a simple traveler,  
With his grip-sack and his smile,  
And you'll find him up and doing,  
You will find him worth the while.  
It's the common daily story  
Of these countless thousand men.  
Traveling always—ever onward,  
Scarce they know a journey's end.  
So this simple little picture  
I dedicate it now to thee,  
Thou patient, smiling, earnest traveler  
On the land and on the sea.



## A Progressive Young Shoeman

One of the young men who is succeeding in the shoe business and has built up a well established, paying trade is E. C. Scarrow, of Owen Sound. Mr. Scarrow's place of business is at 910 Second Ave. East. After leaving school he



E. C. SCARROW, OWEN SOUND

began his career as a clerk and worked for two retail merchants in Owen Sound for about five years. In March, 1908, he saw an opportunity to go into business for himself, which he has continued ever since with annually increasing success. Mr. Scarrow is well thought of and well liked. He makes a specialty of fine shoes and carries a complete stock of traveling goods. He is a good stockkeeper, a shrewd salesman and a close student of styles. He devotes special attention to window trims, believing that a merchant's windows are the cheapest and best advertising medium that it is possible for him to have.

## Know the Value of Shoes

"A man to be a successful shoe traveler," remarked one of the most expert salesman on the road, "must have knowledge of what he is selling, particularly with respect to values, leathers, etc. To illustrate what I mean. I call upon Smith, and he looks carefully over my line, if I have some specials with me. He likes my lasts and patterns, but remarks that 'your prices are too high,' for he is a close buyer. I show him a woman's dongola blucher, and he boldly tells me that my figure is excessive, and, producing from a carton a shoe of similar appearance, inquires what I think he gets that for. If you are not able to tell him within five cents a pair, he is aware that you do not know your business, and are only guessing at values. To be fifteen or twenty cents out in your calculation, demonstrates to him at once that you are not up in your calling, and are only bluffing. If you can show him, after a close estimate, that your line possesses better stock, both upper and bottom, has solid leather counters, and box toes, is better lined, has neater stitching, lasting, trim, and finish you go a long way toward convincing him that you are *au fait*. He sees that he cannot hoodwink you, and he forms a higher estimate of your ability as a salesman. I called on a certain Eastern retailer the other day. He is a sort of wiseacre, but a very good fellow when taken all through. He told me my prices were too high, and that he could do much better in a certain grade of men's box calf welts. He then showed me some of the goods

that he had been buying, asking me what I thought he paid for so and so. I told him within a very few cents of what each shoe was costing him, and he seemed surprised that the figure was so exact. Of course, no man is expert enough to say offhand what it cost to produce a shoe in a factory, but he can pretty well gauge the wholesale figure if he will give the subject of values close study and the shoes minute inspection. It is not necessary to run down the other fellow's goods, but merely to point out where your own excel, and, in what respects they will command a sale over others."

## White Footwear Again

The white boot is very near to woman's heart—if one may be permitted the expression—and gladly does she welcome the return of the season when white footwear may be worn constantly, says an exchange. Never does she feel so daintily dressed, nor does her costume ever more satisfactorily express her femininity, than when her feet are shod in white boots or slippers and white silk stockings to match.

This summer white footwear is to be more fashionable than ever—as the styles for the southland attest—and the conventional white footwear for out-of-door occasions will be the well-cut buttoned boot of white buckskin with a moderate Cuban heel and vamp on the new, long lines now considered patrician and distinguished. Such a boot is illustrated, showing the high top with fourteen buttons, and the lines of dainty perforated trimming or broguing, in the shoe vernacular, on the toe.

With the smart buttoned boot are shown two new types of piazza footwear; a colonial pump of white calf with a covered heel and an odd trimming of black patent leather laid under a row of perforations. The buckle is of patent



WHITE FOOTWEAR AGAIN THE FASHION

leather studded with rhinestones. To the woman who adores novel effects, the white buckskin oxford will appeal. The arrangement of the buttons on alternating scallops of the white buckskin and black patent leather is an entirely new note in bootwear.

## Leather Manufacturer Elected Mayor

A prominent leather manufacturer who is highly regarded by the citizens of the town in which he does business is R. M. Beal, head of the R. M. Beal Leather Co., Lindsay, who has just been elected mayor of that town. Mr. Beal was born a few miles out of Toronto and spent his early days in Whitby. For several years he worked in the United States. He has been in the leather and tanning business since 1881 and the last fourteen years of that time has



R. M. BEAL, LINDSAY

been passed in Lindsay. Mr. Beal has always taken a leading part, not only in the affairs of the industry with which he is connected, but also as a public-spirited citizen of the town. He has been a member of the Library Board and the Public School Board and in 1911 was elected to the civic chair. He was returned again this year. He is a solid, progressive resident of Lindsay and has done much to advance the interests of that place. In his inaugural address he called attention to many matters of importance that will contribute to the welfare and prosperity of Lindsay.

## Getting Goods Under False Pretences

People who directly or indirectly obtain goods by false pretences are to be brought under the operation of the Criminal Code by an amendment to be introduced by the Minister of Justice, in parliament at Ottawa. The law, of course, provides at present for those guilty of false pretence, but cases have arisen whereby goods or money have been secured indirectly, and this class is aimed at. For instance, a merchant who makes a false report of his affairs to a commercial agency and who, by reason of the report of that concern, gets a line of credit from a third party, will be liable. There is no intention whatever of bringing in any bill for the re-establishment of imprisonment for debt, as has been reported.

## Just Why Leather is So High

Here are some convincing facts and figures set forth in a notice sent out by W. W. Mooney & Sons, tanners, of Columbus, Indiana, showing the decrease in the number of cattle slaughtered at the fourteen leading packing house points in the United States during the years 1912, 1911, 1910. No wonder leather is constantly and irresistibly advancing and will likely go still higher.

Government statistics show the population in 1900, 76

million, cattle supply, 62 million; population in 1912, 95 million, cattle supply, 58 million.

Slaughter of cattle at the fourteen leading packing points during the years—

	1912	1911	1910
Chicago .....	1,681,136	1,715,279	1,741,078
Kansas City .....	1,060,262	1,232,391	1,286,116
Omaha .....	577,138	706,415	798,950
St. Louis .....	884,487	758,012	904,087
St. Joseph .....	297,877	312,242	775,763
St. Paul .....	123,118	130,270	152,712
Sioux City .....	154,293	189,128	199,732
Denver .....	61,710	67,544	84,209
Fort Worth .....	356,990	347,188	529,269
Indianapolis .....	175,097	190,188	169,405
Louisville .....	59,099	58,187	63,076
Wichita .....	92,402	88,301	99,509
Cincinnati .....	182,870	180,033	190,350
Oklahoma City .....	180,903	114,859	.....
Total .....	5,887,382	6,090,037	6,574,247

The above figures do not include calves, sheep or hogs.

Statistics compiled by the Department of Commerce and Labor show the cattle in United States in 1912 numbered 57,959,000 as compared with 60,502,000 in 1911, and 61,803,000 in 1910.

Compared with a couple of years ago, very few cattle are being killed by country or city butchers, who practically buy all their supplies direct from packing houses. This condition diminishes the supply of country hides, and although no absolutely correct figures can be obtained, the shortage is quite considerable.

The above authentic figures show conclusively that less cattle are being killed every year, and this, with a much decreased supply, and our population who wear shoes and consume leather increasing at the rate of one and one-half million people yearly, are well worthy of consideration and study.

It requires three years' time to make a steer fit for the market and despite the diminished slaughter, our cattle are being killed faster than they can be replaced.

Long haired, grubby winter hides are now selling at slightly lower prices than prevailed during July and August, when the best short haired and clear hides were sold but on account of the grade and weight leather produced, even this lower price does not wholly offset the difference of present quality and take-off, of the hides available.

The best posted men in the trade predict that last summer's high record prices for hides will be equalled, and with normal conditions will be surpassed during 1913, for hides will remain scarce in spite of everything that can be done, which simply means higher prices for leather.

## Proper Way to Open a Retail Shoe Business

(Continued from page 42)

an upgrade. Perhaps that business may have fluctuated in its upward course. Now, it is not fair in making a percentage to take the largest sales as a basis for the percentage of business done during all the other months of the year. It is only fair to take a percentage for a number of years.

Another thing, the operating expenses of a store should be figured on the basis of the poor months and not the best months; then when the good months come the showing is far more satisfactory. When this order is reversed an unsatisfactory showing is certain.

In figuring the profit necessary to be added to the cost of goods the dealer must not overlook the "unexpected" expense item, for it always occurs, and if it has not been taken into consideration his showing at the end of the year will be a disappointment.

I would not intentionally hold up the dark side of the shoe business, for it has a bright side. The opportunities to-day for the bright, enterprising shoe merchant are better than ever before.



## Settling Direct With Manufacturers

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir:—In regard to the matter of claims made upon the retailer by customers, I think the retailers have a grievance sometimes against the manufacturers. For instance, a claim is made to the retailer that a certain pair of boots should be replaced by the manufacturer.

The retailer sees the goods, and considering the fault is not one that can fairly be placed upon the manufacturer, and judging by past experience, could not expect them to replace the shoes, he refuses to entertain the claim, or perhaps offers to settle it by rebate at his own expense.

Now we find that customers have got into the habit of applying direct to the manufacturer for a settlement, probably on advice of some rival of the first retailer.

I have no complaint to make with that, but I do think it is unfair to the retailer, who is considering the interest of manufacturer as well as customer, that the former should deal directly with the complainant. In all fairness he should deal with the matter entirely through his agent, the retailer.

I would be very glad if the manufacturer would carefully consider this.

Yours truly,

BLUCHER.

Halifax, N. S., Jan. 24, 1913.

## Stop Sending Customers With Orders

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir.—I noticed in your last edition a letter from a writer who signs himself as "Fair Play," in which exception is taken to the alleged general practice of wholesalers selling too much retail. The usual charges are made and some sweeping assertions levelled at the head of the jobber. Now we are held responsible for many sins of commission, and I would like to point out a few things. There may be exceptions to the rule, but I am not aware of any transgressions of the open or secret character which he affirms.

I want to say right here and now that no man can come into our establishment and secure a pair of shoes without first presenting a written order and signed by one of our customers. We have made many enemies by adhering strictly to a wholesale business, but we know that the retail trade are our best friends, and the ones upon whom we depend for business. We protect their interests in every way, and are often abused by retailers themselves for so doing. Frequently, a dealer will not have a certain shoe or size in stock and he sends his caller down to the warehouse for a pair which he should have in hand if he kept properly assorted. A few dealers will even stipulate that the bearer of the document is to be given the shoes at wholesale price, and they have raised a big fuss when we have charged a fair retail figure and credited the retailer with the balance.

Now, before "Fair Play" hurls such charges at jobbers, as he has done he should make an effort to have his brethren stop once and for all the practice of despatching persons to the wholesale with an order or with verbal instructions to say that "Mr. So and So sent me down and he said that it would be all right." Before stones are cast, it might be well for a few offenders in the retail shoe ranks to stop coming to us for orders for rain coats, furs, furniture, hats, millinery, and many other articles which they want to get wholesale. Only the other day a retailer walked into our establishment and asked us to give him an order on a wholesale clothing house so that he could go around and get a suit for his thirteen year old boy. We refused and he walked out in high dudgeon saying that he bought thousands of dollars worth of goods from us each year, and, if we could not do him that favor, we could go hang. This is only one of many incidents that I might name. I then turned on him and told him that he was doing the very thing which we were not encouraging,

namely, private individuals buying wholesale from the trade, not our own trade, but any other.

A retailer saunters into a sample room and he probably sees some persons looking over a pair of shoes. It may be a woman or two women, perhaps, and he at once rushes to the conclusion, as appearances are deceptive, that we are doing a little retailing on the side. Now, right here in this city are girls and boys of our customers in the province going to school, many others have relatives living here, and still others send in their wives or daughters—all with orders—and these people have a legitimate right to secure their footwear from the wholesale, owing to their father, mother, or brother being in the trade, and buying from us. We refuse all orders not presented from our patrons, and, if "Fair Play" does not think so, let him come around and try to secure a pair. He will see quickly and firmly he will be turned down.

We do not honor orders from wholesalers in other lines of trade, nor do we give any, and have no desire for any retail business at all. In the first place, it is a nuisance, we make no money on a single pair, have no facilities for fitting, lose time, and often sales by attending to those who come with written requests. We can do enough business in a wholesale way without bothering with any private trade. A few dealers themselves are to blame. Let one send a customer to us, and that customer, if he thinks he is securing a pair a little cheaper than he can in a retail shop, ever afterwards will want to haunt the quarters of a jobber. Like the fellow who has once traveled on a railway pass or entered a theatre on a complimentary ticket, he thinks it a crime to pay out his good money for transportation or entertainment in the future, and will seek in every way to secure more concessions of this character, and even boast of his pull.

In conclusion, I would say, let the retailers stop the practice of sending patrons down to the wholesale with an order to secure such and such a shoe, let them keep properly assorted up and there will be no just cause for grievance from this end of the line. I am pleased to say that this practice is ceasing and only a few are transgressing. I might go further into this matter, but much has been said in your columns many times on this subject, and I thought that it was clearly understood that the jobbers are a unit in protecting and safeguarding the best interests of the retail trade.

Sincerely yours,

Toronto, January 28th, 1913.

CONSISTENCY.

## Has Joined Traveling Ranks



One of the new men on the road is E. B. Weiss, of Napanee, who is now covering the territory east of Belleville and the Ottawa Valley for Blachford, Davies & Co., of Toronto. He started at the first of the year. Mr. Weiss is a member of the firm of Weiss Bros., shoe retailers of Napanee, who began business in that town about a year ago and have built up a large trade. H. A. Weiss is the manager. E. B. Weiss is the son of one of the oldest commercial travelers in Canada. At the age of sixteen he began to work in the store of his father who was then in the shoe business in Trenton. After some years he took a position with S. B. Thing & Co., of Rochester, N.Y., later coming to Toronto, he was employed for a while in the Toronto Shoe Co. He then joined the staff of H. & C. Blachford, Toronto, with whom he was a valued employe for five years. In March last the firm of Weiss Bros. was formed. "Bert," as he is familiarly known, is an excellent salesman and understands the wants of the trade. His many friends will wish him every success on the road.



## An Aggressive New Industry

One of the newest and most enterprising companies manufacturing general traveling goods is the Berlin Trunk and Bag Co., Limited. Immediately after its organization, February, 1912, temporary quarters were secured in the Star Whitewear Mfg. Co.'s building and fitted up with the most modern machinery known for the speedy and economical manufacture of leather goods. With these they entered the market. Later a line of fibre trunks was added and this



ALD. A. L. BREITHAUPT, BERLIN

department as well has proven the ability of the men behind it. Early last spring contracts were let for the erection of a modern three storey and basement factory, 66 by 140 feet in dimensions with modern power plant, dry kilns, etc. This is practically completed, and the machinery is being installed. A full line of trunks of all kinds will be made, as well as general leather goods of all grades.

Alderman A. L. Breithaupt, the ever alert president of the company, has been practically raised in the leather business, his forefathers having been tanners through five generations. After completing his University education, he put in a full four years apprenticeship in the tannery of the Breithaupt Leather Company. This was followed by a term in the warehouse and later as the Company's representative "on the road." These various experiences have fitted him well for his connection with this company. In 1899, with several other gentlemen, he successfully launched the Berlin Rubber Manufacturing Co., Limited, which was later absorbed by the Canadian Consolidated Rubber Co. Later Mr. Breithaupt purchased the business of the Star Whitewear Mfg. Co., in Berlin, which he still owns. The trunk factory management is in the hands of Ivey Holman, a native of Berlin. He has had eighteen years of thorough, practical training in every niche of the leather goods department. Associated with Mr. Holman, as foreman of the leather goods department, is J. W. Stoner, another practical and highly capable leather goods man of eleven years' insight. The supervision of the trunk department is in charge of W. E. Reichold, an energetic and experienced trunk man and expert designer.

A firm of manufacturing jewelers in New York City recently received from an exclusive shoe house in that city a novel order. This order was in the form of a decoration to bejewel a pair of black velvet slippers. The decoration

consisted of a solid mass of rhinestones, in the form of a net. Six gross of stones were used on each slipper, exclusive of the heel ornament, and when the pair were sold, the price received was \$100.

## Be a Crank on Proper Fitting

"Very much evidence is laid upon correct buying and not overstocking in the shoe business," remarked a North Bay retailer to the SHOE AND LEATHER JOURNAL recently, "I grant all this, but I am a crank on proper fitting. I endeavor to impress upon my clerks the fact that comfort and ease in the matter of footgear are of the very greatest importance. It may take a little time, but there is nothing, to my mind, that will drive a customer away or, at any rate, make him sore on you and your establishment than if you do not give a comfortable fit. A purchaser does not want to run back with the shoes to have them stretched. It makes him as indignant as it does a customer to take a coat back to have alterations made after the tailor has tried the garment on him before sending it up to the house. Perhaps some shoemen have never known the agony of hard or soft corns, bunions, callouses, chilblains, ingrowing nails, and other ailments, but it is mortal woe to many people—especially when these ailments are accentuated by ill fitting footwear. Their suffering is often intense. I have a dentist friend who never knew the torture of a toothache. He frequently used to make light of the suffering of his patients and thought they should endure the pain much better than they did. But one day he got a raging toothache himself, had to seek the aid of a fellow dentist, and have the molar extracted. Well! that unhappy experience changed the whole current of that chap's life. He became a great deal more sympathetic and considerate. It is the same with shoe dealers. If they have suffered keenly from pedal ailments themselves they can readily attach more importance to the art and skill of fitting, insist upon patrons trying on shoes, taking time and giving the requisite attention in this regard. This may seem trite advice but it goes a long way in retaining customers. How often do you hear the remark, 'This is the most comfortable and easy shoe that I have ever worn. I guess I will go to the same place to secure my next pair.' Take a personal interest in the foot troubles of your customers. Give them the benefit of your advice, experience and tell them about the relief afforded by arch supports, bunion protectors, heel treads, corn plasters, foot powders, etc. It will boom the sale of your findings department and pay every time."



THE WELL EQUIPPED AND INVITING SHOE AND TRAVELING GOODS DEPARTMENT OF CAMPBELL & McDERMID, NORTH BAY, ONTARIO



## New Shoe Window Fitting

Paris Retailer Has Invented a Device Which Enables More Footwear to be Displayed to the Greatest Possible Advantage

A. C. Clark, shoe merchant, Paris, Ont., has invented a special model for show windows. The advantages of this fitting, so the inventor contends, are that a merchant can show four times the number of shoes without crowding that it is possible to display with any other fitting. This particular one has closed shelving and does not obstruct the light. Every shoe can be brought on a level with the eye, just as one sees a shoe in a cut. The fitting is light and attractive, as well as ornamental. Mr. Clark, whose company is known as the Brantford Showall Window Fitting Co., with head offices at 67 William Street, Brantford, says a merchant does not have to spend two or three hours arranging the fitting as it can be fixed in the window or taken out in a quarter of an hour. It is perplexing for a retailer who stocks something like 600 or 700 different varieties of shoes to be able to show only twenty to thirty distinct styles, and

can dress the window with it as it lends itself readily to constant changes.

The accompanying picture shows the window of the Clark Shoe Store in Paris, Ont., equipped with one of the Brantford Showall Window Fittings. This window, it will be noticed, is exceptionally small, having only five feet frontage and two feet of depth. It may appear somewhat crowded, but leaving out the bed which is dressed differently every day, the fitting itself has many shoes displayed on it and each has a space to itself of not less than a nine-inch radius—that is, no shoe is nearer to the other than nine inches, which is ample. There is no limit to the number of boots that may be arranged on the fitting. Every one is on a level with the eye and shown at an angle that would be used in a cut for illustrative purposes. Mr. Clark says one special feature is that the fitting in can be used in conjunction with shoe stands and that it gives the merchant four times the showing capacity in his window, using up all the valuable space that is usually left bare and blank. The standards and brackets are made in nickel, plated brass, copper or gun metal finish and are very attractive. The shelving is of plate glass and no light is lost to the interior of the window. The fitting adapts itself to frequent changes. The window can be trimmed every day during the year and never on two occasions alike. A large number of the Showall fittings have already been sold to enterprising merchants.



THE FITTING AS SEEN IN A WINDOW

necessarily, these have to be for the young man or the young woman. The old man or old woman, says Mr. Clark, never sees a shoe displayed in a window to suit them. Hundreds of people pass the store because they do not see what they require. The day has gone when the old card hung up in the window—"If you do not see what you require step inside," will answer the purpose. Passersby want to see just what they need before they enter. Another special feature of the fitting is the low price at which it can be installed. The company have such confidence it will increase the chance, or catch, trade for any merchant by at least 50%, that they are willing to put the fitting in at a small monthly rental, according to the size of the window on a yearly contract. This would, of course, be done at a loss, but the company are certain that a dealer will purchase the fitting at the end of one year's trial. Another advantage is that an amateur

## Ways of a Wily Foreigner

"I had a mean trick played on me the other day," said a Hamilton shoe dealer. "There was a pair of tan bluchers in my window, and a foreigner came in, and wanted to see them. I took them out. The pair retailed at \$5.00, and cost me about \$3.20. He tried on the shoes and they fitted him perfectly. He then asked the price, and when I told him, he said, 'No, cannot give you that, will give you \$3.50.' To this, I replied, 'They cost me almost that much, and I have to make a profit on it. \$5.00 or nothing.'

"I asked him to take off the shoes, when I noticed that the lining was badly discolored. It was as black as if the boots had been worn for weeks. I looked at the soiled goods and saw that this fellow had evidently put up a job on me, and that his socks had been freshly dyed, or he had sprinkled on them some black powdery substance. He had planned to get that pair for \$3.50 or whatever price he thought he should pay, and had deliberately set about to ruin the boots. I gazed at the pair, and, knowing that I could not clean them or dispose of them to anyone else, I said, 'Alright, take the shoe at \$3.50.' When I got the money and he had the shoes, I went for him. 'You cunning devil, if you ever come into my shop again I'll smash your head. You deceitful intruder, you think that you have done a smart trick, but you'll never do it on me again. I'll know you next time, and I'll take blame good care not to let you try on a shoe without you first pay full price.' The slippery customer simply smiled in a guilty manner, and hustled out of the store."

A petition requesting that the Canadian Government introduce a bill establishing a Canadian Insolvency Law has been forwarded by the Montreal Board of Trade to H. R. H. the Governor-General. The petition points out that by the British North America Act, the jurisdiction with respect to bankruptcy and insolvency is assigned to the Federal Parliament and that there is no federal law on that subject now in force; but instead each province has its own. In some provinces it is possible that in a case of insolvency the honest debtor often suffers a detrimental reflection of his character, as a result of imperfect laws governing the matter. The Montreal Board of Trade has communicated with every Board of Trade throughout Canada, and has received the endorsement of all these bodies on the matter.



## SHOE NEWS IN PARAGRAPH

Benj. Slater, shoe retailer, Montreal, has assigned.

H. B. Lott & Son, shoe dealers, of New Liskeard, Ont., intend discontinuing business.

Hugh White, Toronto, was in Montreal and Quebec last week on a buying expedition.

J. J. Proby has taken over the Fisher Shoe Store on Toronto street, Medicine Hat.

Pearson Bros., Manitowaning, have opened a harness and saddlery store in that village.

James Smith, of Harriston, intends disposing of his business and locating in the West.

It is reported that A. Levy, 260 Yonge street, will shortly open a branch in West Toronto.

Geo. P. Balfre, of the Chicago Tanning Co., Montreal, was in Chicago recently on business.

W. H. Miner, of the Miner Rubber Co., Granby, Que., was in Toronto last week on business.

A charter has been granted to the Menzie Rubber Co., of Toronto, with a share capital of \$40,000.

H. C. Parker, of the Dominion Supply Co., Montreal, has been on an extended trip throughout Ontario.

J. W. Baldwin, shoe retailer of Sault Ste. Marie, Ont., was in Toronto last week calling upon the trade.

George H. Booth, late of Liverpool, England, has opened a shoe repair shop in Cardston, Alberta.

Ald. James Robinson, wholesale shoes, Montreal, spent a couple of days in Toronto last week on business.

F. H. Meinzer, of the Miner Rubber Co., Toronto, spent a few days in Montreal last week on business.

C. A. Davies, of Blachford, Davies & Co., Toronto, spent a few days in Montreal last week on business.

Mr. Goldsmith, of the Progressive Leather Goods Co., New York city, was in Montreal last week on business.

H. Eves of Strathcona has taken over the harness and saddlery business lately carried on by F. T. McElhoes.

C. A. Ahrens, shoe manufacturer, of Berlin, has been appointed a member of the Board of Health of that city.

R. H. Greene, sales manager of Gutta Percha and Rubber Co., Toronto, was recently in Montreal on business.

J. C. Budreo, 1344 Queen street west, Toronto, spent a few days recently in Rochester and other shoe centres.

J. I. Chouinard and M. C. Mullarky, of the Columbus Rubber Co., Montreal, were in Toronto on business last week.

W. J. Thurston, shoe retailer of Guelph, was a caller upon the trade in Toronto this week. He reports a record holiday trade.

Thompson & Elam, of Moose Jaw, have bought out the shoe business in that city of L. H. Carswell and have taken possession.

J. Heffering, of Toronto, representing the Tetrault Shoe Manufacturing Co., has been spending a few days in Montreal on business.

C. S. Corsan, of the Regal Shoe Company, Toronto, has returned from a business trip to Boston and other New England shoe centres.

Leather and traveling goods have recently advanced about ten per cent. due to the prevailing high figure for leather and trimmings.

Reg. Sharman, son of W. Sharman, shoe retailer, of Goderich, Ont., was in Toronto, Guelph, and other cities on a holiday trip last week.

A. Kincaid, shoe retailer, of Madoc, Ont., has recently installed in his repair department a complete repair outfit and is doing a big business.

Percy T. King, Cork street, Guelph, has installed a six-

teen-foot model N shoe repairing outfit with stitcher and is doing a fine business in the repair line.

Hugo Wellein, of the general sales department of the Canadian Consolidated Rubber Company, Montreal, has been appointed office manager of the company's Winnipeg branch, and has already entered upon his new duties.

R. W. G. Bloor, shoe retailer of Ingersoll, Ont., received the sad news last week of the death of his sister, Mrs. E. Simpson, who was drowned in a wreck at Vancouver. The body was brought to Ingersoll for interment.

S. L. Van Blaricom, representing the Chicago branch of the Fred Rueping Leather Co. was in Toronto, Montreal, Quebec and other cities on business during the past few days.

In a recent fire in New Glasgow, N.S., the shoe store of L. Higgins & Co. was burned out, the entire block on Provost street in which the business was located being wiped out by the flames.

Brandon has four new industries, among them being the First Prairie Shoe Co., which has been organized by the W. Percy Gillespie Co., of Toronto. That city has now thirty-six manufacturing industries.

Scales and Carscadden, of Virden, Man., have secured the new store adjoining their old one and now occupy greatly enlarged premises. The new portion will be devoted to boots and shoes and men's furnishings.

George S. May, ex-M.P.P., the widely known leather and findings dealer, of Ottawa, has been elected president of the Board of Trade in that city. Mr. May has for many years been a public spirited resident of the Capital.

H. A. Graham, shoe retailer of Burlington, Ont., has bought a business block on the opposite side of the street to which his present stand is located. He will remodel one of the stores and move into it within the next few months.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, slipper manufacturer, of Waterfoot, England, leaves next week on a business trip to Winnipeg and other Western cities with a fine range of new felt footwear.

J. McCullough, 866 College street, Toronto, has added considerable space to the rear of his store, which is one of the brightest and most attractive that can be found anywhere. Mr. McCullough possesses many progressive ideas.

Maybe-Kennedy Co., of Moose Jaw, Sask., will likely locate a branch of their shoe jobbing business at Nelson, from which to distribute the goods throughout East and West Kootenay and Boundary. Geo. Maybee is president of the company.

The Thompson Shoe Co., Montreal, have secured the sole control for Canada of J. H. Winchell & Co.'s men's fine welts, made in Haverhill, Mass. This line was until recently carried by P. E. Frank & Co. Fall samples will be shown the trade very shortly.

Fire in the wholesale district of Edmonton recently caused the loss of about \$400,000. The blaze started in the five storey brick structure of the Canada Rubber Co. which was completely wiped out in less than an hour. Several adjoining buildings were also burned.

A dinner to the staff of Blachford, Davies & Co., Toronto, was held at the National Club last week at which all the representatives of the firm were present. A very enjoyable time was spent and those present are already looking forward to the next annual event of this festive character.

J. A. Vallary, lately of P. E. Frank & Co., Toronto, will cover Northern and Western Ontario for the Thompson Shoe Co., of Montreal, starting for his territory about March 1st. Mr. Vallary is an old and experienced shoe man, and well known to Ontario retailers.

H. B. Dowker, leather merchant, Montreal, while boarding a street car a few days ago, fell off in the crush owing to the car starting suddenly. He suffered a dislocation of the shoulder and was badly shaken up. Mr. Dowker was in the hospital for several days but is now able to be around again.

The Berlin Trunk and Bag Company, of Berlin, Ont., have opened a branch in Montreal at 253 St. James street. Harry L. Johnson, who is the manager, recently returned



from a trip to the Maritime Provinces and reports business as good, especially since the winter shipping season opened.

Among the callers on the wholesale trade in Toronto during the past week were G. J. Clayton, Hamilton; J. McPhail, Hamilton; G. M. Lawrence, Brooklin, J. Naughton, Elgin Mills; J. E. Bond, Aurora; F. J. Habgood, Niagara Falls; W. J. Bartlett, Brampton, and others who placed large sorting orders.

Marshall Bros., who conduct a large shoe repair business in Hamilton, but retired some time ago from the retail end, are the principals in a company which is erecting a fine large opera house at the rear of Harper Bros.' and other stores on King street east. Construction work has been commenced.

Chas. J. Winlow, a well known newspaper man of Toronto, and for many years connected with the Toronto Globe, passed away a few days ago. He was a brother to Robt. Winlow, of D. D. Hawthorne & Co., who is widely known to the shoe trade in Canada, having been for years associated with the J. D. King Co.

Daniel J. DeVine, of the staff of the Yale Shoe Store, Winnipeg, formerly of Toronto, spent a few days in Toronto recently, while on his way to New York to be present at the gathering of Hanan & Sons in that city, which was a distinct success. The convention was largely attended and a very pleasant time was spent.

D. Lorne McGibbon, president of the Canadian Consolidated Rubber Co., the Ames-Holden-McCready, Limited, and other large concerns, has bought the Montreal residence of the late Chas. M. Hays, president of the Grand Trunk Railway, who was one of the victims of the wrecked Titanic in April last. The price paid for the handsome house and grounds was \$300,000.

John MacDonald, John Allen, Thomas Hayes and Joseph Gilfoil, who were arrested in the U. C. S. shoe store, corner of Inspector and Notre Dame streets, Montreal, were brought before Magistrate Lafontaine. The men, who were charged with burglary, pleaded not guilty and were remanded for trial. Gilfoil said he was the furnace man of the building, and produced the key with which they had gained admittance to the place.

In an address before the Toronto branch of the Canadian Credit Men's Association given recently, the speaker was Ven. Archdeacon Cody, who emphasized the importance of technical education in Canada. He said that many people wondered at the inroads which Germany was making on British trade, but the reason was plain. Germany is a leader in technical education and by it has revolutionized industry until she can produce more cheaply than any other country in the world.

The Fit-U Shoe Co. have opened a retail shoe store at 1169 Bloor street west, Toronto. The manager, W. B. Parvin, is an experienced shoe man with several years insight of the business in the Old Country. For some time he was in the employ of George Arbuckle, 930 Queen street east, Toronto. Uniform labels of blue and gilt are used and the interior presents an attractive appearance. A large and well assorted stock is carried and the premises have an inviting front with show case window.

J. H. Parker, of the Greenbrook Shoe Factory, Bury, England, maker of shoes and felt slippers, was in Montreal, Toronto, Berlin and other centres during the past week accompanied by H. Dallas of Toronto, the Canadian representative of the firm, who met Mr. Parker at Montreal. This was the first visit of the latter to Canada and he speaks in very high terms of the cordiality of his welcome and its satisfactory business character.

Geo. W. Cowan, whose shoe store in Chatham, Ont., was badly gutted by fire a few weeks ago and resulted in a heavy loss to the stock on the main floor and in the cellar, is having plans prepared for entirely refitting the premises. Mr. Cowan has taken care of the salvage and will put in a new floor. He has been busy arranging for a big fire sale, which started last week, and is proving a hummer. Mr. Cowan expects that when the damaged stock is cleared out

and the interior and front of his establishment is renewed he will have one of the nicest footwear houses in the Dominion.

In a serious fire, which occurred last week at Trenton, Ont., doing damage to the extent of \$80,000, several business places were burned out. Among the sufferers was J. J. Haines, whose shoe store, managed by his son Russel Haines was completely destroyed, with a large loss. The shop was one of the finest in eastern Ontario and carried a heavy stock of general lines of shoes as well as traveling goods. Mr. Haines, whose head store is in Belleville, has branches in Trenton and Napanee and is one of the oldest shoe retailers in Canada, having been in business forty-nine years. Arrangements have been made to carry on the trade in Trenton.

Leonard Barker, accountant for Beal Bros., leather and findings, Toronto, was arrested recently as he was preparing to leave the city, charged with the alleged theft of several thousand dollars from the firm. The exact amount of the shortage is not yet known. It is stated that money turned into the firm has been missing from time to time and was covered up by clever false entries which were not discovered until a few days ago. Barker, it appears, purchased an automobile last summer for \$2,500 cash and, after using the machine for a few months, the novelty of motoring lost its charm and he sold the car for \$1,000. Barker came from the Old Country to Canada about two years ago.

The National Shoe Adjustment and Publicity Co., of New York, recently formed, and managed by R. F. Jenkins, of the Jenkins Bros. Shoe Co., Winston-Salem, N.C., U.S.A., recently sent a circular to Montreal shoe manufacturers requesting their membership in this international association, which has been formed for the purpose of doing away with retailers' abuses of business privileges, such as cancellation of orders, returning shipments in whole or in part, leaving shoes in depot subject to order, giving new shoes for old ones and sending latter back to the manufacturer, taking off for repair bills and taking off discount after the proper period expires. The idea is to list the offending retailers with the members of the association, as a guide for credits and sales. This is a large order to carry out successfully, but evidently an attempt will be made.

The annual round up of the selling force of the Scholl Mfg. Co. was held in Chicago last month. It was commemorative of the eighth anniversary of the business. At the banquet, which marked the close of three days' session of an enthusiastic character, a jolly time was spent. The programme was a work of art and caricature and a number of the salesmen were seen as they appeared while on their way to headquarters. W. G. Hutchins, Canadian manager, and C. Vermilyea of Toronto are shown in characteristic attitudes. An inspiring address on the work of the past year was given by D. W. Landon, general sales manager. The past year has been the most successful in the history of the company. Among those present from Toronto were R. L. Kimber, W. T. Wareham, C. Vermilyea and F. Albany Rowlett, who looks after the Canadian publicity end of this widely known firm of foot specialists. Dr. Scholl, who presided at the gathering, was taken ill a few days after the convention but is now progressing favorably.

The Eastern Rubber Co., of Toronto, have been incorporated with a capital of one million dollars. They have been organized to manufacture all kinds of rubber goods, including tires of every kind, belting, hose, packing, rubber heels, etc. A site of four acres has been secured on Eastern avenue, at the foot of Pape avenue, Toronto. They will erect one building, three storeys high, 250 x 72, and another 72 x 200 feet, one storey high as well as suitable warehouses and power plant. The capacity of the company's plant will be over two and a quarter million dollars per annum. The officers are Roger Miller, Ingersoll president; W. L. Horton, Goderich, vice-president; John J. Main, Toronto, managing director; A. G. Gamble, Toronto, secretary-treasurer; James Playfair, Midland; W. J. Ingram, New York City; W. Dean Tyrer, Toronto; W. R. Blowers, Toronto, and Dr. A. H. Perfect, Toronto. The present headquarters of the company are at 59 Yonge street, Toronto.



## HAPPENINGS IN FACTORIES

Aubrey Davis, of the Davis Leather Co., Newmarket, Ont., was recently in Montreal on a business trip.

The Rena Footwear Co., of Montreal, have installed several new stitching and other machines in their factory.

The P. J. Harney Shoe Co., of Lynn, Mass., will make their own cartons. They have installed a box-making plant.

N. Macfarlane, shoe manufacturer, of Montreal, was in Toronto last week on his way home from a trip to Philadelphia.

John Stephens, Ontario representative of the Rena Footwear Co., Montreal, has been spending a few days in that city on business.

C. O. Shaw, of Huntsville, general manager of the Anglo-Canadian Leather Co., was in Montreal and Toronto last week on business.

James Doucet, a respected employe of the A. A. Durkee Shoe Co., of Truro, N.S., passed away recently after a short illness from pneumonia. He leaves a wife and four children.

The Canada Saddlery Hardware Co., who recently established a factory in Walkerton, have applied to the town for a loan for \$10,000. The matter is being considered by the council.

Thieves recently entered the harness factory of G. A. Rudd & Co., 787-95 King street west, Toronto, and ransacked the office. All the desks were rifled, but only a gold watch was missing.

The C. N. W. Shoe Co., of London, is now in full operation and is already shipping orders for spring goods. All the machinery is in position and the outlook for a busy season is exceptionally bright.

E. Winn has been appointed foreman of the cutting room of Williams & Son's shoe factory at Milton. It is understood that the name of the company will shortly be changed to the Milton Shoe Company.

The employes of the stitching-room of the Hartt Boot and Shoe Co., Fredericton, N.B., presented Miss Nellie Carten, who was married recently, with a handsome cut glass dish and a dozen silver forks and knives.

The plans and specifications of the new "Just Wright" shoe factory which will be erected in St. Thomas have been on view in the office of the St. Thomas city clerk. The architects are Watt and Blackwell, of London.

The fire department was called out recently to extinguish a blaze at the Berlin Leatherette Co.'s works in Berlin, Ont. The fire was under control in short time, but several thousand dollars' damage was done by water.

Frank Williams is the manager of the Elkman Shoe and Supply Co. which has begun manufacturing in Brampton, Ont. Mr. Scully, formerly of the Adams Shoe Co., Toronto, is foreman of the treeing and finishing room.

St. Catharines has landed another big industry, the Goderich Tire Co., of Akron, Ohio, one of the largest rubber concerns on the continent having decided to locate a Canadian branch there. They will commence building in the spring, and start off with a yearly pay-roll of \$100,000.

J. G. Grosch, president of the Grosch Felt Shoe Co., of Milverton, Ont., was presented by the employes of the company with a gold-headed umbrella and a set of military hairbrushes as a mark of esteem and appreciation. The gifts were accompanied by an appreciatively worded address.

An important realty deal recently took place in Brandon when W. Percy Gillespie Co., of Toronto, bought the unsold portion of Richmond Park, amounting to five hundred lots, for \$70,000. The property is situated at the south end of the city, and a portion of it will be used to erect a boot and shoe factory.

George Cowan, an employe of the Nursery Shoe Co. factory, St. Thomas, has been presented with the Hamilton life-saving medal for saving the life of the daughter of Mr.

Crisp from drowning last August, when she was blown off the pier at Port Stanley. This is the fourth person Mr. Cowan has saved from drowning.

A. E. Saucier, of the A. E. Saucier Shoe Co., representing the Rock Shoe Co., and J. B. Drolet, of Quebec, in Montreal, recently returned from a wedding trip of three weeks' duration. Mr. Saucier is receiving the felicitations of his many friends in the local trade, of which he is a most popular member.

Aird & Son's new factory on Ontario street, Montreal, is being finished inside as rapidly as possible, and in two or three weeks more machinery will be in operation all through the factory. The wire-cut brick front makes a most attractive looking factory and it is a handsome addition to Montreal's shoe establishments.

W. H. Miner, of the Miner Rubber Co., has been re-elected an alderman in Granby, Que. Mr. Miner did not meet with any opposition and is looked upon as one of the substantial residents of that progressive town. His uncle, the late S. H. C. Miner, founder of the Miner Rubber Co., who died on June 9th, 1911 was for 28 years mayor of Granby.

The London city council will ask the Ontario Legislature to validate the by-law defeated at the recent election, to grant a loan of \$20,000 to the C. N. W. Shoe Co. of London. The measure was short of the required 2-3 by only about 100 votes and it is thought that no difficulty will be experienced in having the by-law sanctioned by the provincial government.

The Elkman Shoe and Supply Co. have begun operations in Brampton and are making youths' nailed and McKay shoes. The present output of the factory is several hundred a day. G. L. Williams and Sons are behind the enterprise which has bright prospects. Harry Filkins, formerly foreman in Underhill's, Limited, Aurora, has been appointed superintendent of the Milton Shoe Co. at Milton.

At a recent meeting of the directors of the Canadian Consolidated Rubber Co., of Montreal, it was decided to arrange for an issue of new stock in order to provide for increased capacity to plants. The earnings of the past year will show a substantial advance over those of the previous year. President McGibbon reports that the company require much needed extensions of plant and are losing business under the present limitations.

Irving Scott Wedgwood, formerly foreman with A. M. Creighton, of Lynn, Mass., has joined the factory staff of Kirvan-Doig Ltd., Montreal. Mr. Wedgwood will be assistant to George Kirvan in the factory, with special supervision over the making room. This live shoemaker has had a wide and varied experience in the manufacture of women's shoes in all lines, and will undoubtedly prove an acquisition to the ranks of Canadian shoemakers.

W. J. Sisman, of the T. Sisman Shoe Co., of Aurora, Ont. was elected councillor at the recent municipal contest in that town. Mr. Sisman is a young man of considerable business experience, who, after some three or four years service in the Bank of Toronto, joined his father in the shoe manufacturing line. He was educated at Aurora and has always taken an active interest in the welfare of the town, devoting special attention to the matter of electric lighting. He should make a progressive and capable representative.

The big new addition to the Kingsbury Footwear Co.'s factory in Maisonneuve is now practically complete, and will be used for making turns. The older portion of the factory will handle the McKay output. As soon as the final interior rearrangements are complete the enlarged factory will be second to none in Canada for efficient arrangement, continuity of operation, specialization in departments and rapid, finished work. In size it will be one of the very largest in the country.

A new company is being formed in Stratford and a site has already been secured for a factory which will manufacture gloves, mitts, etc. Leather and wool manufacturers will work together and it is possible that one of the knitting factories of Stratford will do the knitting. The members behind the industry are M. Bricker of Berlin, H. S. White



of Des Moines, Iowa, E. F. Kastner, and A. Knechtel, of Stratford. About 25 hands will be employed, which number, it is expected will be doubled within a short time.

Star Shoe, Ltd., Montreal, have remodeled their factory, taking in the ground floor—formerly an undertaking establishment. After the rearrangement has been completed the office, shipping, treeing and sole leather departments will occupy the ground floor. The bottoming and finishing rooms will be on the second floor and the fitting, cutting and lasting rooms on the top floor. This will increase their capacity by over 35 per cent. and is but another instance of the growth of the shoe business in Montreal.

The town clerk of Aurora has written to the authorities at Barrie complaining because Underhill's, Limited, have located a branch factory in Barrie. The corporation of Aurora charges that Underhill's have been established in Aurora for ten years, employing in the neighborhood of one hundred hands, that they received a bonus of ten thousand dollars to locate in the town and that the debentures, which were issued, have ten years yet to run. It is alleged by Aurora that a number of employes have already been removed to work in the Barrie industry and that the act of the latter corporation entering into an agreement with Underhill's, is a direct contravention of the law. Aurora is now threatening legal proceedings. Barrie has replied that it did not offer any bonus to Underhill's to locate a branch factory there and it is difficult to see where Aurora has ground for any action. The plant at Aurora is running to its full capacity and the branch at Barrie was established to provide for augmented output, owing to rush of business which the firm have had for many months.

#### New Woelfle Factory Will Start Soon

The new factory of W. E. Woelfle Shoe Co., Berlin, is rapidly nearing completion. The brick and concrete work of the building is finished and the roof and glass work in place. The company expect to begin operation on March 1st, and will make their fall samples in their new plant. W. E. Woelfle, president of the Company, has associated with him A. A. Armbrust. Alex. Inrig, an old Toronto boy, who has been superintendent of the Western Shoe Co., of Berlin, will be superintendent of the Woelfle factory. Other skilled help will be secured from various places. The distributing organization of the company is not yet completed, but Ottawa Valley and territory from Kingston to Montreal will be handled by E. E. Code, of Ottawa. The ground from Toronto to Kingston will be supervised by a resident of Toronto; Western Ontario will be looked after by A. A. Armbrust, and Mr. Woelfle himself will look after his old ground in Northwestern Ontario. The best of everything has been purchased in machinery and equipment and the company will make every effort to produce thoroughly good and saleable shoes, specializing on women's McKays only.

#### Think Dark Days Are Ahead

Dark days are ahead for the boot and shoe industry in the United States, in the opinion of members of the National Boot and Shoe Manufacturers' Association, says a press despatch from New York City. The parcels post, the reduction proposed in the tariff, and the agitation for "pure shoe" laws, the manufacturers say, are responsible for the outlook.

"There can be only one result from lowering the tariff on shoes," declared President Hanna of the association. "It will mean such a readjustment of wages as must produce industrial conflict, if not stagnation, in the trade. Under the present tariff rates the foreign shoe is gradually but surely invading our market, and it will not be long when it will do so under circumstances of greater disadvantage to the American manufacturer."

A committee appointed to look into the agitation for a "pure shoe law" reported that the present high cost of manufacturing shoes will certainly go higher if the federal bill,

calling for all leather footwear, is passed. Manufacturers who perfect a process by means of which other material than leather can be used in shoes, the committee reported, ought to be rewarded by the Government and not penalized.

Edgar P. Reed, of Rochester, first vice-president, said he had not made up his mind whether the parcel post was "a movement working to the real benefit of the average citizen, or special legislation to make the Government serve as distributor of merchandise for mail order houses."

Mr. Reed thought the parcel post would tend to operate against the small retailer.

#### He Enjoys the Public Confidence

The new chairman of the finance committee of the Stratford city council is Alderman A. Knechtel, shoe retailer, of that town. Mr. Knechtel has been a city father for five years now, and has always commanded a splendid vote. Two years ago he was third highest on the list, and this year he stood seventh without any effort on his part. Even on polling day Mr. Knechtel attended to his own business in the store until 4 o'clock, and then went out to vote. He has been in the shoe trade in the Classic City since 1893, and has al-



ALD. A. KNECHTEL, STRATFORD

ways enjoyed the confidence of the public. This is attested by the fact that he has held many fiduciary positions, such as financial secretary for the Stratford Circle, No. 42, O. C. H. C., for 10 years, sec-treas. for the Centennial Evangelical Church for 7 years, treasurer for Stratford Lodge, A. F. & A. M. for 3 years, and a like position for the Stratford Fraternal Association for 3 years. The store of Knechtel & Co. is located on the west side of Market Street, and the reputation of the firm is one of which any house might well feel proud. The stock of footwear is up-to-date and comprises many well selected, exclusive ranges. Traveling requisites are also handled. The Knechtel bootwear establishment is one of the busiest places in western Ontario.

#### The "Pure Shoe" Legislation

Interest has been shown in some quarters over a Congressional movement toward a "pure shoe," and on the surface the idea seems commendable, but the definition of a "pure shoe" may be varied, says the Boston Transcript. The intention is to insure the consumer against a shoe so made as to be short lived and uneconomical. There is a dread, based



on superficial intelligence, of "leather substitutes," but there is leather and leather, and there are substitutes and artificial leathers, and it is not impossible that some artificial leather is superior to real leather. An artificial leather, such as is commonly accepted in upholstery, if made into shoes, in all probability would outwear pure sheepskin leather, but it would be the "substitute" against the "pure." A heel of composition lifts will outwear one made of scraps pasted together; but one is a "substitute" and the other is "pure." Instances could be multiplied to show that "pure shoes" may not be so durable and satisfactory as those made of substitutes and artificial leather, and instead of insisting on "pure" shoes, a sustained and enforced demand for a clear description of the component materials and how distributed, with each pair of shoes, will reach the desired end—that the consumer shall know what he is buying.

#### More Reminders of the New Year

The Breithaupt Leather Co., of Berlin, who also have tanneries at Penetang and Listowel, have sent out to the trade a decidedly artistic calendar entitled "Heads or Tails," which is reproduced by photo color from an original painting by C. M. Russell. In the picture three cowboys are seen trailing a bunch of cattle to the round-up ground.

Aird & Son, shoe manufacturers of Montreal, have sent to the trade a very attractive calendar entitled "In the Gloaming," from a painting by Bryson. A captivating young lady is shown standing before massed banks of flowers and gazing out of a window in the early evening.

Beardmore & Co., Toronto, have issued a very handsome calendar, in colors, entitled "Old Heads are Best," by Alfred Mohlke. It depicts a scene in an English country house where an aged gentleman is engaged in a game of chess with a younger member of the party. Several interested spectators of advanced years are taking keen delight in the way that the elder member has the youth tied up in the contest.

#### A Handy Booklet for the Trade

An interesting and instructive booklet recently issued by the Boot and Shoe Recorder Publishing Co., of Boston, Mass., is the "Shoe and Leather Lexicon." It is a ready reference work, containing simple yet compact definitions and illustrations of terms used in the sale and manufacture of footwear of all kinds and will serve as a useful and convenient manual for any one engaged in the trade, on all technical points. In shoe terminology names are often misunderstood and misapplied. The retailer or salesman who desires to possess clear, definite knowledge on many matters connected with his calling and even the wholesaler, manufacturer, tanner and findings man will discover a fund of information in regard to the production, distribution and retail merchandising of footwear and allied lines. A few of the subjects treated in the lexicon are the bones of the foot, table of foot and last measurements, standard carton sizes, systems of size making, varieties of low cut shoes, classification of leathers, standard size lengths, hosiery sizes and other timely topics.

#### The Decrease in Cattle Raising

Snow's report on the number and value of live stock in the United States, just issued, is another confirmation of articles on the seriousness of the present live stock situation. This expert states that the number and value of farm animals in the United States shows a decrease in every class of animals. Milch cows show a decrease of 442,000, or 2.2 per cent.; other cattle a decrease of 1,838,000, or 4.9 per cent.; hogs a decrease of 5,559,000, or 8.5 per cent.; and sheep a decrease of 2,373,000, or 4.5 per cent. The decrease in cattle is simply a continuation of the decline that has been noted for a considerable period of years, but the loss in hogs is heavy in spite of every effort to increase them, and is the result of widespread and in many districts very severe cholera losses.

#### Canadian Business Men to Visit Europe

At a recent meeting of the Chambre de Commerce, Montreal, a letter was read from Lord Strathcona, High

Commissioner for Canada, in London, in which he expressed his approval of the proposed tour of a party of Canadian business men to Europe for the purpose of bringing more British and foreign capital to Canada. The General Canadian Commissioner in Paris wrote to the Chambre and stated that he was prepared to do all he could to make the projected trip a success. Communications from nearly all Canadian Boards of Trade promised hearty support of the scheme.

#### The New Manager is Aggressive

H. S. Bond, the new manager of the Slater Boot Shop, which was opened recently at 163 Yonge St., Toronto, is a Cobourg boy, who has succeeded splendidly in his chosen calling. He gained his first experience in his native town and then spent about four years in the Haines Shoe House, Belleville, where he obtained a general knowledge of the trade. He next took a position with the Slater Boot Shop in Ottawa, and was manager of that business for several years, under the proprietorship of J. N. Brownlee. Mr. Bond spent a few months in Montreal before coming to



H. S. BOND, TORONTO

Toronto. He is of a genial disposition, gentlemanly address and possesses sound business judgment. He has many friends in the trade who are congratulating him on his promotion, and are certain that he will make good in his new sphere of activity. He says that in the new store customers will be encouraged to forget all about sizes, and trust to the scientific method of fitting, which is to be a feature of the establishment. "A scientific fit for every foot" is the slogan. A sketch of each person's foot is made on a patent chart which is attached to the foot rest, and thus a perfect fit is assured. Every member of the staff has been chosen for his experience and courtesy. The fittings and settees are in oak in natural finish, and a more inviting interior would be hard to imagine.

---

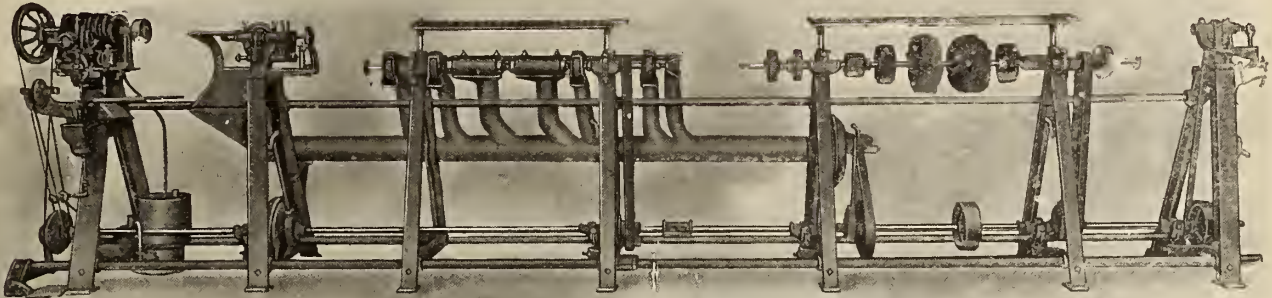
WANTED—Shoe salesman to handle my steel shoes as a side line. Sell at sight, especially in farm community. No competition, best advertised line. Write for particulars to Steel Shoe Co., Toronto, Can.

---

BOOT AND SHOE TRAVELER WANTED to carry our line of Men's Goodyear Welt Shoes on commission for the Maritime Provinces. Only experienced men commanding first-class trade. O. B. Shoe Co., Ltd., Drummondville, Que.



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

### Get After Poor Hotel Accommodation

The first meeting this year of the Board of Directors of the Commercial Travelers' Association was held recently in Toronto. The chief topic of discussion was the poor conditions in the town and village hotels throughout the country. It was decided to investigate these conditions and report at the next meeting. President S. N. Sterling gave an opening address in which he thanked the members for his election. Committees were appointed to deal with the questions of insurance, finance and transportation, and hotel accommodation for travelers. The secretary's report showed a favorable increase in membership and a balance of funds on hand.

### The Charge Against U.S.M. Co.

Acts of officials of the United Shoe Machinery Co. were up for measurement by the Sherman Anti-Trust Act recently in the Supreme Court at Washington. The court had advanced the Government's appeal from the action of the Massachusetts Federal Court in annulling the indictment against the officials as not charging an offence under the Sherman law.

The appeal of the Government from the holding of the lower court was made by Solicitor-General Bullitt. He declared that the constitutionality of the Sherman Act as a criminal measure was now beyond dispute.

The combination of from seventy to eighty per cent. of all the shoe machinery business of the country into one, he

contended, was itself so great a proportion of the entire business as to constitute a restraint of trade within the meaning of the Sherman law. The Solicitor-General also contended that the adoption of a series of leases containing a so-called "tying" clause was also in violation of the law.

### The Case of Mutual Interest

Here is a copy of the card which a Regina shoeman has sent out to his customers. It is embossed in white letters on a very black background and reads:—

#### A POOR MAN

One Who Has Not Time Enough to Think of Others:  
Their Troubles and Their Pleasures  
We believe our customers' interests are our interests, and we try to treat them accordingly.

### Hotel Guests Lose Shoes

The European custom of putting shoes outside doors of hotel bedrooms recently got a setback in Berlin, Germany. The guests of several hotels lately used up all their stock of shoes, owing to their mysterious disappearance when they were placed outside the doors of their rooms. The shoe stores in the neighborhood did a lively business, but the managers of the hotels were made miserable by the demands of their guests that they furnish shoes to replace the ones that had been stolen. Recently a hotel porter caught a thief who was making off with eight pairs of shoes, which he had gathered in one corridor of a hotel.

Do you know what it costs you to do business, or are you merely guessing? Do you know what items to charge up against the cost? Many retailers estimate their cost, while the only true way of getting the facts is by installing a cost system that will search out all expenses and enable the retailer to know all the things which enter into the cost of doing business. One live merchant who knows charged twenty-two items to his cost of doing business.



RICHARD SMARDON  
Retired shoe manufacturer,  
who died in Montreal  
recently

## 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

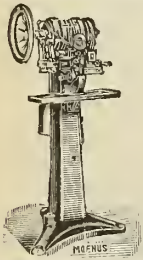
We are Headquarters for  
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

## RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.



## "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

F. G. CLARKE, President.

C. E. CLARKE, Vice-Pres. and Treas.

## CLARKE & CLARKE, Limited

Established 1852.

MANUFACTURERS OF SHEEPSKINS OF ALL KINDS

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

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

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



Established Over Half a Century



## Our Brands Of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work.

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better  
Shoe Findings Etc.

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - - ONTARIO

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**

## LOGAN'S---The Leather of Quality

Mr. Manufacturer, if you aren't using Logan's Union Slaughter and Sweat Sole Leathers you aren't getting best results in your factory. These leathers are especially adaptable to factory sewed work, and are sure to prove profitable to you. We would like to have you try them.

**LOGAN TANNERIES LIMITED, Pictou, N. S.**

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

### 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**

# Kant Krack

(A FIRST)



(A FIRST)

**BULL DOG BRAND**



(A SECOND)

# Dainty Mode

(A FIRST)

## This is a good season for Rubbers

Old Winter seems rather loath to set in in earnest. Wintry days with snow are being quickly followed by days of sunshine or rain. It's great weather for rubbers.

Is your stock of rubber footwear feeling the effects of this "sloppy weather"? Or have you the wrong brands on your shelves.

Great sales of Independent Brands are being recorded from week to week—sure evidence of a good rubber season, and the popularity of Kant Krack, Dainty Mode, Royal and Bull Dog Brands.

See to it that your stock of these high quality goods is not getting too low. If you've never stocked them introduce a few now and watch results. You'll be back for more soon.

**MADE BY**

## Independent Rubber Co. 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.





## 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



Satisfaction Guaranteed

by factories using

## Ullathorne's

ENGLISH-MADE

## Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

## 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 Specialists

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

DUPONT & FRERE  
301 Aird Ave.  
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

## 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.

## Woven Labels

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

The Colonial Weaving Co. Limited  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL

## INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A. & Co. ....	65	Guay, Eugene .....	29	Pfister & Vogel .....	23
Aird & Son .....	66	Great West Felt Co. ....	3	Plant & Co., T. G. ....	7
Ames-Holden-McCreedy, Limited	13				
Beal, The R. M., Leather Co., Ltd.	63	Hurlbut Shoe Co. ....	30	Rena Footwear Co. ....	30
Berlin Trunk & Bag Co. ....	10	Independent Rubber Co. ....	64	Rideau Shoe Co. ....	15
Bonner Leather Co. ....	65	Keith Co., Geo. E. ....	8	Robinson, James..Inside Front Cover	
Briethaupt Leather Co. ....	63			Sisman Shoe Co., T.....	25
Canadian Consolidated Rubber		Logan Tanneries .....	63	Staynes, W. H., & Smith.....	63
Co. ....	12	Marden, Orth & Hastings .....	24	Tanning Research Laboratory ..	65
Chicago Tanning Co. ....	31	McDermott Shoe Co. ....	27	Tebbutt Shoe & Leather Co. ....	18
Clarke & Clarke .....	62	McKeen Co., C. E. ....	31	Thompson Shoe Co. ....	21
Colonial Weaving Co. ....	65	McLaren & Dallas .....	17	Ullathorne & Co. ....	65
Cook-Fitzgerald Co., Limited....	11	Miner Rubber Co. ....		United Shoe Machinery Co., of	
Corbeil, A. ....	19	.....Outside Back Cover		Canada .....	
Cote, J. A. & M. ....	27			14, 20, 61 and Inside Back Cover	
Davis, A., & Son .....	28	Moench, C., Sons Co. ....	30	United States Hotel .....	31
Davis Leather Co., Limited ....	5	Moenus Mach. Co. ....	63	Vaillancourt, B. ....	65
Dominion Die Co. ....	65	Montreal Box Toe Co. ....	29	Williams, Walter & Co. ....	24
Doyle, Thos. C. (regd.).....	31	National Cash Register Co. ....	32	Williams Shoe Co. ....	26
Duclos & Payan .....	63	Nugget Polish Co. ....	9	Wood-Milne Co., Limited .....	26
Dupont & Frere.....	65			Wright & Co., E. '.....	22
Elmira Felt Co. ....	4	Packard & Co., L. H. ....	16	Young, Richard .....	63
E-Z Walk Mfg. Co. ....	29	Palatine Rubber Heel Co. ....	25	Young, W. J., & Co. ....	28
Gauthier, The Louis Co., Limited	23	Palmer & Co., Jno. ....	29		
		Perth Shoe Co. ....	6		



## AIRD & SON

Montreal

Makers of Men's, Women's, Boys'  
and Youths' McKays and Turns

# We had to build it

**H**ERE is the result of always meeting the requirements of Canadian shoe jobbers—a new and up-to-date factory with complete, modern equipment. It is the reward of right dealing and high quality.

Our samples will tell you part of the story. See them



**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**

**One pair of Rubbers on the shelf  
is worth two pairs on order**



## **Have you plenty of “Miners” & “Sheffords” on your shelves?**

If a customer were to come into your store and say, “I want another pair of ‘Miner’ Rubbers, size 7,” it wouldn’t do you any good to say, “I haven’t your size in stock, but I have some on order.”

Prevent this from happening by keeping your stock of “Miners” and “Sheffords” well assorted all the season. The uncertainty of the weather at present makes for large rubber sales and you must be prepared.

Look to your stock to-day and don’t be forced to turn anyone away because your rubbers are on order instead of on your shelves.

**M**INER  
EANS  
ERIT

**THE MINER RUBBER COMPANY, LIMITED**  
**GRANBY      MONTREAL      TORONTO      QUEBEC**



FEBRUARY 15th

TORONTO

1913

# THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

## Certain Bright Features

Why Some Retailers Never Get Any  
Results from Their Advertising

\*\*\*

The Credit of a Shoe Dealer—How  
He Makes or Unmakes It

\*\*\*

What are the Possibilities of a Hosiery  
Department in the Average Store

\*\*\*

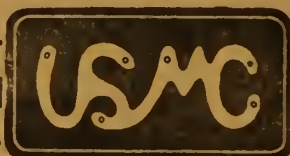
Salesman Tells Why He Changed Jobs  
Several Times—Gaining Experience

\*\*\*

Will Canadian Shoe Manufacturers Go  
After South American Trade?

ACTON PUBLISHING CO. LIMITED  
TORONTO 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.

122 Adelaide  
Street West  
Toronto, Ont.



AMES HOLDEN

M<sup>c</sup>CREADY

## Just like a stock in your own cellar

Our perfect in-stock service can be very useful to you. Ours is such a complete stock, and one of our branches is so handy to you, that it is just like you having a great big stock in your own cellar.

Whenever your stock gets low you simply draw from the big stock and your lines need never be broken.



No matter what price or style of shoe you stock you'll find it in our big catalogue. And when you've found it there don't hesitate to find out whether or not you can get it at once. Just send in your order to our nearest branch and rest assured you'll get it when you want it.

Get acquainted now with this handy service.

## Ames-Holden-McCready, Limited

Montreal - Toronto - Calgary - Vancouver  
St. John - Winnipeg - Edmonton

Exclusive Agents for "GRANBY" and "MAPLE LEAF" Rubbers

The Big **IN STOCK** Shoe House

# About Good Felt Footwear



The Mark

on Them

**S**OMETIMES different brands of Felt Shoes look pretty much alike when they are new. You don't know what material is in them. Only time can tell their wearing qualities. But when you buy Felt Shoes with a proven trade mark on them—the mark of makers of standing—which says they are good Felt Shoes, and you know the name means what it says—a trade mark that has been the proven guide to Quality Felt Footwear in the past—you take no chance, and “Elmiras” are above all others the line for the retailer who desires to give his customers the very best Felt Shoe guarantee.

“Elmira” on Felt Shoes and Slippers means a guarantee of Felt Shoe satisfaction backed by years of real merit and unsurpassed felt and shoe manufacturing facilities. It represents quick sales and sure profits for the retailer and absolute Felt Shoe satisfaction for his customer.

The above trade mark stamped on the bottom of all genuine “Elmiras” will solve your Felt Shoe problem for you.

Manufactured by the Elmira Felt Co., Berlin, Ont.



# A New Shade of "Bestyet" Calf

"Bestyet"  
Brown—  
Twin Brother  
To "Bestyet"  
Tan

Write for particulars of these two lines.

A good heavy waterproof calf in colors.

You'll need some of these skins for your heavier fall shoes. \_\_\_\_\_

Moderate priced veals.

These are thoroughly waterproofed and reliable

**DAVIS  
LEATHER  
COMPANY  
LIMITED**

**NEWMARKET  
ONTARIO**

¶ *"Bestyet" Tan Calf has a rival for popular favor. Its name is "Bestyet" Brown. It's a Russia Calf in the newest and most popular shade of brown.*

¶ *You could hardly imagine anything richer than the color of "Bestyet" Brown, or anything better calculated to catch the popular fancy. It is just the shade you've been looking for.*

¶ *Like "Bestyet" Tan, "Bestyet" Brown is absolutely even in shade from skirt to skirt, and from head to tail of each skin, and like "Bestyet" Tan it is washable, and will not fade.*

¶ *This is to be a big "tan season." Make sure of your share of Tan sales by putting "Bestyet" Tan and "Bestyet" Brown into your samples. Remember, these leathers equal anything you could import, and they save you the duty.*

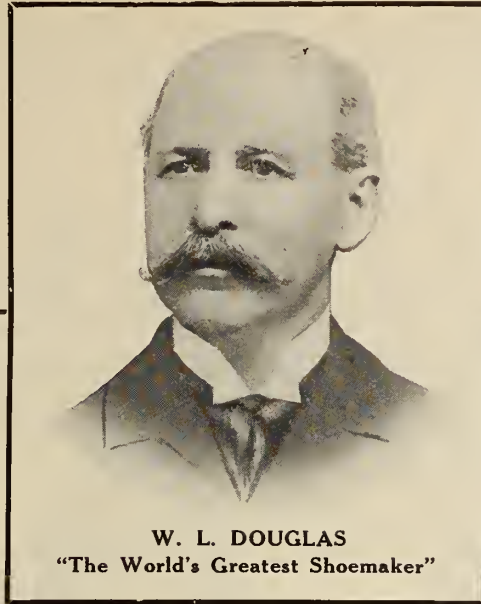
¶ *You could have as prompt delivery as you wish on these leathers.*

Nineteen Hundred  
*AND* Thirteen



A Good Year for  
**GOODYEAR**  
**WELTS**





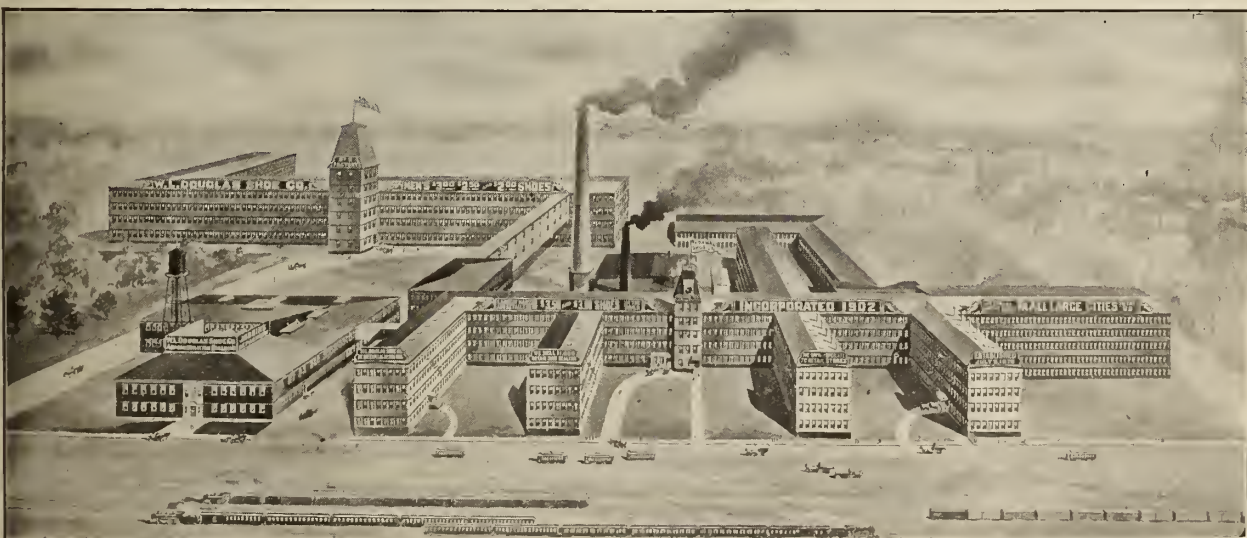
W. L. DOUGLAS  
"The World's Greatest Shoemaker"

## 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.

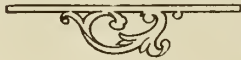


FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS. U.S.A. CAPACITY, 17,600 PAIRS A DAY.





FAMOUS  
Shoe for  
Women



*Fit  
where others  
fail*

*Queen  
Quality*

THE MOST FLEXIBLE SHOES IN THE WORLD.

"Queen Quality" Shoes are made in the largest and most perfectly appointed shoe factory in the world. Thirteen acres of floor space. Present production 14,500 pairs per day—WOMEN'S SHOES ONLY.

If Agency is desired, please write our Canadian Representatives: W. M. MURDOFF & SON, Box 478, TRENTON, ONT.

**THOMAS G. PLANT COMPANY**

BOSTON, MASS., U.S.A.

Distributing Houses: CHICAGO, ILL. ST. LOUIS, MO. NEW YORK CITY, N.Y.



THE NAME  
**PACKARD**  
 STANDS FOR  
**QUALITY**  
 IN  
**SHOE DRESSINGS**

OUR TRAVELERS are now on the road and will call on you soon. Our Dressings are not only *made of the highest quality of raw materials*, put up in the *most attractive packages*, but will be found to be the *best and quickest sellers*, and give the retailer a *good margin of profit*.



White and Colored  
Canvas Dressings



Black and Colored  
Combinations



Self Polishing Liquids  
in Black and Tan



Patent Leather Cream



Black "O" and Tan "O"

We have over 40 kinds of Polishes—for all leathers. How is your stock? Our Travelers will be pleased to take your order and explain the merits of our goods.

L. H. PACKARD & CO., Limited  
 MONTREAL

*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



# Our Traveler is on the Way to You

Do not place your order until you have seen these samples:

## Rubber Footwear Felt Footwear Shoepacks

□□□□□□

We control the sale of the finest line of Shoepacks  
in Canada

### Genuine "Palmer" Shoepacks

The Felt samples for 1913 surpass anything previously  
shown to the trade.

### "Berlin" Warm Felt Footwear

More popular than ever.

□□□□□□

Order your Spring Rubbers NOW

"Jacques Cartier," "Merchant," "Anchor," "Fleet Foot."

*Remember, SERVICE is the next  
big thing to quality in our business.*

## Canadian Consolidated Rubber Co., Limited

Order from the Nearest Branch:

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.

All that modern machinery and expert workmanship can produce goes into

## "The Great West Felt Co., Limited" Cold-Proof Felt Footwear

"Goods of Quality"



No. 102—Men's Felt Blucher, vamp lined leather facing and back strap, felt sole and heel.

A superior quality of felt combined with modern and perfect fitting lasts will make our "Cold-Proof" Footwear more popular than ever this year.

The superior quality of our felts is due to the fact that we make our own felt with machinery invented and designed by our own experts.

**Insist upon getting  
"The Great West  
Felt Co., Limited"**

**Felt Footwear for 1913**

Sold through Jobbers. If your Jobber cannot supply you write us.

If you have not received a copy of our illustrated catalogue we will gladly forward one on request.

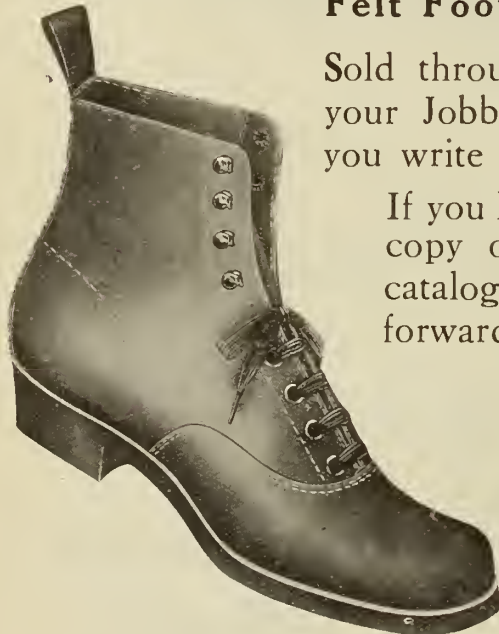
**The Great  
West Felt  
Co., Limited**

No. 100—Men's Felt Bal., vamp lined, leather facing and back strap, felt sole and heel.

Elmira, Ont.



No. 168—Men's Felt Blucher, chrome foxed and toe cap, leather facing and back strap, vamp lined, elk and felt sole and rubber heel.



No. 103—Men's Felt High Cut Blucher, vamp lined, two buckles and lace, leather facing and back strap, felt sole and heel.

**"NOT IN ANY TRUST"**





TRADE MARK REG. U.S. PAT. OFF. GEO. E. KEITH COMPANY



Vassar—Stock Dept. No. 2108



TRADE MARK REG. U.S. PAT. OFF. GEO. E. KEITH COMPANY

## It Has Won It's Way Over All The Globe

The Walk-Over shoe is the chosen of the elect, the first choice of the earth's wise people—because they know it for what it is!

In all civilized lands, in all leading cities, wherever you may travel, you will find Walk-Overs the favorite shoe of the most knowing buyers.

Seventeen thousand pairs of Walk-Overs are bought every day—a tremendous expression of faith!

Exclusive Walk-Over stores or agencies are to be established in all cities and towns in Canada. If there is none in your town we'd like to talk the proposition over with YOU.

### GEO. E. KEITH COMPANY

*Manufacturers of Walk-Overs for Men and Women*

CAMPELLO

(BROCKTON)

MASS.



## Give the "Glad Hand" to the Rideau Man

### "DORIS" LAST

Ladies' Gun Metal Calf, Blucher Oxford  
with Dull Collar, Fyelet Stay, and  
Fabric Quarter

Rideau salesmen are busy putting into their trunks the finest line of "Rideaus" they ever had the good fortune to carry.

In a little while one of them will be around asking you to look at these samples.

You give him the "glad hand" and let him show you.

You may be surprised at the number of good things he is showing; you certainly will be pleased, for he has as fine a line of shoes as you' see this Spring. Bright, snappy styles, catchy shapes, splendid shoemaking, profitable prices. Oh, you'll be interested, all right.

A little time spent with the "Rideau" man will mean many sales for you this Fall.

## THE RIDEAU SHOE CO.

LIMITED

MONTREAL



### "PARK" LAST

Men's Gun Metal Calf Blucher Oxford  
with Fancy Quarter



## Why I should have your rubber order this year—

**Y**OU should place your rubber order with one of my salesmen.

Not because you like him, or me, or because I've been in business such a long time and everybody knows me, but because I've the rubbers that'll do you and your business the most good.

I'm stocking Kant-Krack, Dainty Mode, Royal and Bull Dog—brands of the Independent Rubber Co., of Merriton, Ont.

You'll go a long way before you strike rubbers to equal these in general excellence. There are shapes for every shoe, and styles for every taste. High rubbers, low rubbers, big boots, lumbermen's, sole rubbers, storm rubbers—every kind you can think of, or will need.

As for quality—if you've sold them you know—if you haven't sold them let me tell you frankly that you couldn't get better quality in any rubber. They'll back up the best you can say of them. They've been made up to an ideal, and they strike pretty close to it.

One of the boys will be around your way soon with his samples. It'll pay you well to look them over.

**JAMES ROBINSON**  
182-186 McGill St., MONTREAL

# INSEPARABLE!!

---

---

GENUINE  
DIAMOND  BRAND  
FAST COLOR EYELETS

AND THE



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

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

---

---

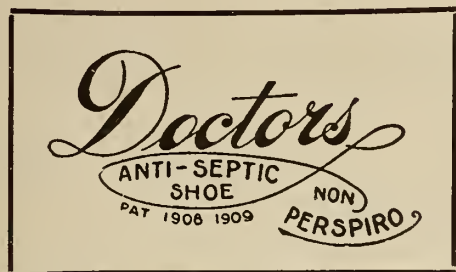
**United Shoe Machinery Co'y of Canada**

Office and Factory: LaGauchetiere and St. Monique Sts. - MONTREAL, QUE.

122A delaide Street W., TORONTO

492 St. Valier Street, QUEBEC





THE  
TEBBUTT  
SHOE AND  
LEATHER  
COMPANY  
LIMITED  
THREE RIVERS  
QUEBEC

## You won't find a better shoe for your good Fall trade

THE qualities that you have always wished for in a shoe for Fall selling are just the qualities that have made the fame and the sales of the Doctors Shoe.

A dressy shoe, is the Doctors, and yet a sturdy one. A shoe that feels good on the foot, and looks as if it did. And it's eminently suited for Fall wear—it's waterproof.

The waterproofing of the Doctors is not a make-believe quality it's very real, and it's ever present. You see, both the soles and the uppers are waterproofed by special process, and to prevent even a feeling of dampness there is a sole of thermal asbestos between the outer and inner soles.

From the standpoint of appearance as well as of utility and comfort the Doctors is an ideal Fall shoe.

Have some in your Fall stock. Your jobber sells them.

*Hartt Shoes for Fall 1913*  
*will be worthy your*  
*best salesmanship*

¶ Are you "sales proud"? Do you like every sale you make to reflect credit on your ability to select the shoe best suited to your patron?

¶ Then, you'll be interested in the Hartt line for Fall 1913.

¶ The Hartt line is complete with the best assortment of lasts that a real classy line could have. It will repay your every effort made to convince your new customers of the advantage of buying "a better shoe." The Hartt Line will back the best style and the best service your customer ever had.

¶ Give your salesmanship a chance.

*The Hartt Boot and Shoe Co., Limited*  
*Fredricton, N.B.*

== CANADA'S BEST SHOEMAKERS ==



# “Perth” Shoes keep their shapes

“PERTH” style is not merely an added feature to promote first sales. It is an integral part of the shoe itself—it’s built right in.

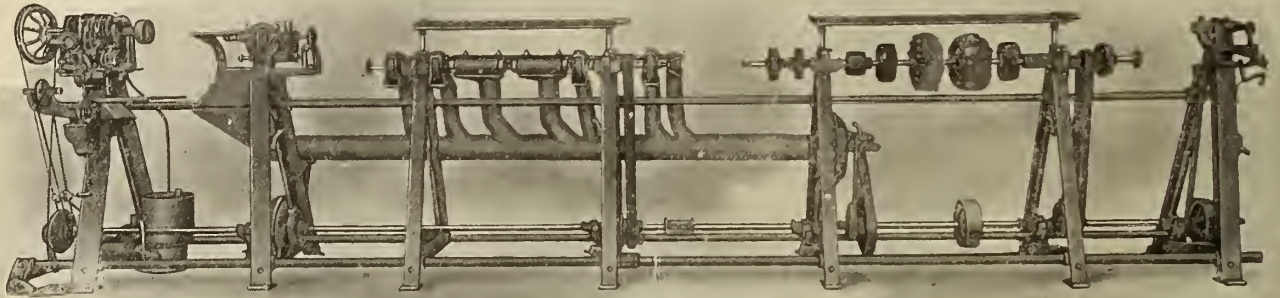
“Perth” shoes appeal to women of taste because of their trig and natty shapes, and because they retain their shape so long. The “style” of a “Perth” shoe is as strong and as lasting as the shoe itself.

Wouldn’t it be good for your business to feature in your women’s department a shoe that holds its shape like the “Perth.”



PERTH SHOE  
COMPANY LIMITED  
PERTH - ONTARIO

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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





## Were You Satisfied With the Rubbers You Bought Last Season?

You were not - - - Well then, why not try North British Rubbers for 1913. You can greatly increase sales by placing your 1913 rubber order with us. Our NORTH BRITISH and ELEPHANT BRANDS are acknowledged the best. These are the brands you will buy after seeing all others.

FACTORY DIRECT TO RETAILER has always been our policy. We have stock in our Toronto Warehouse to fill all orders same day as received.

WAIT FOR THE NORTH BRITISH RUBBER SALESMAN

### **The North British Rubber Company, Limited**

Executive Office and Factories  
EDINBURGH, SCOTLAND

Canadian Branch  
43 Colborne St., TORONTO, ONT.



## **Fifty years' experience behind each shoe**



When you're considering the line of staples you're going to order for Fall, 1913, and you're sizing up Surpass Shoes alongside some other line, just remember this:—Surpass Shoes of to-day are the result of over half a century of ceaseless endeavor to make the very best staples in Canada. There's fifty years, and more, of experience behind every shoe. Surely that means something to you.

**LOUIS GAUTHIER CO. LIMITED, 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.

# MOENUS MACHINE COMPANY

FRANKFORT - ON - MAIN, GERMANY

The very last word of perfection and  
reliability is the

No. 84a "Normal Model 1913"

Measuring Machine

built only by the

Moenus Machine Co., Frankfurt o. M. Germany

*Write for particulars of improvements and advantages.*

## "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.



# ENGLISH RUBBER HEELS

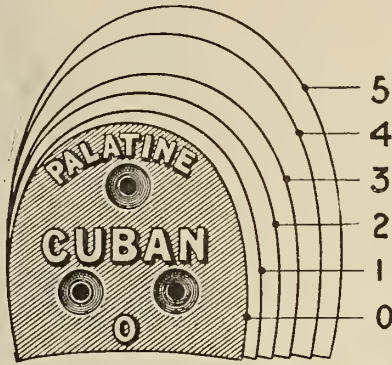
Made in a British Factory by British workmen in the British way, which assures quality and workmanship

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



Palatine Cuban Heel

A splendid line for the Live Bootmaker.

Sizes as per above illustration.

## 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

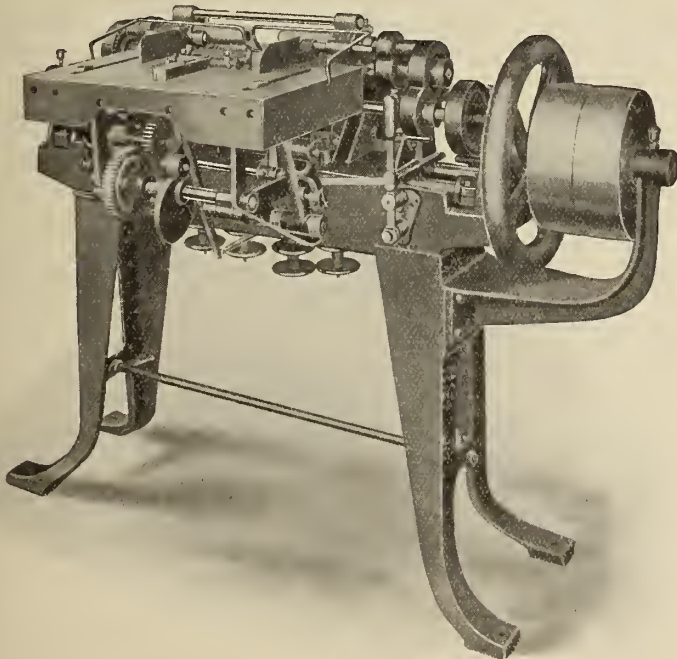
Heel Pads. Easily Fixed. They are a luxury for Tender Feet.

## THE PALATINE HEEL BRANCH

OF THE LEYLAND & BIRMINGHAM RUBBER CO. LIMITED, PRESTON AND LONDON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT

## Thurston End Skiving Machine



For skiving and finishing the ends of counters.

Adapted for finishing the ends of all shapes and sizes of counters up to 14 inches in length, and with any length of scarf up to 4½ inches.

## 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 Illustrated Pamphlets TO-DAY.

W. J. Young Machinery Co.

LYNN, MASS., U.S.A.

## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

Get quotations and samples.

**C. MOENCH SONS CO.**

1 17 Beach t., Boston

GOWANDA, N. Y.  
SALAMANCA, N. Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.



## Satisfaction did it

If the shoes we sold had not given entire and exceptional satisfaction to both merchants and wearer this building of which we are so proud, would not have been made possible. And we are proud of our building. Not because it represents so much time and money, but because it stands as an achievement—the result of straight dealings and honest value.

Aird Shoes for Fall, 1913, samples of which will soon be ready will be just the same honest line that made the Aird reputation. You may depend upon it they'll look good and sell good, in your 1913 stock.

**AIRD & SON**  
MONTREAL

Makers of Men's, Women's, Boys'  
and Youths' McKays and Turns

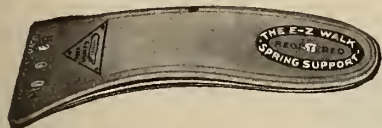


# THE E-Z WALK

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.

ORDER FROM YOUR JOBBER

HANDLED BY ALL JOBBERS IN CANADA

**THE E-Z WALK MFG. CO.**

133 W. 14th Street - New York, N.Y.

L. H. PACKARD & CO., MONTREAL, CANADA

OUR CANADIAN AGENTS



## Every One Right

Before a shoe leaves the McDermott factory it must be fit to carry the McDermott name. That means it is right in every particular—fits snugly, shaped correctly, every stitch in its right place, no faulty leather—in fact a perfect shoe.

Don't you feel that it would be well to have your women's shoes measure up to this standard?

Order McDermott's for Fall.

## THE McDERMOTT SHOE CO.

Women's Shoe Specialists

MONTREAL

## "Going Some!"

Without any spirit of brag, we announce our business for the past month "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

Every Twentieth Century Welt Shoe you sell is just the same in appearance and quality of leather and workmanship as the sample from which you bought it.

Twentieth Century samples are merely the forerunners of the Twentieth Century line. Remember this when placing your order for Fall, 1913.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00  
Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec



## A Word About Fall Samples

If it's anything in McKays, we can handle your order expeditiously. Give us a trial.

Our Fall samples in Men's, Youths', and Boys' McKays will be as nobby and smart as any on the market. Not only will the style be there, but the workmanship and general wearing qualities will be of very high grade.

Our Women's McKays also will be of the same high standard as our Men's lines. We can safely bespeak your custom for every line turned out by us during the coming year.

A postal card will bring full information.

**Rena Footwear Co., Limited**  
611 Beaudry Street - MONTREAL

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:

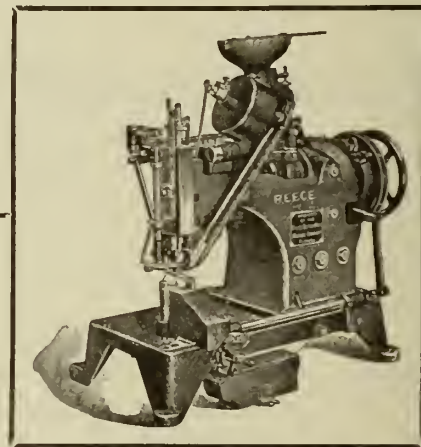
\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

**Tilly Haynes,**  
Prop.

**James G. Hickey,**  
Manager.

Each Button Secured Independently and tightly.



Speed Dependent Only on the Efficiency of Operator.

## Reece Button Sewing Machine

EXCLUSIVE FEATURES—Sews all sizes and shapes of buttons without adjustment.

Its non-vibrating needle bar eliminates needle breakage.

Button skipping reduced to a minimum.

An easily emptied button reservoir when changing sizes.

Does twice the work with one-third less thread.

LET US INSTAL ONE ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**  
L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.





John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

**THE JOHN RITCHIE COMPANY**  
LIMITED

*Boot and Shoe Manufacturers*



496 St. Valier Street, QUEBEC.

**Tourigny & Marois**

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties; Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC

THE  
**WM. A. MARSH CO.**  
LIMITED

*Manufacturers of*  
**Fine Boots and Shoes**

QUEBEC



P. Cleophas Lachance  
Inventor

**The Lachance  
Ankle Brace**

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

**LUC. ROUTIER**  
QUEBEC

Specialties:  
Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : :

Manufacturer to the Jobbing Trade

**ASK FOR SAMPLES**

**LUCIEN BORNE**

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL

---

---

## MR. RETAILER—

- ¶ We have found that making good shoes pays—it pays us and it pays you.
- ¶ We try to make them right and when they are not right we make them right.
- ¶ You who don't know us get acquainted. Wire, phone or write at your service.

**The Cook-Fitzgerald Co.**  
Limited  
London Ontario

ASTORIA and LIBERTY Brands, that retail at from  
\$5.00 to \$7.00 per pair

---

---



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can

London Eng. Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 4

TORONTO, FEBRUARY 15th, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Why Does My Advertising Fail to Bring Results?

A Chance Meeting of Four Dealers Leads to an Investigation which Develops an Astounding Outcome—Present Some Special Feature of a Shoe and Force the Argument of its Merit in the Public Mind

Returning from Chicago after attending the convention of Retail Shoe Men of the West, four well known retailers sat in a Pullman smoking car discussing the many theories advanced at the gathering of the efficacy of advertising. Two of these chaps were from Canada, and as they were attending this meeting of merchants from all over the world with the one specific purpose of absorbing some new ideas of how to increase their business, and as publicity was a very live topic, they naturally were much interested in the discussion.

The gentleman from Detroit was expressing himself rather forcibly on the subject of advertising through the local press, and said:

"I have followed all the theories advanced at the convention of this subject very carefully, most of which I have applied to my own business, but I have never got results commensurate to the expenditure. I have worked the clearing sale scheme with large canvas signs, bargain counters, supplemented with everything that is incidental in a "sale" of this kind. I have worked the cut sale scheme with marked down tickets, and large window display of old and cut prices.

"I have worked the rush sale scheme of displaying shoes for a week, and selling them only during certain hours on Friday only; but on that particular Friday there has always been a circus

in town that seemed to be more interesting than my advertisements, and I have absolutely failed in any of these schemes. I have increased my business by such methods, but not in relation to the expenditure. The best medium that I have to talk to the public is really through my window display. I am a strong believer in presenting an attractive artistic window, and I certainly believe I get more results from this outlay than from any other."

The other gentleman, who was from Grand Rapids, asserted that he had tried the straight advertising with the "Sandwich Man," and got out some dodgers in red, sent personal letters to customers through the mail, and used

bill posters, all of which had had some results, but nothing like the increase this type of expenditure should bring. To tell the truth, I am pretty well disgusted with advertising. Generally, my experience is, if I give the people value, they will come back."

The man from Ontario, who had been listening very attentively, said: "I must admit that I have not taken very much interest in advertising. My business is an old established one, and I have always given the best values, and I am going along each year at about the same gait. I have had a contract with a local paper for specific space for many years, have considered this cost as part of my expenses, like the gas



And they wondered why their ads. failed to pull



meter, and have really taken no steps to measure the natural results I get from this expenditure. I had a paper sent me from home while in Chicago. I think it has a pretty fair, decent announcement—as good as any of the others in the sheet. I pay one hundred and fifty dollars a year for the space which is two columns wide in the "Leader." I change my reading matter about once a month. I do not know whether I receive any results or not. The ad. keeps my name before the public at any rate, and as most of the fellows in our town advertise, I am in good company, you see. I suppose any kind of publicity does some good. When Jakes, the publisher, calls around for his bill every two months, I pay him by check. He has not raised his rates for years and I have no particular kick coming. Here is a copy of my ad:—

## ATTRACTIVE NEW STYLES

"We invite the public to inspect our New Spring Stock of Ladies' Fine Shoes

"The elegance and style shown in this season's styles is characteristic of high-grade shoes, at popular prices. We have a complete line, all grades, and invite your inspection."

Prices Right

**T. A. ROSS**

397 Main Street

This is an ad. that failed to bring results because it deals only in generalities, and has no particular points of interest

### All Wrong in Their Methods

The shoeman from the West asked to see the ad.—looked it over and smiled. He had been sitting back and saying nothing, but was keenly interested in the discussion. Taking a fresh cigar, he said: "Gentlemen, I have come a long way to get any new ideas that would increase my business, and I have been listening very attentively to see if I could gather from your conversation anything that I could apply profitably to my business, but I have failed to discover anything. I have tried all the schemes that you have been discussing, and have failed. My deduction from your arguments, is that you are disgusted with your results of newspaper advertising, and are ready to give it up. Do not do that—it pays to advertise, and I can prove it. The trouble is not in the mediums you use, but the way you have used them. You have not advanced one single, new, original idea this evening, or any fixed plan of appealing to the public mind in a way that would force them to remember you, or the article you are selling. You are all wrong in your methods, and you frankly admit failure.

"You just miss the most essential part in advertising to interest the reader. The one feature that will attract busy men and women, who seldom read our ads. The idea that will stick, and cause the unusually busy shopper to read your ad. and mention it to her neighbor, so that when her neighbor reads the paper next day, and notices your ad., she immediately says to herself, "Oh, yes, this is the shoe Mrs. Smith was telling me about."

The Detroit chap leaned over to his Grand Rapids friend, and smilingly observed: "Our friend from the West will produce a magazine in about a minute or two, and tell

us how much the circulation is, and how cheap the space can be acquired in this medium."

The Western man noticing this, spoke up: "No. I am not an advertising man and I am not looking for subscriptions, nor am I selling space. Here you have been telling me about schemes of advertising which have failed, and you have not told one-half of them at that. Now I think it would interest you to hear about one that really succeeded, and has made me real money."

The gentleman from Grand Rapids said: "We are now going to hear about some special advertised brand made by Green Johnson or Fenton, in which company you are a shareholder."

"Wrong again, friend, the Branded Shoe is nationally advertised to such an extent that the people are familiar with the name or brand, and come into our stores and ask for them. An agency of this kind is an asset, and in such a case we do not advertise the shoe, we simply advertise the fact that we have them."

### A Fresh Crop Every Day

"The special named or Branded Shoe has been worked to death in my country; the named shoe to-day really means nothing. There is a fresh crop of new titled shoes out every season, and the manufacturer seems to think that all he has to do, is to brand a shoe with a new name, and we retailers will be so egotistically impressed when the salesman presents himself that we will fall to the proposition of offering him a large order for exclusive control."

"No, my friend, this named, stamped shoe has been overdone. The value of a brand of any kind is measured entirely by the value the public place upon it, and the natural demand for this special article which is only acquired by long and persistent advertising and backed up by merit. The cost of this must naturally be included in the expense of the article, which explains in a measure, how the best known brands are usually the most expensive ones.

"No, gentlemen, what we retailers want is to be successful advertisers of some special feature, and force the argument, if it has merit, into the public mind; and if our ads. are forceful they will remember it, especially if it is something novel, new, or out of the ordinary. It is no wonder that the public do not remember a special brand, when more than a thousand of named shoes are being offered in the daily papers. If an argument is made through your space in the local paper, based entirely upon the merits of the special feature, (which you incidentally control) you will find, as I have, that you will have many inquiries regarding the special feature advertised, but the name of the shoe is entirely forgotten.

### The Shoe With a Special Feature

"I have had this demonstrated hundreds of times in my own store where the name of the shoe had been entirely forgotten. Callers simply wanted to see the shoe with the special feature advertised."

The Detroit retailer had been listening attentively, but failing to grasp the idea, he said: "We quite agree that your arguments are lucid and forcible, but you are talking in riddles. Where in the world are you going to get a shoe with a special feature now-a-days; there are no secrets any more in the shoe business. It is a question of 'the survival of the fittest' in business to-day. Your theory is all right but impracticable, and cannot be applied to the ordinary makes of shoes we buy."

"That may be true," said our friend from the West, "but let me give you some figures that will surprise you. Just two years ago, realizing the special feature idea in a shoe, I bought a trial lot of cushion heel shoes made by the Relindo Company, of Toronto. (I certainly am not advertising this brand, but must state the nature of this feature and the



make in order to prove my statements,) I took the regular space in my regular paper, but instead of using this in telling the public that I had such and such a brand, and believing this brand to be the best, etc., what I did was not to advertise the brand as much as the cushion heel idea, followed up with strong logical, forcible arguments. I pointed out the merits of this special feature, that it was patented and controlled exclusively by the aforementioned Company, and I had been appointed their exclusive agent. This is the only mention I made of the brand, and invited their inspection. I had several shoes made by the manufacturer cut through the centre to demonstrate the advantages of the cushion heel.

"You would be surprised how interested the women would become in hearing my clerks tell how this cushion prevented the heel nails hurting the feet, how it relieved all jar in walking, how it made pedestrianism a pleasure, what a delightful sensation was experienced in walking on this pneumatic cushion heel—all of this talk interested them. If I gave the ordinary talk of the best brand in the world, made by the biggest concern, with a wide reputation, who make a 'specialty' of high grade shoes, etc., it would not have held the customer the way this cheap but effective demonstration about this special feature did. The introduction of a new or special feature seems to prepare the mind for a higher cost, but when they find that it does not cost any



Driving one special feature home

more than the ordinary shoe they have been wearing—and can get a good boot from \$4.00 to \$4.50, it excites renewed interest. Where a sale is not made, it so impresses the mind that they often discuss it with some intended purchaser, who will come in and say: "I would like to see that cushion heel, etc., you were describing to Mrs. Henderson;" Now I have had this happen many times, and it convinced me that successful advertising was not a question of printers' ink, but practically the subject itself, and how it was presented.

"Now you are kind enough to show me one of your ads. from which you said you could not see any material results; let me show you one of mine.

"I am not an expert writer, and any success I have had in writing ads. is due to the fact that I have had something to talk about. I have realized that the public would be more interested in a new idea or feature than any price or quality talk I could give them. "The best shoe for the

## SOLID COMFORT IN EVERY STEP

"Did you ever have a nail in the heel of your shoe hurt your foot? If you never had, you are an exception.

"We have just discovered a shoe that is made with a *patent cushion heel*, not placed, but *made in the shoe*.

"It relieves all discomforts of nails in the inside of the shoe, is resilient, comfortable and practical. You cannot realize the comfort in walking until you wear a pair. No jar, no squeak, and with no added cost.

"Come in and let us demonstrate the cushion heel, it is something new, made only by the Relindo Shoe Company, and handled exclusively by us."

**J. R. BEAMISH,** 416 Front Street

This is an ad. that brought results because it appealed direct to the public

money, exclusive styles, fits like a glove, etc., are threadbare, and worn out. The only thing the public will read, and digest is something new, some special feature."

### Had Many Direct Inquiries

"Now, I was so impressed with this idea that I doubled my space in the local paper, and confined my articles entirely to this specialty. I tried to keep a record, so that I could, if possible, place some value upon this method of advertising. During one month I had 58 direct inquiries about the 'cushion heel shoe.' Very few of the inquirers even mentioned the name of the shoe, which proves to me conclusively that none of us fully appreciate the advertising value of a special feature in a shoe that has merit, even though the shoe is no better than any other make. I think we have overlooked the advertising value which such a feature is worth to us."

"Well, my friend," declared the Detroit resident, "it is rather remarkable that we should hear this interesting experience from a Canadian from the West. We think we know a great deal about advertising in this country, and I have followed very carefully all the papers that were read at the convention, dealing with this subject, and honestly this is the only food for thought that I could take home with me. I am mighty glad I met you, and I can tell that my Grand Rapids friend appreciates your theories by the grin on his mug."

"I certainly do," he added, with a smile that entirely changed the map of his face. "I was just thinking of making a special feature of a 'Turkey Trot,' or a 'Bunny Hug' in my window next week. I am certainly going to take up some shoe, with some special feature, if I have to make it myself. I am going to let this idea soak in, as the old theory, "There is nothing succeeds like success," holds good, and you have proved it. Let's have a nightcap, I want to go to bed and think it over."



# How a Retailer Makes or Unmakes His Own Credit

Mercantile Agencies Can, if Given Proper Opportunity, Open Up for Him Wider Sources of Supply—Mistake Frequently Made by Merchants is Presenting Data in Such a Way as to Leave Real Issue in Doubt—The Basis of Inventories.

"The average merchant does not realise how frequently his credit standing is questioned by those who are apparently anxious to sell him goods on any terms. It is only when some sudden necessity requires more than ordinary credit or he seeks sources of supply outside of his regular houses that he discovers his credit standing is not so widely known as he supposes. The Mercantile Agencies have become recognized channels for disseminating this information and there is nothing that gives the credit man more faith in an account than a careful and well authenticated statement obtained through the Mercantile Agency channels. A mistake that is frequently made by merchants, and others, giving their statements is the presenting of the facts in such a way as to leave the real issue in doubt."

"An experienced credit or agency man can tell at a glance whether it is the desire of the man giving the statement to disclose the real facts or not," writes H. G. Kelly, the district manager of R. G. & Dun & Company. "Just for instance, statements are frequently submitted showing real estate equities only. To be of any value, the statement should show the location and value of the property and should clearly state in whose name held; also the amount of mortgages against each property in detail. This gives an opportunity for investigation and corroboration. Where the statement is so compiled as to leave the investigating agency without reasonable means of corroboration, it is the practice of the agency to say, definitely, that no corroboration has been obtained or only partial.

"The agencies do not consider it part of their duty to do the guessing for their clients. They simply submit to their subscribers such information and corroboration as is available and where an issue is in doubt, do not hesitate to say so. This does not necessarily imply that the statement is incorrect in any particular, but it does leave the credit dispenser with a clear impression that some of the information given would have much greater value if corroborated.

"The mercantile agencies do not make or unmake any man's credit. He does that himself. They can, however, if given proper opportunity, open up for him wider sources of supply.

## Duty of Agencies to be Conservative

"Another feature of statement-giving which is of the utmost importance is the basis upon which inventories and valuations are made. If it is established, on investigation, that the merchant has taken his inventory on a conservative basis and placed his real estate at cost price, even where he has reasonable grounds for supposing that realization will show a profit, a statement will carry much greater weight both with the mercantile agencies and the credit men. Ratings are seldom high enough to suit those to whom they are assigned, but it is the duty of the mercantile agencies to be conservative, just as it is the duty of the merchant to himself to underestimate his assets in making his inventory.

"For instance, in computing a rating, a conservative

mercantile agency will not place the stock of goods at more than the fire insurance value, and ratings are regularly withheld from men who carry insurance if their surplus is entirely dependent upon combustible assets. Book accounts, as a rule, are subject to depreciation, and machinery is also liberally underwritten. Conservative business men will deal with their assets in this manner in taking up a statement for their own guidance; if they do not do so, the agency will in computing their rating. Another important feature in considering a trader's position is the proportion of quick assets to liabilities.

## Many Inventories Are Incomplete

"In the district reported by our Toronto office, the records show that 38% of statements were obtained for the year 1912 but, of course, many of these were not actual inventories for the simple reason that an astonishing number of traders do not take inventories, and in many cases, even where they have taken an inventory, they either do not complete it in the form of a statement of assets and liabilities, or when called upon seem to prefer giving approximate figures rather than the actual inventory. If they realized how much these approximate figures detract from the value of the statement given in the eyes of credit men, they would take the trouble to give an exact copy of their inventory.

"It is the practice of the agency to send trained reporter over the ground every six months and each trader is given an opportunity to make a statement of his affairs. It is our opinion that a statement obtained in this way has far greater value than the same statement transmitted through the mails, for the reason that it is obtained on the spot by a trained agency man who knows the territory and has an opportunity to size up the man, his place of business, the district in which he is trading and to consult various local authorities. We do not mean to imply by this that we take his statement and hand it over to local authorities for their opinion. This would not be fair and is not our practice.

## More Firms Are Courteous

"There are many other features of the agency service which we do not touch upon but which would prolong this article into unreasonable length. In closing, we wish to thank you for the interest the SHOE AND LEATHER JOURNAL has taken in this matter. We desire, also to acknowledge the universal courtesy we receive at the hands of, not only wholesale, manufacturing and banking interests, but from the retailers and others we call upon for information regarding their affairs. We try to reciprocate by performing our duties honestly without prejudice, and by keeping ever before us that it is as much our office to promote sales by disseminating information regarding good accounts as to protect credits against those who will not, or cannot, pay."

A Norwegian engineer has succeeded in finding a method to produce artificial rubber of excellent quality from turpentine. The product has been examined by specialists in rubber, who declare that it has both the appearance and the quality of natural rubber. The principal material in the manufacture is turpentine, but kerosene may be used. The product is calculated to cost not more than one-third as much as natural rubber. A Swedish stock company has recently bought the invention and taken out a patent for all countries. For Sweden the large distillery, "Reymersholm," has secured the rights.



# Once Sold Papers and Shined Shoes in Winnipeg

How One of Canada's Leading Retailers Got His Start—A Career That Reads More Like a Romance Than a Record of Achievement and Success in Spite of Numerous Obstacles—What Ambition Can Do

From selling papers and shining shoes on the streets of Winnipeg to becoming one of the largest shoe merchants in Western Canada is certainly journeying a long road and marks the achiever as a man of ambition and persistence. In a nut shell this is the career of Charles F. Rannard, proprietor of the Rannard Shoe Co., of Winnipeg, who, at the age of forty years, takes his place among the men who have won signal success in the trade. He is now on a trip east and is visiting London, Galt, Toronto, Montreal, Fredericton, New York, Boston and other points. Mr. Rannard has conquered many difficulties by personal effort and well directed energy. To be born poor and learn the worth of money and how to save by hard work is what he believes has made his success possible.

Mr. Rannard was born in Fens Farming district, of Boston, England, in June, 1872, and when three years of age he lost his father and his mother emigrated to Manitoba with six children. The family landed there in February, 1880, and began the battle for their very existence in the frozen region. Mr. Rannard feels that he owes much of his success in life to the influence and example of his mother, who passed away in 1909.

## A Tale of Severe Struggle

The hardships and privations of the first four years cut off the two oldest boys and the only sister, and the three youngest boys were left with the mother and that was how it came for these boys to work hard. At twelve years Charles followed the plow and has many a day turned over two and a half acres before sunset in the Treherne district. At seventeen he took up telegraph work and soon was able to manage the commercial work in the Leland, Grand Union and Clarendon hotels, then called the Mackenzie, doing the work for the C.P.R. These hotels are familiar to all old travelers who made Winnipeg in the early days when Capt. Douglas was the most popular hotel man.

At the age of nineteen Charles acted as reporter on the Winnipeg Tribune, but after nine months decided he was

not cut out for that life and was appointed by B. S. Jenkins, who had charge of all C.P.R. Western lines to a position as chief operator of the C.P.R. depot commercial office. He also had charge of the parcel office and lunch counter for eleven years from 1892 to 1903.

In January, 1904, he formed a partnership with H. C. Chapman and the firm styled as Rannard & Chapman took over the retail business of Kilgour, Rimer & Co., 536 Main Street. After four years of successful business, Mr. Chapman retired to reside in California. Mr. Rannard later decided to open a branch at 330 Portage Avenue, first corner across the side street from Eaton's—and, though repeatedly discouraged at the time, the progress in this store has been remarkable. The old premises have been remodelled so much that the two Rannard stores are noted by all travelers as being among the finest and best appointed in Canada.

## The Elements of Success

To the shoe business Mr. Rannard brought all his elements of success for he believes that a man is never down until he acknowledges it himself. He lives up to the motto, "Do unto everybody as you would have them do unto you," and absolute fairness to everybody. He encourages to his clerks "Honesty is the best policy," and "Do what is right, never mind what it costs." His shrewd business instinct is embodied in his method of treating customers, for he thinks the man who wants the most trifling thing or is poorly dressed should have the same courtesy and attention as one who buys the very best. He always sets good examples for his clerks and rewards them for their faithful services, which, in a large measure, have been instrumental in building up his business to its present efficiency. His sales force at both stores is composed of clean cut, bright, courteous men, who would be a credit to any store in America.

Mr. Rannard studies and reads the trade papers and plans his work ahead. He is regarded as one of the shrewdest buyers, and his judgment on styles is always looked upon favorably by travelers. He is reported to have bought



In the sample room—C. F. Rannard is the buyer, who is seated, and the man standing is H. H. Gibbins one of the Western representatives of Getty and Scott, Galt

heavily in staple lines last year before the advance prices took effect.

There is rather a romantic incident in connection with the home associations of this western shoeman. In 1894 he was holidaying at Kenora, Ontario, and rescued two ladies from drowning and for this act of bravery, received a medal from the Royal Humane Society of London, Eng-

land. One of the young women was Miss Marion Black, daughter of ex-Ald. Alexander Black, retired lumber merchant of Winnipeg, whom the subject of this sketch afterwards made his wife. He feels that he has been helped greatly in his career by her influence and example. Mr. and Mrs. Rennard have an interesting family of three sons and one daughter.

## The Purpose of Taking Inventory of Your Stock

Running Along from Year to Year Without Knowing What Stock You Have on Hand is No More Business-like Than Going Along from Day to Day Without Counting Your Cash

By A. M. BURROUGHS

"The Inventory is to the stock record what counting the cash is to the cash register."

A clerk in a retail shoe store sold two pairs of shoes to a customer for cash. As he was wrapping up the order he slipped four extra pairs of good laces into the cartons.

When he rang up the sale on the cash register it did not include the price of the laces.

The cash register didn't yell "murder," and there was no record of the strings removed from stock.

When the owner of the store counted his cash at night, he found in his cash register just the amount which the tape showed should be there. He did not know of these daily little losses.

He thought his clerks were all honest. He never suspected anything to the contrary. Yet this one clerk was as crooked as the negro porter's kinky hair.

At least a dozen of the customers of the store always insisted upon being waited on by this one clerk. Apparently it was friendship and good salesmanship. In reality, in this case, it was—something else.

These customers apparently among the best of the store, came in frequently. The amount of findings they took away unpaid for, and uncharged, however, much more than ate up the profit on the shoes for which they paid.

At the end of the year an inventory was taken. But the method of taking inventory in this store wasn't designed to uncover crookedness. It was only designed to give the owner of the store a rough estimate of the amount of goods on hand.

The inventory was not checked against the sales or purchases. No stock record was kept.

### System Revealed the Crookedness

About three years after this clerk was employed the owner of the store decided that he should have a better bookkeeping system.

Within a month after the complete system was put in operation the crookedness of the clerk was discovered. The loss was estimated at several hundred dollars a year through the dishonesty of this one salesman.

The merchant now takes an inventory four times a year and keeps a stock record which enables him to check his inventories against the stock he should have on hand. It protects him and his clerks.

His purchase record shows him the exact number of shoes, etc., bought of each line. When boots are sent from the stock room into the store, the amount is recorded in the stock book.

At the end of three months when the goods in the store are inventoried, the amount on hand in the store, and in the stock room, must balance with the stock as shown on the stock record book.

His new bookkeeping system departmentizes his store in such a way that if any particular line of shoes, shoe trees, arch supports, bunion protectors, silk laces, etc., was short

he could at once trace the shortage to the clerk who was in charge.

A druggist in a little Pennsylvania town who had never taken an inventory in the ten years he had been in business, got pinched for money and decided to check up his stock in the hope of raising money by a clean up sale.

He found \$15,000 worth more goods on his shelves than he thought he had.

He thought he was carrying about \$10,000 worth of stock. In reality, he was carrying \$25,000 worth. He had kept no records that enabled him to know how much he had purchased; how much goods he had sold; or the amount of profits he had made.

If his store had burned out before taking his inventory he would have been satisfied with \$10,000 from the insurance companies. He would not have known that he was figuring himself out of \$15,000.

After he took his inventory he was so astonished at what he found that he decided to put in a system which would enable him to know exactly where he stood all the time.

With an accurate system he was soon able to reduce the amount of stock he carried and to make a great deal more money.

The amount of capital released by the up-to-date methods enabled him to meet his bills and open another store. Now he conducts half a dozen stores.

### Stock Record is Needed

An inventory without a stock record affords no check against the goods which should show in the inventory. A stock record without an inventory affords no check against the theft of goods from stock.

The inventory is to the stock record what the counting of cash is to the cash register.

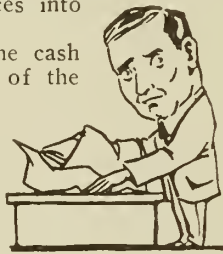
Running along from year to year without knowing what stock you have on hand is no more business-like than going along from day to day without knowing what money is in the cash drawer.

Are you only guessing at the amount of stock that you have on hand? Is your inventory only an estimate of the amount of goods you should have?

Can you honestly say that you are able to make as much money out of your business without really knowing all there is to know about it, as you could make out of it if you did have the information at your fingers' ends? Be honest with yourself.

A chapter from "A Better Day's Profits," copyrighted by the Burroughs Adding Machine Company.

No matter how many salespeople you employ, those silent salesmen, the good show cards, will not interfere with anyone's work.



"—slipped 10 yds. of silk—"



"—carrying heavy stock—"



## Business Home that is a Model

Warehouse Recently Completed Which Embodies all the Latest Ideas—The Last Word in Lay-out and Appointment.

The prosperity which has greeted the Ames, Holden McCready Co., Limited, in the Maritime Provinces, is ably attested to in the magnificent new building into which the local office and warehouse staff have now removed, a structure superior to a great many in St John, and equalled by few in the three Atlantic provinces. It is a building which would be a credit to cities much larger than St. John, and is a valuable adjunct to the architectural beauty of the commercial centre of the winter port. From the basement floor to the roof-top, it is thoroughly modern in construction, design and finish, and has been erected not only to fulfil



W. McL. Angus, St. John, N.B.

the requirements of the present, but with an anticipation of what will have to be coped with in years to come, taking past and present business as a criterion.

W. McL. Angus has been manager of the St. John branch of the firm since 1900. He began his shoe career in his home city of Montreal in the office of the Ames Holden Co. twenty years ago, and his ability being recognized by those in authority, he was speedily advanced along the line until the field in the Maritime Provinces offered an opportunity for him to show the material of which he was made. His business acumen and general managerial capability have placed him in the fore ranks in this connection, and he was as well able to attend to the management of the business in these parts after the amalgamation with the McCready house in 1911, as he was before when the trade was not so extensive. The offices of the Maritime branch were then in Prince William Street, and it was seen by him that improved accommodation was necessary. The result was the enlargement of their quarters and the alteration of the building to more modern style, and the consequent increase in business following the more convenient methods of handling the trade.

With each succeeding year there has been noticed an increase of importance in this territory, and Mr. Angus is the man "behind" who is directing his forces of well trained

men both on the road, in the office and in the warehouse. Still, greater things are looked for now that this new building is being occupied for the opportunities for further development are more readily grasped. Mr. Angus occupies a nicely furnished private office in the suite of offices on the first floor above the basement, in the new building, which is centrally located on the corner of Duke and Canterbury Streets, the main entrance being from the latter. The basement is of concrete and brick and has a finishing with waterproof cement. It is very roomy and is used for the storage of goods. On the first floor are situated the offices, and these are considered amongst the finest in the city, being nicely furnished in cypress with beautiful grain effects, beaver board, and nicely panelled ceilings. Both naturally and artificially, the lighting system is excellent, a series of large and wide windows occupying one side of the offices while electric fixtures in neat but rich array are suspended from the ceilings for use when the occasion demands it. The location of the building is such that the office is blessed with plenty of sunlight coming unrestrictedly through the large windows, and it is not expected that the bill from the electric light company will be so very heavy in so far as the lighting of the offices is concerned.

The sample rooms are finished in somewhat the same way as the offices, and are also located upon the first floor, the remainder of which is occupied with shelves for stock in the McCready brands. The second floor is shelved throughout and is used for storage of the Ames-Holden brands. By shelving throughout the expression is not meant to imply that the floor is merely a ware-room with a number of shelves, because an excellent system prevails as to stock-keeping, which enables the handling of business with readiness and quick despatch, the shelves being systematically grouped and arranged in a manner which is simple yet convenient and easily mastered.


Surplus stock in leather goods is stored upon the third floor, while on the fourth are to be found shelves containing

(Continued on page 54)



Attractive New Warehouse in St. John





# STRAY SHOTS FROM "SOLOMON."



It is a good thing to confess one's faults or mistakes it is a better thing to leave them behind us and press on to higher things. Don't go and blab your shortcomings to everybody. Sit down and tell yourself what an ass or sinner you have been and quit from doing what you condemn yourself for. The best kind of repentance was defined by a little girl as "to do so no more." "If thou hast done foolishly in lifting up thyself or if thou hast thought evil lay thine hand upon thy mouth." You can't help the crows flying over your head, but you can prevent them making nests in your hair. You can't account for evil thoughts any more than you can for bats that fly into your windows. But get them both on the outside as soon as possible. A house is a bad place for bats and a mind inhabited by evil thoughts is about as good as a house filled with creeping things. "Lay thy hand on thy mouth."

He is a wise man who can say with Paul "I have learned in whatsoever state I am therewith to be content." Now Paul did not sit down and expect to be spoon fed. There are some people who seem to take a great deal of comfort out of the promise "The Lord will provide," and they implicitly follow the injunction "take no thought for the morrow." These are the people who leave widows and orphans for which their relatives, friends and the community at large have to provide. There is a wide difference between contentment and shiftlessness. Paul was content to be wherever he found swing for his indomitable aim and his tireless energy. If you put him down in Asia or in Europe, in Jerusalem or Rome it was all the same so long as he could fulfil what he considered to be his great mission. To be content is to give oneself fully to the filling of whatever sphere he is placed in. There is no happiness comparable to that which comes from the realization that we are occupying to the fullest our niche. There is a great deal of senseless striving after that which is only a disappointment and anxiety when it is attained. Says the Wise Man, "Give me neither poverty nor riches; feed me with the food that is needful for me; lest I be full, and deny Thee, and say, Who is the Lord? or lest I be poor and steal and use profanely the name of my God." Being is better than getting. Learn to be content. Fill your sphere and you will have discovered the secret.

There are some men whose idea of independence seems to be a compound of narrowness, mulishness, selfishness and bumptiousness that is as hard as flint but as mean and cheap as mud. They stand alone and sniff at the very idea of their dependence upon other people's opinions and good will. Theirs is the splendid isolation of the clam who thinks when he shuts his dirty little shell that he has comprehended within it the earth and the fulness thereof. These people have to learn the truth of the apostolic statement as applied to everyday life—"No man liveth unto himself." The man who shuts himself in forgets that the world shuts him out by the same door. The world will leave absolutely alone the man who desires nothing but his own company, so that there is no difficulty in securing isola-

tion. A great many people find fault with the world and the church, for that matter, for their cold, hard indifference to individual interests; but they seldom pause to ask themselves if there be no reason for such a condition in the individual himself. To the open-hearted the world is ever open-hearted. It gives a *quid pro quo* every time. You smile at it and you get a smile in return; turn up your nose at the world and it will as cordially despise you. If you are not getting a share of the world's appreciation look within; "sin lieth at the door" in the shape of some disregard of its golden rule. A man may stand alone for a considerable time and may even thrive in his splendid isolation; but woe to him that is alone when he falleth. Woe to the man when he lies prone upon the earth whose stiletto of cynicism or spite has stilled every trace of sympathy that may have throbbled for him in the hearts of others. Woe to the man for whom, on account of his own self-banishment from the sympathies of a living world, no hand is outstretched to steady his staggering steps or lift him from the slough of misfortune or distress. Yea, woe unto him!

He is a strong man who knows his own weakness. The fellow who has been downed by the drink evil is safest when he puts two or three blocks between him and the saloon. We have all met the boaster who claims to be able to drink or leave it alone, but who seldom gives a demonstration of his power to do the second while he furnishes abundant proof of his capacity for doing the first. If you want to keep clear of gambling give the race track and the faro layout a wide berth. Some men may be able to enjoy a good clean horse race or a game of whist without the additional excitement of a little money upon the affair, but they are few enough to be a warning to most of us hot-heads. If you want to be clean, keep clean company, read clean books and think clean thoughts. "The conies are but a feeble folk, yet they make their homes in the rocks." Run for the rocks. This old game of facing the enemy in platoons and squares in his own country is played out.

There are plenty of talkers but few good listeners. If we were as anxious to hear as we are to speak it would be better for all of us. The trouble is we don't like to hear the things we ought to hear and are forever going out of our way to have our ears tickled. If you had a wise friend or two to tell you "when to get off" it would be even now a great blessing to you; but being told you are such a fine fellow so often has made you believe it, and when someone hints you are shallow or insincere you want to fight. There are plenty "hard heads" around to keep us humble and straight, but we won't let them. Like the man who was telling the minister what a bad fellow he had been before he joined the church, when the former agreed with him, the reformed one retorted that he "wasn't any worse than lots others." "As an earring of gold and an ornament of fine gold so is a wise reprover upon an obedient ear." When you get these two things together, the "wise reprover" and the "obedient ear" conditions move up.



# Why I Changed Jobs Many Times in Selling Shoes

Clerk Tells of His Experience in Trying to Satisfy Some Retailers—Broken Promises, Scant Courtesy, Little Opportunity for Development and Unjustifiable Favoritism —The Boss Has Faults No Less Conspicuous Than the Men Who Wait on Customers.

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir,—Will you allow me space to give my views regarding the injustice shown by a few shoe retailers to some of their employees. There is always a reverse side to any contention.

I might say I engaged as a clerk in a shoe establishment in Hamilton, after serving three years in London. The proprietor was a man who at first greatly impressed me; his manners were affable; his talk was cheery and optimistic, and from the conversation I had with him when applying for the job, I inferred that the feeling of good fellowship was mutual. He told me that he was somewhat of a reader of character and felt sure that in me he had found some one on whom he could rely. Therefore, he wanted me to dig in and work for all I was worth for a few years, in order that I might gain more experience and that he might be enabled to demonstrate his belief in my ability. He was positive that I would make good in that time, and be able to fill a position he had in mind for me.

Then a few confidential remarks followed. I was told to bide my time, that he was not as young and active as he once was, and these business trips to Montreal, Quebec, Boston, Brockton, Lynn, Haverhill, Salem, etc., were beginning to tell upon him. He wanted a reliable and wide awake young man who would relieve him of the buying expeditions—but, of course, it was all between him and myself. He gave me to understand, if not in so many words, yet by inference and broad hints, that the other members of his staff were all right in their way, but that none were quite up to the mark, or just the kind of substitute he was looking for to eventually assume the responsibilities which he pictured.

I must say that the glowing terms in which he sketched these purchasing and holiday jaunts with my expenses all met by the house, the enlarged view of life they would afford me, and the educational value they would be to me, fired me with ambition and made me feel as though I was walking on air. I set them up as a goal and determined to work to that end.

I remained with that firm over four years, made good and worked long and late, but when two years had merged into three and the three into four and not the first step was taken to carry out the enticing programme he had mapped out my hopes gradually sank to zero. Did I ever get a chance to relieve (?) him of those tiresome (?) trips? Not on your life. It is five years since I left him, and nine since he first held out these unfulfilled dreams. He is still vigorous enough to take those eastern jaunts annually, picking up style pointers and making purchases.

## He Has Heard It Too

I might say that some of the fellows he had working for him were mighty good chaps, steady and reliable, in spite of the boss's comments. I wondered why he selected me over their heads, but not long before I left I got chummy and confidential with a rather reserved Scotchman, and learned from him that the boss had filled him up with the same hot air when he had started. I have not the least doubt but that he played us all off, one against another under the guise of strict secrecy. If so, it was certainly an excellent, though an underhand sort of way of getting the best out of his help.

Another thing about this proprietor was his marvellous urbanity. He could wheedle the birds off the bushes if he tried. Whenever there was any particular tough or dis-

agreeable job to be handled—any heavy lifting of cases or something of that sort, he would make a request in such a suave way that you would think he was suggesting something pleasant and healthful. He would dare you to exert your efforts by insinuating your strength was not equal to it, so that before you knew where you were at, you were in the thick of the job.

## A Doleful Dope Artist

I don't know whether my peculiar luck led me to strike against snags, but I have worked for two or three other men since leaving him, and they all showed characteristics that were unattractive. There was Beddingfield, for instance. I entered his service with the experience I had gained and he had all the advantage of my many years' training, yet right over my head in the men's department he placed his nephew—a greenhorn without enough sense to come in out of the rain, incompetent and lazy.

You will most likely consider me a fault finder, but after working like a horse for six months it was exasperating to see this chap come in to do the loafing while I did the slaving. Then, too, the one-half holiday a week in the summer was grudgingly given. Instead of smiling and wishing me a pleasant afternoon, which would have added two-fold to my pleasure, and also been productive of good feeling toward him, a sour visage and a churlish, ungracious manner formed the vision and memory I was obliged to carry away with me. If I could write like some people I might give you an idea of his thousand and one meannesses. He would hand out the pay envelopes with his usual morose look as if he mourned at parting with them.

## Blood Thicker Than Water

And, again, if I happened to be in the rear of the shop arranging the cartons or stock and a customer came in, he would call out in a rough, commanding tone: "Forward here!" until I found I was gradually losing my self respect by submitting to such treatment. There is no doubt whatever that his particular ways were remarked upon by customers, nor did they tend to increase the popularity of his place of business. Then, his nephew, who was taken

## A Progressive Shoe Factory Worker



A young man who has rapidly climbed to a position of trust and responsibility in the shoemaking business is Alex. Inrig, who next month will enter upon his new duties as superintendent of the new factory of the W. E. Woelfle Shoe Co., of Berlin. His initial experience in the trade was with Cooper & Smith, Toronto, where he started in 1890 as an apprentice and gained his first general knowledge of the footwear trade. After three years in the employ of this firm he went with the Ames-Holden factory in Montreal and then moved from one shoe centre to another, finally landing with the Western Shoe Co., of Berlin, at the time of their organization. He has been with them ever since as their superintendent. He will assume his new position with the W. E. Woelfle Shoe Co. on March 1st. Mr. Inrig, who is a son of Donald Inrig, shoe manufacturer, of Toronto, has a clean and capable record and is skilled in every branch of the manufacturing end of the business.

on six months after my arrival and thrust ahead of me, as I have said, showed strong symptoms of following in his uncle's footsteps. The pair of them finally got on my nerves, and I saw there was not much chance for advancement, with the relative always ready to grasp all that was in sight, so, without any regrets, save that I had remained so long with these despots, I prepared for another change and came West. But I was not even allowed to depart quietly. He was infuriated at my dreaming of leaving, and made himself so disagreeable that I was all the more determined to break away from the moorings and be tied to his establishment no longer.

I must give these two men as samples of bosses I have encountered, and will not refer to two others that I ran up against, save to remark that although they were different types, they were about equally as difficult to get along with. Now take these former two fellows. To a certain extent they present a contrast, and I never thought of that till now. One might think that at least Graham, as I will call him, was a pleasant man in comparison with the sour-tempered Beddingfield, and so he was. He was a very pleasant man to talk to—his face was usually wreathed in smiles. And this apparently kindly disposition took me in at first, until I studied it out that a great deal of this pleasantness was owing to getting his own way, and shifting real burdens on other shoulders. He was thoroughly selfish and deceitful. These are two despicable traits, and what does it matter how pleasant a man is when talking to you if he breaks his

promises? His face would sometimes assume quite a sympathetic look, when you were requesting some redress, and you would believe you had really awakened his interest, when listening to his comforting words, and that he would see to it that things were righted. In fact we were all deceived by his apparently fair dealing and wakened up at last to the fact that any good that was coming was absorbed by Graham himself, and we were left out in the cold. I also made the discovery—which I kept dark—that he was a terror at card playing, and for heavy stakes, but luck always was at his elbow for he generally won. This was another reason why he never wore a frown. He took care of himself and had a leisurely survey of life, but "worked" his sales force.

These men may not recognize themselves, as I feel sure neither one knew how obnoxious he was in the eyes of his employees, and I am also certain that each, if put to it, would give quite a different delineation of his own disposition. They did not see themselves as "others saw them." But in any event, I have altered their name from the genuine ones, so I do not fear they'll have me up for defamation of character.

I am about to start for myself in a few weeks and when I have gained experience in the capacity of boss, I will, perhaps, be writing up my ideas on the other side.

Yours, etc.,

Calgary, Alta., Feb. 9th, 1913.

C. F. K.

## Following "System" to the Verge of Foolishness

The boss is on a new tack just now. A slick fellow was in a couple of months ago and got him all worked up on "scientific store management," and since that time he has got batty on "lost motions," "elemental economies," "bed rock efficiency," and has the bug so bad that both the book-keeper and Thompson, the head salesman, are talking of quitting. He subscribed for a magazine to come to the store, and is making the boys soak in long-winded articles on how to cut down time in selling to cranky customers, how to keep track of stock from their different standpoints, and how to dun customers without letting them know you want the money, and so forth.

Smith, the book-keeper, was nearly crying the other day after a lady got through with him on one of the new-fangled duplicate system semi-monthly accounts he sent her, on which he happened to put a few remarks on the mild weather we had in January and the prospects for a windy March and a short bank account. He said after this he was going to send out good old-fashioned accounts on the first of every month or go into the accident insurance business altogether. He has been doing a little on the side since the new account system was started.

The boss introduced a new card index system for circularizing the district for trade and I and Smith are to run it if it ever gets into running shape. He spent three days on it this week and didn't have time to write the ads. for the two weekly papers, and yesterday the boy at Short & Pimply's gave me the laugh about our ad. that spoke about the approach of February. That's what I don't like about these system spurts. The last time the boss got the fever he put in a new stock-taking system that kept us all at the store for two weeks at nights and then we found it wouldn't work. And after all the ads. were slopped up and things put on the bum we went back to the good old way.

He came down the other day a little early and I was half way through the store sweeping. He took the broom out of my hand and started to show me the amount of lost motions I was going through. He said that it should only

take sixty-three strokes to sweep the store from end to end, and the way I was going it would take one hundred and thirty-six, which meant not only a loss of time but lack of efficiency as well as the unnecessary wear and tear of the broom. He didn't see the lost motion I went through when he walked back to the desk. He times me going to and from the post office and says I should go in three minutes and twenty seconds and come back in two-sixteen.

He had an expert on salesmanship in the store for a few days mooching around and watching our methods. He butted in on Jones, the second salesman, the first day he was around and Jones was mighty near swatting him one. He said if the customer hadn't been a lady he would have pulled the fresh Alec's nose for him. Jones says if he doesn't know how to take down goods to show people and how to talk when they are looking at them he won't have a blonde sissy who doesn't know a shoe from a hole in the ground tell him.

The boss had Thompson in the office last week trying to get into his head how a sale should be made with not more than twenty-three motions and one hundred and thirty-six words. You should have seen Thompson trying to look wise and pleased at the same time, and then the boss went off to a meeting of the ad. club looking like a missionary that had just converted a Blackfoot Indian. When I asked Thompson what he had thought of it he said something about damphool ideas, whatever he meant.

The way it strikes me is that if the boss would spend more time in the store keeping the business going and looking after customers as well as the boys, it would pay him better than all this monkey business about system and all that.

Between the ad. club, the citizens' league, the golf club, and the church I don't think we see him half the time, and when he is in lately he is always ripping things up the back or starting some new fake.

In the meantime I get through the morning sweeping in sixty-two motions and a half—nit!

SILAS.



# A Big Opening for Canadian Shoe Manufacturers

Dominion Trade Commissioner at Buenos Aires Does Not See why Canada Cannot Supply Greater Portion of Footwear in the Argentine—Market Has Distinct Advantages—People Buy New Shoes Rather than Have Old Ones Repaired as Cost of Leather is Too Great.

"It is doubtful if in any city in the world better shod people will be found than in Buenos Aires. The fact of there being such a large number of boot cleaning establishments scattered all over the city supports this statement, and a few minutes' observation in the center will amply verify it. Patched or down-at-heel boots are rarely seen, repairs, if properly done, cost so much that it is the custom when these are required to throw the shoes away rather than spend money on having them cobbled. One distinct advantage of this market is that, if so desired, business can be confined to one city, as here in Buenos Aires alone there is a population of nearly 1,500,000 of people."

There is a great trade opportunity in Argentina, South America, for the highest class output of Canadian shoe manufacturers if they will only get after the business, according to a report just presented to the Department of Trade and Commerce at Ottawa, by H. R. Poussette, Dominion Trade Commissioner at Buenos Aires. Mr. Poussette goes thoroughly into the question and pays a tribute to the style, workmanship and finish of Canadian shoes. He adds: "Canada's opportunity would seem to lie in the fact that her factories turn out just as high class a boot as those of the United States, and she has the great advantage of being able to sell her produce as British made. With an equal show of enterprise there is no reason to doubt but that her makers would win a success no less abundant than those of United States firms. To be able to sell their product under a British name is a distinct benefit to Canadian firms, as it is stated that if the English could successfully imitate the lasts of the United States makers they would, solely on their own name, take away from the latter a considerable share of the trade which they now enjoy."

## Some Illuminative Figures

Some portions of Mr. Poussette's report which are of greatest interest are:—

The most interesting feature to Canadian manufacturers is the decided advance made by the United States product during the later years. In 1908, the imports from that country were 1,946 dozen, valued at \$39,561, but in the following year they increased to 4,361 dozen, valued at \$86,154. The number of dozens imported is the only point worth considering, as owing to the arbitrary valuation fixed by the customs, the value in currency is merely an extension of so many dozen of footwear at a certain price. In the "Tariff of Valuations," men's boots are valued at \$25 per dozen, women's at \$22.50, men's shoes at \$20, and women's shoes at \$18 per dozen; sporting boots at \$18 per dozen, and men's "jack boots" at \$50.

The trade returns by countries have only been compiled up to and including 1909, and from the United States trade returns to hand, it is learned that for the eleven months ending last May, they were exported to Argentina no less than 99,685 pairs valued at \$327,164. This would give an average for the twelve months of about 108,000 pairs, valued at about \$360,000. For the month of May the exports of boots and shoes were valued at \$31,057. If we go back to the figures for the quinquennium mentioned above, we find

that for the five years, the figures were 14,443 dozen, or 173,316 pairs; in 1908 they were 1,916 dozen, or 23,352 pairs; and in 1909, 4,361 dozen, or 52,332 pairs. It will be seen that if the average of the eleven months' exports ending last May, be extended to cover June, that the United States' exports for the twelve months would amount to 62 per cent. of the total for the quinquennium ending with 1909, and comparing it with that particular year, it shows an increase of nearly 100 per cent. In making these comparisons, it is necessary to assume that the United States' export and Argentina's import figures, will more or less agree.

There is still a further and very important phase to study. As mentioned above, the imports for the first six months of the present year show a decrease of 11,861 dozen, but from the figures mentioned above it would appear that the diminution of imports has not been at the expense of the United States. Observation bears out that last statement, as in the city of Buenos Aires, boots and shoes from the republic are seen everywhere; and one of the largest United States manufacturing companies, one known far and wide, owing to the extensive advertising and its very aggressive selling methods, has its own shop, situated in the best street of the capital.

## Lesson for Canadian Factories

There is a good deal in the above that ought to be of interest to some of the larger and more ambitious Canadian manufacturers. It is not likely that factories south of the line have any advantage over those north of it, unless it be something not apparent to the ordinary individual. The machinery and labor employed are more or less the same, likewise the raw material. This being so, there does not appear to be any particular reason for Canadian manufacturers not competing for a share of the trade. There is no question of their product being inferior to that of the United States manufacturers; in fact, taking it altogether, it is in some cases superior. It simply seems to resolve itself into a matter of inclination, selling methods, and factory organization, the last of which has much to do with the cost.

Every shape and style of footwear is worn in Buenos Aires, but at the present time those known as "American" are said to be the most popular of the imported goods. The Argentine has a great liking for patent leather, in which class the United States makers are undoubtedly supreme. Amongst the residents of the country who are foreign born—and their number is large—the taste is more or less for black and brown all leather boots and shoes. Fancy cloth top boots are also in demand, to a substantial extent, but it may be only a passing fancy. Whilst many foreigners favor heavy boots, the tendency is towards medium to light weights.

The purchaser of a pair of boots probably first examines the shape, after that the price, and then the quality; but, if the first appeals to his fancy very much, the other two will not weigh with him greatly. A mark has not the importance with this class of goods as with some others; the Argentine cares little for the brand of a boot that does not please his eye. The life of a pair of shoes is very short, three to four months, perhaps; when shabby they are thrown aside. The great majority of women who can afford to do so have their boots made to order in the country, there being many highly competent custom makers in Buenos Aires. The complaint here is that most foreign made shoes are too heavy.

(Continued on page 56)



# Can the Shoeman Make Money Out of Hosiery?

The General Opinion Is That It Is a Paying Department When Properly Stocked and Goods Are Carefully Selected—Canadian Retailers Are Taking Up the Idea Gradually and in Time it May Become a Branch in Every Enterprising Store—Some Pointers on Management.

"The hosiery branch of the retail Canadian shoe store is as yet in its infancy, but in time—very shortly, I think, it will be adopted by every up-to-date shoe retailer," declared a Montreal dealer the other day, and this view is held by many city and town footwear merchants.

Several have gone into the question of putting in a hosiery department to see how it worked. Others are still thinking about it and have not gone so far as to stock it yet. Some believe it only pays at Christmas and during the summer months. A larger number hesitate, thinking they are cutting in on the dry goods men and they prefer to wait until the time when it is looked upon as a regular department of the shoe business. Then, again, most dealers think it necessary to hire a lady clerk for this department.

Speaking of his experience in the hosiery line a London retailer said, "I have tried selling hosiery in my store, but it did not pay me. The chief reason seemed to be the fact that the Canadian people do not seem educated to buying hosiery with a shoe purchase. I have been in several American cities and seeing the way this line was looked upon as a natural unit in every up-to-date shoe store, gave me the idea of adding it. Why, any enterprising shoe dealer in Rochester, for instance, would not think of doing business without a hosiery department. I started out to give this line a good test when I came back, and although I have left off handling it, I still am firm in the opinion that it can be made to pay. My reason for discontinuing was that I was in need of money at that time and could not afford to do the thing right. It requires a well varied stock in the first place. It took some months before results began to show, but when they did they kept increasing, especially among women. A lot depends on your stand. The main trouble is in keeping up a well assorted stock, three or four, sometimes more, lines in the one color, but once you do get a customer in the way of buying hosiery in your store, he or she is sure to stick. I certainly will take it up again as I am sure it can be made to pay, and the early bird, you know, gets the worm."

## Selections Must Be Well Made

The opinion that it will pay if well looked after is held by nearly all who have done any experimenting. It requires however, a careful system of management. In the first place, the quality must be good. It is just as important to keep a customer as it is to get him. The average shoe man will do a better business by dealing only in the better grade. A good price can be got for a nice pair of stockings. Careful buying at first and not letting the department run away with too much capital are necessary. One good thing about this department, where it has an advantage over shoes is that the capital can be turned over much more frequently.

Presenting this phase, a Western retailer writes: "It has paid me to stock hosiery because I was very canny in the beginning, without spoiling all my chances by carrying too little a stock. I found it better to have to lose a sale once in a while, rather than have too much stock left over. In fancy foot covering for women I kept a very watchful eye, until I caught on to the situation. I found it advisable to keep stock to match footwear, as a great many, in fact nearly all my sales in high grades are made at the same time as a slipper purchase. For instance, a lady buys a pair of pumps for evening wear. If I am able to show her hosiery to match, I am sure of a sale. Quite a call is made for black and plain colors of different weight and shades.

"Another thing necessary to make the hosiery department a success is goods being displayed to the best advantage. This was a great help to me at first, and for this the windows are invaluable. I never dress a window now, without giving hosiery a strong position, and the line can be placed where a shoe cannot. I get the clerks interested as much as I can, and they seem to be anxious to see this department go ahead. To keep them interested, I allow them a percentage on every sale. This is possible as a pair of silk stockings can be sold at over double the buying price.

"Another thing that helped was advertising. In fact, I featured hosiery for a while and it brought big results. Prices range from forty cents for a good plain pair up to \$4.00 and \$5.00 for the best silk goods. In men's, half-hose begin at about fifty cents, and run up to seventy-five cents, \$1.00, \$1.50, and \$2.00. On the plainer lines, profit is from thirty to forty per cent., and on finer grades all the way up to 100% and sometimes more. The question of a lady clerk need not bother anyone any more than it should in selling hosiery in a dry goods store."

## Outlay is Not Large

As for hesitation in opening a hosiery branch, no department could be opened with less expense than this one, and with so little outlay. A dozen or more pairs of good plain hose can be purchased for the price paid for a first-class pair of boots. Another thing which adds encouragement is the rapid turnover which occurs in hosiery. Money is not tied up for anything like the length of time it is in the shoe department. Leftovers and shelf warmers are also out of the list of worries.

Inexperience should not bother the shoeman, as manufacturers and jobbers are only too anxious to demonstrate the possibilities of a hosiery department, and this, backed by common sense and business acumen, is enough to save a dealer from any loss. Lack of space should not deter any shoeman from carrying the line as a silent salesman show case will hold a good sized stock.

In a recent article on this timely topic Shoe Findings says: "Assuming that 85 per cent. of the shoe wearing public make their shoe purchases in exclusive footwear establishments and that the remaining minority go to department stores to satisfy their shoe requirements; and assuming again that in the distribution of hosiery the situation is exactly reversed, the department stores having the majority sale and the shoe stores taking what is left; then, what is the matter with hosiery as a suitable side line for shoe store sale? Within the past few years, there has been a considerable awakening among shoe retailers to the advantages of catering to every footwear requirement of their patrons, and since the first consideration of this extension of their business has brought forth the undeniable truth that hosiery is even closer to the foot than shoes, the initial departure has invariably been to open up down-to-date and well equipped hosiery departments. Practically the only argument that has been advanced by hosiery manufacturers so far in their efforts to induce shoemen to co-operate with them in the distribution of their lines, has been to emphasize how much a patron would appreciate the saving of time and trouble in being able to buy comfortable shoes and hosiery to match at the same time instead of having to purchase the shoes first and then be compelled to visit another establishment in a frequently vain endeavor to obtain the necessary article."



# How a Shoe Dealer's Kindness Was Poorly Repaid

The Way He Got Others Interested in the Cause of Suffering Wife and Famished Family—Sent Up Boots and in the End Found He was Duped—And all that the Starving Ones Might Buy Vacant Lots for Speculation.

The poor we have always with us, and with equal veracity it may be added the fakir, the imposter and the grafter. If you do not believe it ask any charitable worker. A cold, hard winter will bring all of the designing elements of humanity to the front. Many believe that it is easier to use their cunning to secure assistance than to work with their hands.

Not so long ago a big, tall fellow was up in the Toronto police court for stealing wood from a neighbor and, when arraigned, pleaded that his family of little ones was perishing with the cold and he could not endure their suffering any longer. Investigation by the authorities showed that the prisoner, lithe of limb and rugged of countenance, had been offered several jobs of wood sawing, which toil he disdained. Yet this self-same chap had stayed up nights for a fortnight and put in more time in actual hours stealing fuel—not to speak of the risk of detection—than if he had "bucked" a few cords. He had the wrong viewpoint. Another strapping son of Adam was asked by the city relief officer recently if he did not want employment. Unblushingly he replied, "Naw, thank you, the Ladies' Aid are looking after me very nicely."

## The Kindness of a Retailer

And so incident after incident of petty graft of this character might be related. Every laudable work is beset with snares, but the most glaring example of graft that has lately come to light occurred on Gladstone Avenue, Toronto. A certain Queen Street shoe dealer, who was waiting upon an old customer, was told that a woman with a large family was in the hardest kind of misfortune. Her husband, who had been working at structural steel in Hamilton, had fallen from a dizzy height and was in the hospital three weeks. Later he had joined a gang of railway employees, a train had been wrecked and he was one of the five injured, being in the hospital at North Bay. Then, one of the children was taken ill with scarlet fever and during all these weeks the family had been living on next to nothing. The boot dealer knew the woman and his sympathy was aroused. He gathered together some juvenile garments and sent them over. Then the Sunday school teacher of the children called at his store and said that she understood one boy was going around barefooted—and this, too, only a few days before Christmas. She paid for a pair of shoes and asked that they be sent up to the house. The shoeman sent up a couple of pairs of warm socks and another pair of boots for a smaller child. He was told by a neighboring Parkdale resident that the family had nothing to live on except some stale cakes and buns that a confectioner had taken to the house for three weeks.

## The Shoeman's Good Advice

The following day one of the children called at the dealer's store and told him that his mother had had no fire in the house for three days and the baby was cold. This was two days before Christmas and the merchant commanded the lad to run home and that he would see a load of wood was sent up. The business man, although he could ill afford to leave his busy store, went out and collected eight or nine dollars from those along the street. They all gave generously and the case of the woman was reported to an alderman who said, that he would notify the city relief department. Going to the house the footwear merchant found the baby huddled up in old clothes and the mother and little ones in one room with no fire. The place was dirty and forbidding,

but the woman explained that she had been too weak to attend to the cleaning up.

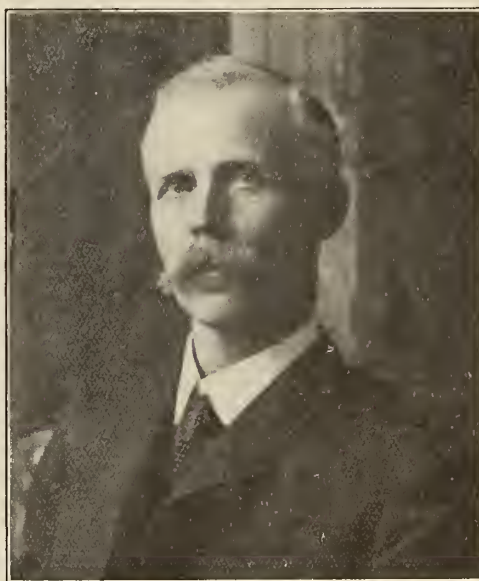
"Well, you must do something to help yourself," remarked the caller. "Your family cannot live in this wretchedness and squalor."

"Yes, yes," she replied, "but I have not had enough to eat." The shoeman found a pound of meat on the table, but the mother explained that she had no fire to cook the steak.

"What about the family upstairs and in the front of the house," he inquired, "would they not do it for you?" "Oh, I hate to ask them," she humbly replied. "What I want particularly is wood and food. You see since my husband met with such painful accidents I have just leased part of the house to two men and women. They pay me enough to meet the rent but I have nothing else." The

## A Veteran in the Shoe Ranks

One of the oldest shoemen in the Huron peninsula is Wm. Sharman, of Goderich, Ont. He has been at the trade all his life and started to learn on the bench at the age of thirteen years. Born in Manchester, England, he came to Canada with his parents at so young an age that he did not know what a shoe was. After his apprenticeship he started a shoe repair and custom shop in Goderich, which he continued for several years. He then took a position with E. Downing and, after working for him eighteen years, bought out the business. He has conducted an exclusive shoe store



Wm. Sharman, Goderich

ever since 1895. It is just forty-nine years ago since Mr. Sharman began to hammer out sole leather and to wax threads and he can recall many incidents of an interesting character of the early days. He maintains a live repair department on his premises and keeps three men constantly employed. One annual sale is conducted and then a general reduction is made of all stickers and regular lines. This is usually held in the month of February to make room for spring goods, and the knife is applied to everything in stock. Mr. Sharman does not believe in carrying shelf-warmers and he keeps things on the move. His son, Reg. Sharman, has for a number of years been the right hand man of his father and a large and prosperous trade has been built up.



almoner was convinced that here was a really worthy case. He came away with admonition to the woman to clean up and he could see that milk and other requisites were sent. The sympathy of several Parkdale business men was touched by the story of the apparently deserving household. One merchant told his girls there would not be the usual lavish gift of Christmas presents for them, and his daughters all set to making things for the distressed ones. A retired railway conductor who has not worked for years owing to a physical ailment and has barely enough means to live on, went out on the day before Christmas and earned a dollar doing an odd job at fixing water pipes, which he handed over to the family of the afflicted. His wife arose from a sick bed to make a cake for them. An Anglican clergyman told the business men that this was a worthy case and that only a few weeks before he had paid a month's arrears of rent for the suffering ones to prevent them from being dispossessed."

#### And He Was Hoaxed Too

"I have investigated, gentlemen," he added. "I fully believe that it is a deserving case. I gave the woman an order on a grocer and she showed good sense and restraint. She did not take up the full amount at once but had a few necessary things sent to the house and informed the grocer that she would take out the rest of the goods as she required them. I have never known a family but what would 'use up the full amount at one swoop."

Then the police of Parkdale Station—1313 Queen Street West—were notified, and an officer began a quiet investigation. He found that a man of the same name as that given by the woman as her husband was employed in a city furniture factory. His suspicions were stirred and he invited the woman to call at the station and see the sergeant. She fell in with the suggestion, as it was intimated she might secure further relief. She went and told one of the hardest of hard luck stories. Then a detective, who had overheard the pitiable narrative, stepped in and remarked, "Is your sick husband the one who works at — factory or the one who was in the hospital at Hamilton. Is — who has been employed for two years at — earning twelve dollars a week your husband or the man of the same name who was injured in the railway wreck and spent five weeks at North Bay?"

#### And All to Buy Vacant Lots

The woman's courage gave out. She made a full confession, pleading that she would not try such a game again, that this was her first offence and if they would only allow her liberty they would never have cause to regret their generous-hearted action. She departed crestfallen and subdued.

This incident is, perhaps, not out of the ordinary, but the sequel certainly is. What had she been doing with the money that her husband gave her? All her stories regarding want and adversity had been pure invention, the only mishap being that one of the boys had scarlet fever. For weeks she had deliberately given her home and family the gaunt appearance of poverty and neglect and skilfully played upon the liberal impulses of a few persons. The money that had been coming in—so she confessed to the police—had been expended in buying town lots in Welland. Grafting on the community to acquire real estate at the Yule-tide period is certainly a new ruse with which to make "a touch," as many Parkdale victims know to their sorrow.

### A Lower Tariff on Shoes

Will the tariff on American footwear be reduced in the new Democratic administration. It would appear so. An unsuccessful fight to have the house committee on ways and means retain the present tariff of 10 and 15 per cent. ad valorem on boots and shoes occupied most of a day's session

recently in Washington. Chairman Underwood of the committee flatly told the gathering of representatives of the wholesale and retail shoe industry of the country that the tariff was not prohibitive; that there was no revenue and that retention of the present rates was impossible. Questions of the committee indicated a sentiment of the bill to a big drop in those rates.

Numerous spokesmen appeared for the various branches of the shoe business, national associations of the manufacturers, wholesalers, and retailers, and of the labor unions, all favoring the present duties. Mr. Underwood said that the Democrats did not purpose to play favorites as between industries in the work of carrying out the party pledge for revision downward; that while he hoped there never would be a Democratic tariff so below the reasonably competitive basis as to close down any factory in the country he and others of the committee wanted to write such rates as would stimulate a reasonable competition. He suggested that the final arbiter, the American people at the last election, had rendered a verdict for "tariff for revenue" instead of "protection," and that "you cannot expect us to write a protective tariff even if only two per cent."

### Developing Shrewd Salesmanship

"The trouble with most shoe clerks is that they do not take enough interest in the matter of making sales," said the manager of the boot and shoe section of a leading departmental store in Montreal the other day. "If a customer comes in and asks for a shoe the clerk will ask what kind and size, and then get down a carton and place the shoe before the customer without saying a word, or he may possibly lean up against a post and wait for the decision, favorable or otherwise, of the possible purchaser. Now, so much has been written about salesmanship that it is almost impossible to say anything new. I am not pretending to give anyone advice, but the average clerk cannot take his work too seriously. So many people will go into a store and without further instructions say, 'I want a pair of shoes, please.' Now, to start in and ask all sorts of questions does not predispose the customer in your favor. One should possess the ability to size up his buyer, the calibre, disposition and character of the purchaser. I know several young men who have the ability and the shrewdness to make sales so quickly and satisfactorily that their salary is all the time being advanced. The reason is that they know how to go about completing a transaction in the shortest possible time. They do not have to look around for the goods. They know instinctively what size and kind of boot is desired and do not have to display more than three or four shoes before a favorable impression has been transmuted into a desire for possession, and the deal is finished.

"In a word, my attitude is this—if a man or woman comes into the store and asks for a shoe with no other instruction or intimation as to what he or she requires, I can generally tell by the dress, bearing, appearance and demeanor, about what such a one will wear, especially if the visitor is a man. I can tell his size instinctively by close observation and practice. With a woman, of course, we cannot see the shoe as plainly, but we generally use the measuring stick after requesting her to be seated. I generally get out one pair of shoes which I believe will suit, talk pretty strongly on them and then if I think that is about what the customer requires, I procure two or three more pairs, but always return to the first-mentioned shoe if I am of the opinion that it has created a good impression.

"To tell you of all the methods and details of successful salesmanship no one can. Selling requires tact, ingenuity, skill, sincerity and study. But, after all, the real measure of a man's worth to any establishment is the length of his sales string and the number of patrons he makes and retains for the place in which he works. If he is able to make a large conversion of stock into cash, he can secure a good salary and rapid promotion, as practically all the leading stores base their recognition of an employee's worth on the amount of goods that he is able to dispose of. Selling, serving and satisfying are a trinity that lead up to the front rank every time."



## Managing Western Shoe Department

Rod W. Matheson, manager of the shoe department of the Hudson's Bay Co., Edmonton, is an Ontario boy who is doing well in the capital of Alberta. It is eighteen years since he first sold shoes in the town of Lucknow with J. G. Murdoch, who conducted a general store. For a few years he worked in different establishments and then went into business in his own behalf, which he conducted for six years. Disposing of his stock he afterwards spent some time in Peterborough and London, and six years ago came to Toronto. He was with the Royal Shoe Store a year and later with A. Levy for four years, holding the position of man-



R. W. Matheson, Edmonton

ager. Last March he went to Edmonton to assume his present post. In the Hudson's Bay Store a high class of trade is done and only the best American and Canadian lines handled. The motto of the firm is "buy the best," and seldom if ever is a complaint heard from a customer. The present footwear department is sadly cramped and will shortly be enlarged, affording three times the space now occupied. In this section are a number of well dressed, silent salesman show cases which result in attracting a large amount of business. Mr. Matheson has inaugurated a number of improvements in the department and reports matters as brisk. The January trade was very satisfactory owing to snow and favorable weather. Mr. Matheson likes the go-ahead spirit and aggressiveness of the West and, since taking up his abode there, has done considerable curling in his spare time.

## Buttons Still Height of Style

However much the smart French woman may cling to Paris ideas of gowning and the American may clamor for foreign importations, they both show their preference for American footwear. Hence at Nice, with her machine-embroidered morning frock, at Monte Carlo, with gay Oriental evening gown; at the Auteuil Chrysanthemum Show, below her warm fur wrap, and with the plain morning suit along the Paris Bois there is found the Parisienne completing the smartest costumes in the world with the buttoned boots that Americans now accept as the height of the style. And to be sure this is the greatest commendation on the part of the Parisienne, for in every accessory of her costume she is most fastidious, but in none more than in her footwear. Hence the button boot is the Paris preference. The buttoned boots show that the thirteen and sixteen-button styles have greatest fashion favor, while both boots and pumps prove the popularity of the receding toe. In low shoes, too, the buttoned effects will be worn this spring with

better fashion-value than ever. The sixteen-button boot is the most appropriate accessory for the smart Paquin suit worn for the fashionable afternoon promenade. It has a patent-leather vamp, effectively stitcheled and perforated, the suede upper in that light grey so much liked by the French, smart extension sole and ultra-Cuban heel. The buttons have a trimming effect in that they are of light grey pearl, metal riveted.

## Advantage of Counter Check Books

"I think that every shoeman should use countercheck books" remarked a London retailer the other day. "And demand that every person desiring to exchange a pair of shoes should return the bill with the goods. I am not a very large dealer, but I have been taken in owing to not using check books. A woman walked into my shop the other day and asked me to exchange a pair of dongola McKay sewn boots. I looked at them and remarked that I thought she had made a mistake as I could not recall having anything like them in stock. She insisted that she had secured them in my place and, as they were only a \$2.50 pair, I made the transfer for her. On showing them to a neighboring dealer he informed me that another establishment had had them on a bargain sale and that this pair had gone for \$1.65. I do not suppose that I would have changed them only that this woman had made several purchases from me a few days before. Needless to add I have never seen her since and do not expect to run across her again, as I am told that she lives some miles out in the country."

## Repair Men Must Get More Money

The shoe repairers of the present time are studying how to derive a living from their work. On account of the advanced price of leather, the repair shoemaker must do one of two things: get more for his work or put in a cheaper grade of stock.

In talking to people in that vocation the impression is gained that they appear to lack the necessary knowledge of salesmanship. In most cases they have a set price for doing certain jobs of work, and when a customer comes in they tell him the price, without endeavoring to make any explanation.

Now, it would be more businesslike if the repair man would say: "I can half-sole your shoes for forty, fifty or sixty cents, according to the grade of leather you wish put in the work," at the same time stating that there are several grades and weights of leather, each having a different price. Then, he should show the customer some samples of the leather while explaining the difference in the cost of the jobs, and eight of every ten customers would say, "I want a good job; give me the best leather, at the higher price." The repair man would then have a good profit, and the customer would be satisfied.

Just a little talk and explanation would make all things agreeable. But, in most cases, when a customer comes in the repair man states a price and never explains that he has oak and hemlock leather, and heavy and light stock, or poor grades and good ones that could be used for soling.

That is where salesmanship comes in. The reason the salesman is employed to sell goods is because he meets the customer and explains the difference in quality, and uses diplomacy in his explaining.

The naming of a price is nothing, because it could be done in a letter; but a salesman on the ground can argue any questions as to the merits of his goods that might come up. The repair man could in this manner build up his prices and trade on better qualities, and do a more satisfactory business by simple explanations.

Let the repair man try this experiment and he will soon have his customers educated to ask for better leather on their shoes when repaired, his trade will think more of him, and feel that he is a man who knows his business.

## Good Suggestion Regarding Returns

Everywhere along the line shoe manufacturers have shown an interest in and appreciation of our endeavors to throw light upon the returned shoe evil and to find a remedy for that evil, says American Shoemaking.

Each man asked has gladly contributed an opinion and has told what he has done or how he tried to do to reduce the trouble in his own business. Said one such to-day: "I believe much depends upon the matter of education. We strive to educate both the retailer and the wearer of the shoe and to this end we put a slip in the carton with each pair of our high-cuts and heavy men's and boys' shoes.

Since the use of the following slip we find a large decrease of the claims for damages or for poor wear.

Caution to the Wearer

From the manufacturer of the pair of shoes contained in this box

If your shoes are wet, do not place them too near the fire to dry too quickly, as it destroys the life of the leather, especially when they have come in contact with ammonia acids from the barnyard.

The leather in this pair of shoes is known as chrome tanned leather and all animal fat has been extracted from the same, in order to make it soft and pliable.

To overcome the action of ammonia acids which quickly enter the pores of leather it is necessary that the shoes be occasionally washed with clean water and oil or grease applied which is free from salt. This will preserve the leather and keep it nearly waterproof and will also add greatly to the wear.

Manufacturer.

## Tells Time By Her Slipper

Miss Jose Collins, prima donna of "The Merry Countess" at the Royal Alexandra Theatre, Toronto, recently, was the happy recipient of a handsome and very valuable present. It is a dainty little 22k. gold watch, studded with diamonds and rubies and attached to a solid gold buckle to be worn on a delicate little slipper. Miss Collins wears the slipper around her apartment, and on very special occasions when she is out visiting. It is not designed for street wear. The prima donna explained that she had always abhorred the idea of inquiring the time of day or night, as the case happened to be—and, of course, could not very well take a peak at her own watch for fear people would think she was bored. Now she is as happy as a child and has bid farewell to suspense superinduced by ignorance of the correct time. All she has to do now is to protrude her pretty foot and peep downward.

## Shoe Dealers Are Better Equipped

"Yes sir, the average shoe merchant throughout the country looks upon his business to-day with a great deal more pride and satisfaction than he did a few years ago. The retailer believes in himself and his stock," remarked an old shoe traveler this week. "Remember about a score of years ago when I first went on the road many a man seemed to feel as if he should apologize for being in the trade. He did not want to see samples as he thought that you were trying to foist something on him and load him up with stock that he could not sell. Now the majority of the live ones will gladly visit a sample room whether or not they want to buy anything in your range. They like to look at the styles and see what the various firms have to offer. The dealer is growing broader and more enlightend in his ideals and methods. I know that there are a number of unprogressive fellows, but they are being left in the race. Another thing that I remark is that the alert retailer is a much better buyer than he used to be. He knows values and quality to a finer degree and can size up the saleability of a shoe quicker. He is in close touch with the actual needs of his trade and a much shrewder purchaser. He can tell you if you are overcharging him for a certain line and will

soon let you know where he can get it a few cents cheaper, and you have to be ready to show him otherwise. There may be pessimists but the standard of footwear retailing is going steadily up. More intelligent and aggressive men are entering the ranks. No more wideawake business exponents are met to-day than the shoe merchant, taking him as a class. He is specializing, his stock is better arranged, his goods kept cleaner and neater, his windows and his fixtures have improved, his departments are more conveniently laid out, he studies the individual wants of his customers and he is becoming master of himself and his surroundings. He reads trade newspapers, studies the latest styles and the market situation, visits the wholesale centres more frequently and seeks to gain knowledge in every way."

## The Trade was Born in Him

William Davis, of Toronto, was recently appointed representative in Ontario for the Fraserville Shoe Co., of Fraserville, Que. He knows fully as many retailers throughout the province as perhaps any other traveler, for he has covered the ground from Windsor to Cornwall and north throughout New Ontario. He is a Leeds county boy, being born near Lyndhurst. As a youngster he was always playing cobbler and has been identified with the shoe trade in one form or another since he was sixteen years old. His mother then gave him \$100 and he drove many miles with a shoemaker of Lyndhurst to Kingston to buy leather. He took a position in the shop of this son of St. Crispin who, in consideration of being paid a fee, taught the youth all that he knew in the art of repairing and making boots. Mr.



W. Davis, Toronto

Davis also learned pattern cutting and other branches of the trade. He then went to Watertown, New York, and engaged with a shoe manufacturing firm in that city and, after a few months in the factory went on the road. He spent seven years across the boundary and coming back to Canada successfully managed a large retail shoe business in Teeswater for nine years. He then retired from this end and later resumed a traveling position. He covered south-western Ontario for two years for Coates, Burns & Wanless, London. Later he was with the George E. Boulter Co., looking after New Ontario and making special trips throughout western Canada. For some time past he has represented the J. D. King Co., of Toronto, in eastern and northern Ontario. He is meeting with good success in his work in Ontario for the Fraserville Shoe Co. He keeps in close touch with the trade by means of personal letters and frequent calls. Mr. Davis is a genial, good-natured salesman who has many friends.



## Managers Hold Two Days' Conference

A successful conference of the managers of the stores of the United Shoe Dealers was held in Toronto on Monday and Tuesday of this week. This organization has had a very gratifying year in its six establishments at Lindsay, Parry Sound, Owen Sound, Port Arthur, Sudbury and North Bay. Plans for the coming year were discussed and ideas on various subjects exchanged. All the managers, with the exception of M. Wark, of Port Arthur, were in attendance—R. D. Menizes, of Sudbury; Wm. McDowall, of North Bay; James Flett, of Owen Sound; M. H. Sisson, of Lindsay; H. D. Wing of Parry Sound, and J. W. Foy, of Toronto. The stores have just completed stock-taking and the representatives, while in Toronto, did considerable buying. All the shops of the United Shoe Dealers have attractive fronts and splendid display windows, with an electric sign over the entrance "United Shoes." A universal label is used and adds to the inviting appearance of the interior of each place. The label is a neat one in black and white. In large letters are the words "United Shoes," and the slogan of the organization is "Stores of Quality and Fair Dealing." Another feature is that no mid-winter reduction sales are conducted, the managers not deeming this method necessary to boost trade. They watch carefully all slowly moving lines and get rid of any dead stock in other ways and with excellent results.

## Prepare Early for Easter Trade

Retail trade throughout many sections of Canada has been rather quiet for the last fortnight owing to an absence of snow in many parts of the country. When the weather is unseasonable it affects practically all lines of merchandise and shoes are no exception. During January there was almost a summer temperature and very little snow and this set trade back some, but the January reduction sales helped to make things lively with many dealers. The outlook for spring business is good and the alert shoeist is already making preparations for a record Easter turnover which will come unusually early this year, the festival falling on March 23rd. Shipments of spring goods are being made by manufacturers and wholesalers and the merchant who would capture his share of Eastertide sales should see that his stock is well assorted and in good shape for that period. Now is the time to get busy and make plans for a very active season of selling. Do not leave matters off until a week before Good Friday and then wonder why the other fellow has carried off the bulk of the revenue in spring footwear. Forewarned is forearmed in any commercial undertaking.

## Senseless Price Cutting in Rubbers

The interest taken by every retailer in the price of rubbers is actuated not so much because of what they will have to charge the consumer, as on account of the profit that is to be made on the sales, says a leading Canadian wholesaler.

The price charged to the consumer is, unfortunately, regulated to a large extent by the price charged by surrounding competitors, and regardless of profit or loss many retailers will cut rubber prices till the margin of profit is reduced to a narrowness that makes the sale of rubbers practically a profitless transaction.

Considering the importance and magnitude of the sale of rubbers during fall and winter this state of affairs should be met and faced by every retailer who wishes to conduct his trade on the sound business principle of doing the best for his customer at the most advantage to himself.

The retailer who will cut prices in order to undersell his competitor will naturally come to buying cheaper rubbers. This method is suicidal from a business standpoint, and only those who have suffered the consequences of reduced trade through selling cheap rubbers know and realize the fallacy and danger of the cut-price system.

As soon as the retailer commences to cut prices the conditions of all his transactions wear an entirely different aspect. The natural sequence of a cut in price is a cut in profits. This has to be made up by a cut in values, with the result that in the end you are selling an inferior make of goods at a few cents less to consumers who, sensibly, demand and are willing to pay the price of the best.

When rubbers split or wear through after a little use the wearer does not consider that he has paid a few cents less at your store than he would have paid at the store next door—he only knows he had made a bad bargain at your store and will not be inclined to do more business with you. What does the retailer make out of such sales? Nothing!

## New Shoe Manager is from the East

One of the finest equipped departmental stores in Moose Jaw, Sask., will be opened next month by the Allen, Cummings Co., Limited. The store, which is a splendid structure, six stories high and magnificently laid out, will be well equipped in its departments. One of the nicest will be that



L. Finland, Brampton, Ont.

devoted to the footwear branch, where all the highest grades of shoes will be carried. L. Finland will be in charge of this section. He is a son of John Finland, a widely known retailer of Brampton, Ont., and has spent all his life in the shoe business. He began at an early age by learning the practical end of the trade and worked on the bench in his father's shop for a number of years. He then went on the floor and developed into a capable and thoughtful salesman. About a year and a half ago, he took a position with the T. Eaton Co., Toronto, and rose rapidly, occupying the position of assistant in the boys' section until he resigned a few weeks ago to go West. "Lock," as he is called by his many friends, is earnest, energetic and alert, and no doubt will make good in his new and most responsible position. He will have as his assistant Mr. Leslie, late of Scarrow Shoe Store, Owen Sound, and Miss Duffy, an experienced sales-lady who has spent several years in the shoe department of the Murray-Kay store, Toronto. The remainder of the staff will be engaged in Moose Jaw.

Commercial failures in the Dominion during 1912 were more numerous than in either of the two years immediately preceding, but the aggregate indebtedness on the other hand, was the smallest since 1906. Total insolvencies numbered 1,357, against 1,332 in the previous year, 1,202 in 1910, and 1,442 in 1909, whereas the \$12,316,936 of liabilities compared with \$13,491,196, \$14,514,650, and \$12,982,800 respectively.



## Get Around and Visit Others

"I haven't had a vacation in four years," said a certain shoe retailer to another. "There are always so many things here that require my attention that I haven't been able to see my chance to get away from one year's end to the next."

"That's not it," said the other. "The fact is that you get into a rut and don't know it. You don't get far enough away from your work to get the right perspective. If you could go away for a few weeks you could look back and laugh at some of the little things that you have allowed to chain you down here for four years. When you get far enough away big things look little, but when you get too close to little things they look big."

"Yes, I know," said the first, "but my work is different."

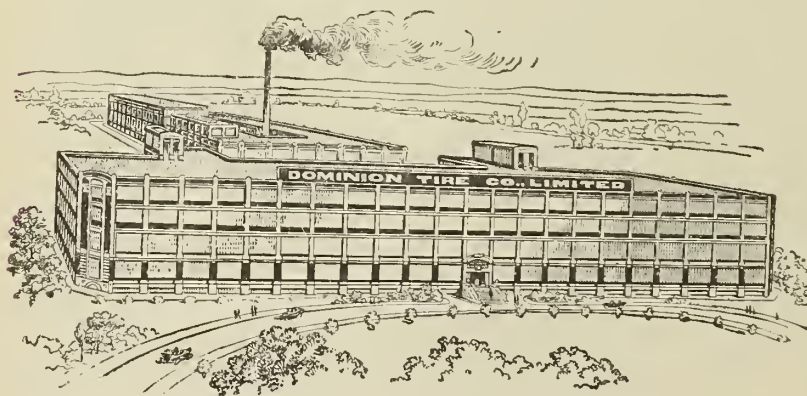
"Not a bit of it," protested the other. "I used to think that myself, but once I had to take a trip for sad personal reasons and I discovered that the world really went on about the same. Since then I have frequently taken a trip and it always puts new vigor into my work. I begrudge neither time nor money spent in the right kind of travel."

## Oldest Shoe Factory Still Stands

Very likely the oldest shoe factory on this continent is in Danvers, Mass. It is known as the Putman shop, and was built before the Revolution. In the United States census of 1786, it is mentioned as a manufacturing site, and it was evidently a factory of much importance at that early date. The building is well preserved to-day, and many of the ancient tools, etc., that were then used in the factory, are still to be seen. The tools were made of wrought iron, and the patterns were made of board, very coarse. Cutters who are used to the thin patterns of to-day would find these patterns exceedingly awkward and clumsy to handle. The lasts that have been saved in the old shop are all very crude, and the old books show that they cost from 25 cents to one dollar per pair, according to the style. The shoemakers were paid from 15 to 25 cents per pair for making shoes, and averaged from \$5.00 to \$10.00 per week. At first all the shoes made in this factory were taken to Boston in ox carts, but later they were packed in barrels and sent in horse wagons.

## New Industry Will be a Credit

This is a picture of the new factory of the Dominion Tire Company of Berlin, which is rapidly nearing completion. The structure is the last word in lay-out, machinery and equipment. It will prove an important addition to the large industries of busy Berlin, which is now one of the most important manufacturing centres in Ontario. The Dominion Tire Company, which has been incorporated with a capital of one million dollars, has secured a fine site of forty acres. The main building is of steel and concrete, has dimensions of 432 by 90 feet, 5 storeys including basement, each floor has a depth of 17 feet, the "all-daylight" windows are on every side, and the operatives will be flooded with the light of day. Niagara Hydro-Electric, and also steam power will



be used. Electricity equal to 1,500 horse power will be necessary to start the wheels revolving. Every mill and every calender will be brand new, and of the very latest pattern.

The Canadian Pacific and Grand Trunk Railways will each have their sidings, thus ensuring prompt shipment of goods. Realizing that ideal conditions are conducive to the best work, the Company has instructed Mr. Albert Kahn, the noted architect of Detroit, to harmonize both the external and internal arrangements of the Factory, so that this result may be attained, and that each workman employed will have every incentive to give the best that is in him to the service of the Company. There never was in the history of commerce such a demand made on the manufacturer as that made by the consumer of pneumatic rubber tires. The "best" regardless of price is what the owner of every car demands. The Dominion Tire Company's output will find a ready sale. What the price will be is not yet known, but there can be no doubt that the keen competent men who will direct the destinies of this important Company will furnish the public with a tire that is all right and unexcelled in point of appearance and durability.

The Canadian Consolidated Rubber Company, Limited, will be the sole selling agent and distributor for "Dominion" Tires.

## Pay Hundred Dollars a Day

One hundred dollars a business day is roughly the rental of the Tooke store, St. Catherine St., Montreal, at the corner of Peel St. When the Semi-Ready Co. purchased the business of R. J. Tooke, they wanted to buy the Peel street site as well, but Mr. Tooke refused to sell, claiming it was one of the best, if not the best, site in Montreal. In fact he refused an offer of half a million for it. So an agreement was come to by which the Semi-Ready Co. leases the premises for twenty-one years at the rate of \$30,000 a year, which is practically one hundred dollars a business day.

In connection with the transfer of the R. J. Tooke business to Semi-Ready, Limited, the directors of Semi-Ready to be elected to the Tooke directorate are: C. H. Nelson, president; Alfred Wood, vice-president; C. P. Creamer, managing director; H. A. Nelson, secretary-treasurer; J. N. Brownlee, C. F. Nelson and E. L. Nelson. Messrs. Wood and Brownlee are actively interested in a number of shoe companies as well, being well known to the footwear trade.

## Bringing the People Back to You

Selling for one time represents a mighty short-sighted policy. No matter how big the initial transaction, if it is not the forerunner of other business its value to the store is limited. Few, if any, shoe stores can build up a permanent success on merely transient business. The first transaction should be not merely a sale, but an object lesson. It should exemplify and drive home in the customer's mind the service, the courtesy, the intelligence and the merchandising efficiency of the establishment. Then the customer is pretty sure to come back, and with a continuance of similarly good treatment will become one of the hundreds or thousands on whose trade the future of the store securely rests. "Sell for to-morrow as well as for to-day" is a good motto—one well worthy of adopting and living up to. Or put it a little differently: "Sell for a permanent customer and for an established trade."

Play may combine with work at times, but it should not be allowed to take the whip and reins.



## Cutting Prices From Mean Motives

If your competitor is a price-cutter don't follow in his footsteps. Blaze out a pathway for yourself. Let him plow his furrow alone.

When you have a line of shoes that have been on your shelves an undue length of time, and are eating up interest as well as occupying space that might with advantage be given to more profitable lines, put them on the bargain counter by all means. But that is not cutting prices. It is getting rid of cumbersome goods at the best price that is procurable for them, although that best price may be less than the original cost. It is better to lose 10, 25, or even 50 per cent. than the whole of the sum invested. And then it can sometimes be made a leader to attract transient customers to the store. The price-cutter, on the other hand, cuts from pure cussedness. He is looking for notoriety just as the man who risks his life to gain applause is doing. It does not matter to him whether the shoe is a quick or a slow seller, when the price-cutting spirit is upon him he slashes figures as he would sticks. To him to talk durability or quality is to talk foolishness. But he who talks quality and advertises quality will be in business when the blinds are down on the price-cutter's window.

## Company Wins the First Round

The Federal Government made its third anti-trust move against the United Shoe Machinery Company in a civil suit filed at Trenton, N.J., charging the so-called trust with wielding an alleged monopolistic power and unfair trade tactics to force the Keighley Company, a competitor, into an unlawful contract for the leasing, sale and fixing the price of an "inseam trimming machine." The United States District Court was asked to terminate the contract. The government's position was a severe arraignment of the "Trust's" alleged unfair practices. The vigorous enforcement of its methods was declared to have driven practically all competitors from the shoe machinery industry, giving the \$25,000,000 United Company control of more than 99 per cent. of the trade.

In this connection a recent despatch from Washington says: "The government suffered its first big defeat in the recent anti-trust campaign this week when the Supreme Court held that the officials of the United Shoe Machinery Company had not violated the Sherman Anti-Trust Law by organizing that company. The court, however, did not pass upon the legality of the system by which the company leases machines on terms that "independent" machinery be used.

## Upward Career of a Shoemaker

One of the most successful shoe factories in the eastern part of Canada is that of the A. A. Durkee Co., Limited, in Truro, N. S., and the volume of business in hand taxes the labor equipment to its capacity. It was in June 1909, that Mr. Durkee started in a small shop just about the size of his present office, and it was an object of considerable curiosity and speculation in Yarmouth. In November of the same year the A. A. Durkee Co., was formed, the retail end of the business closed out and the manufacturing end moved to larger premises. In the summer of the following year the plant was again shifted to more spacious quarters, and in July, 1911, the new factory in Truro was completed and the business transferred to that town from Yarmouth. The structure is admirably laid out and the plant equipped with every device to aid good shoemaking. This was a long and important step and the results have justified it. It was thought that the company was anticipating the future, but, at this early date, other plans are maturing to provide facilities to keep in advance of a rapidly increasing demand. Mr. Durkee believes in Canada as a land of young men who are

willing to put their shoulder to the wheel and lift long and steadily. He was born in Canada but got his preliminary business training in the shoe centres of the United States. "The rest of it I have got as I went along," he remarked recently. "I live to learn."

## Takes Interest in Civic Affairs

"If you want anything done get a busy man to attend to it, the others have no time." This is a saying frequently heard, and in many respects it presents a true state of affairs. As vice-president and managing director of the Miner Rubber Co., of Granby, Quebec, W. H. Miner appears to be fol-



W. H. Miner, Granby, Que.

lowing worthily in the footsteps of his uncle, the late S. H. C. Miner, founder of that company, who, although he had many and varied interests, managed to find time to serve the town of Granby as mayor for the long period of twenty-three years. W. H. Miner is described by his friends as a chip of the old block and he is giving considerable attention to municipal affairs. After the death of his uncle in June, 1911, W. H. Miner was elected a member of the town council and, so well has he ministered to the interests of the ratepayers that recently he was re-elected by acclamation for a further term. He enjoys the confidence and esteem of the citizens to a marked degree, many of whom are predicting that, at no distant date, he will be made the occupant of the civic chair in Granby, which his good judgment and sound business experience amply qualify him to fill.

## Why Small Store Should Excel

A store exists principally to sell merchandise. Therefore those who are entrusted with the selling—the salesforce—must receive especial thought when the matter of efficiency is considered. In the large stores the salesforce is directly under the control of the various heads of departments. In smaller stores, where the proprietor attends to practically all of the executive work, or where a very limited number of department heads are employed, the salesforce comes more directly under the supervision of the management. And, unquestionably, the moral influence exerted by the owner of any business is stronger than that which any subordinate head can impart. For this reason it should be comparatively easier for the owner of a small store to increase the efficiency of his help, if he makes a conscientious effort to do so.

## SHOE NEWS IN PARAGRAPH

C. M. Sicotte, shoe retailer, of Montreal, has assigned. John Ament, shoe dealer, of St. Thomas, Ont., is retiring from business.

W. S. Baldwin, of Humboldt, Sask., has sold out to W. R. Stevenson.

The new Hudson's Bay Co.'s store will be opened in Calgary on May 1st.

Reid & Charles, shoe retailers, of Kingston Ont., have dissolved partnership.

W. J. Webster, of Montreal, shoe jobber, has been succeeded by the Webster-Charles Shoe Co.

John R. Peters has bought the harness and leather shop of A. B. Unger at Rosthern, Sask.

H. O. Hart is continuing the leather and harness business of the late Patrick Hart, of Kingsville, Ont.

N. E. Kennedy, grocer and shoe retailer, of Wheatley, Ont., has sold his business and is holding a clearing sale.

E. C. Scarrow, shoe retailer, Owen Sound, was in Toronto last week on business.

George Cain, of Miner Rubber Co., Montreal, was in Toronto and other Ontario cities recently.

R. B. Wanless, of Coates, Burns & Wanless, London, Ont., was in Montreal recently.

R. F. Foote, of Independent Rubber Co., Merritton, Ont., was in Toronto for a few days last week.

J. W. Leslie, of Hamilton Shoe Co., Hamilton, Ont., was in Montreal lately for a few days.

W. V. Ecclestone, manager of the shoe department of the T. Eaton Co., Toronto, was recently in Montreal.

J. Adams of the Rideau Shoe Co., Montreal, was in London and Toronto last week on business.

R. B. Griffith, wholesale shoes, Hamilton, was in Montreal last week on a business trip.

Brown's Limited, of Portage la Prairie, departmental store, will increase their capital stock from \$200,000 to \$500,000.

The Scout Shoe Co. and Jackson and Savage, of Montreal, have amalgamated their interests and will henceforth do business under the style of Jackson & Savage, Limited.

B. D. Neily has bought the shoe business carried on by J. E. Lloyd & Co., of Bridgetown, N.S., and has taken possession.

J. W. Elliott has opened a new shoe store at 630 Barton E., Hamilton. The location is on the corner in a rapidly growing district.

H. G. Middleton, of Middleton & Co., Winnipeg, was on a trip east in the early part of February and spent some time in Montreal.

H. B. McGee, sales manager of Minister-Myles Shoe Co., Toronto, who was operated on some time ago for appendicitis, is able to resume his duties.

Mr. McMartin, of Walter Williams & Co., Montreal, Canadian agents of Brough, Nicholson & Hall, Limited, was on a trip through Ontario recently.

Mr. Casselman is opening a new shoe store on Dundas street west, Toronto, and is having his place of business neatly fitted up.

William Garside, late of the firm of Garside & White, Toronto, has arrived at Los Angeles, California, where he is spending the winter in company with Mrs. Garside.

James Joyce, of St. Clair avenue, Toronto, is opening a branch on Nairn avenue, which is known as the Citizens' store.

Fred Knibbs, who has been covering Northwestern Ontario for Ames-Holden-McCready, Toronto, has been ap-

pointed sample room salesman at the warehouse and assistant to the manager, Charles Bonnick.

G. A. Lyons of the G. A. Lyons Co., dealers in shoe findings, New York City, was in Toronto last week on business.

F. A. Guinivan, general manager of the United Co-operative Shoe Stores, Montreal, was in Toronto this week for several days on business.

J. A. McLaren, of McLaren & Dallas, wholesale shoes, Toronto, is spending a few days on business in Montreal, Quebec and other shoe centres.

O. Dufresne, of the firm of Dufresne & Locke, shoe manufacturers, has again been elected as alderman for the progressive town of Maisonneuve, Que.

The Sussex Mercantile Co., of Sussex, N.B., recently suffered by fire when their branch store at Elgin was burned to the ground with a loss of \$20,000.

Word has been received in Toronto of the death of L. C. Bliss, president of the Regal Shoe Co., who passed away recently in Florida, where he was spending the winter.

H. Dallas, of Toronto, who represents several Old Country firms in the shoe line, left this week for England on a business trip.

E. Arsenault, of Montreal, has been appointed representative for Blachford, Davies & Co., Toronto, in Montreal. He will also cover the province of Quebec.

Warren T. Fegan, of the Big 88, Queen street west, Toronto, who has been spending some time in various southern cities, is expected home next week.

T. R. Trudeau, who until last Christmas represented A. Corbeil, Montreal, in territory west of Toronto, has been appointed manager of the Corbeil retail shoe store at 790 St. Catherine street east, Montreal.

Charles F. Rannard, of the Rannard Shoe Co., Winnipeg, is on a business trip to London, Galt, Toronto, Montreal, Boston, New York and other eastern centres on a buying expedition.

The many friends of Charles Fogelberg, superintendent of Getty & Scott, of Galt, will extend sympathy with him in the death of his only son, a bright boy in his teens, who passed away last week.

William Slater, 20 years of age, second son of Geo. A. Slater, of Geo. A. Slater, Limited, Montreal, lost the sight of his eye whilst playing for the M. A. A. A. senior hockey team at Shawinigan Falls, Que.

D. D. Hawthorne, wholesale shoe dealer, Toronto, who has been ill for several months is now getting along nicely and gaining strength steadily. He contemplates a trip to the South just as soon as he is able to undertake the journey.

J. F. Cairns, of Saskatoon, is rapidly removing the balance of his stock into his new building, the finest of its kind in the city, and expects to have everything going smoothly in Saskatchewan's largest departmental store in a few days.

W. Howarth, 952 Gerrard street east, has opened a branch at 176 Main street east, Toronto, in the store lately occupied by Mrs. A. E. Arthur. Mr. Howarth has done well in the boot business and is working up a big trade in the eastern section of Toronto.

There were thirty pairs of rubbers in a bag which John Marcovitch, 253 Clarke street, dropped, after, as is alleged, rifling the store of Emile Larose, 325 St. Lawrence boulevard, Montreal. Constable Lacroix recovered the booty and took Marcovitch before Judge Leet.

T. H. Bigwood, president of the Ontario Shoe Retailers' Association, who conducts three stores in Toronto, has sold his branch at 630 Queen street west, known as the Ideal Shoe Store, to Harry Benson, late of R. B. Griffith & Co. of Hamilton, who has taken possession.

A change in the business formerly conducted by R. Barrett has taken place in Newmarket. Mr. Barrett will continue the making of harness, and the repairing of shoes, etc., but in connection with this end of the business there will be



conducted a retail boot and shoe store under the proprietorship of Andrew Lockhart.

The Menzie Rubber Co., of Toronto, Limited, which has recently been incorporated with a capital of \$40,000, is empowered to deal in and manufacture rubber goods. The provisional directors are William Menzie, Edward D. Apled, William C. Sloan, L. Donaldson and L. Hunt.

Bert Sproul, who is a member of the McCall Shoe Co., 666 Queen street west, Toronto, was married recently to Miss Sadie Pearl Patterson, daughter of Mr. and Mrs. John Patterson, of Caledonia, Ont. Mr. and Mrs. Sproul have taken up their residence in Toronto.

Damage through water to the extent of \$2,000 was done to the stock and premises occupied by A. F. X. Beaudry, leather merchant, Montreal. Stock was fully insured, however, and the firm have moved across the street at 278 St. Paul, which they will occupy permanently.

Fred. R. Foley, shoe retailer, of Bowmanville, Ont., has purchased a new store on the opposite side of the street on which he is at present located and is converting the premises into an up-to-date and well appointed shoe shop. Mr. Foley expects to move into his cosy business home in a few weeks.

F. J. Lashbrook, of London, who has for several years represented Getty & Scott, of Galt, in Western Canada, and is one of the best known salesmen on the road, has joined the traveling staff of Kirvan-Doig, Montreal. He will represent that firm throughout the West, which he has covered twice a year for a long period.

Raymond Hitchcock, who appeared in Toronto in "The Red Widow," was once a shoe clerk in John Wanamaker's store in Philadelphia some years ago. Then "art" burned within his rickety chest, and he joined an opera company, and acted as a chorus man. One night the opportunity presented itself for him to show what he could do, he was given the principal comedy part, and he made good. Since then Mr. Hitchcock has never had to look for an engagement.

E. F. Hutchins, president of the Great West Saddlery Co., Limited, was in Saskatoon recently in connection with the opening up of business of the Saskatoon branch of his company. The building is a handsome brick and stone structure, seven floors in height, and 50 x 120 feet in area. G. R. Fogg, formerly sales manager at Winnipeg, is now manager in charge of the Saskatoon branch.

Nobody ever gets a pair of boots repaired in Buenos Ayres; it is cheaper to buy a new pair. At least that is the statement of H. R. Poussette, Canadian trade commissioner to the Argentine Republic. American boots and shoes are being imported in large quantities, the total value of such imports rising from \$39,561 in 1908, to \$327,164 in 1912. Canadian boot and shoe men do not seem anxious to compete. American boots sell at about \$3.50 against \$6.50 to \$10 for British-made boots.

A daring robbery was committed by a gang of yeggmen, who got away in an automobile recently when they smashed and entered the boot and shoe establishment of Mr. J. L. Saucier, 1112 Rachel street, Montreal, and carried off several hundred dollars' worth of goods. Shortly after the robbery the police noticed a big touring car rushing along Rachel street at a high rate of speed. This is the second time since October that this store has been robbed by a gang of automobile bandits.

Among the callers on the trade in Toronto during the past few days were: R. A. Briscoe, Galt; O. M. Kinzie, Preston; D. McTavish and H. B. McGregor, of the T. Eaton Co., Winnipeg; D. Johnson, of G. G. Lennox, Winnipeg; T. E. Vanstone, of Yorkton, Sask., who recently bought out the Yorkton Supply Co.; Percy Horseman, of Clinkskill, Limited, Saskatoon, and Alfred Price, who is starting business in Camrose, Alta., under the style of Cunningham & Price.

In connection with the fire which took place last month in the handsome new warehouse of the Canadian Consolidated Rubber Co., of Edmonton, J. L. Bond, manager, reports that all the stock of the company had not been transferred to the new building. The company had quite a stock of

winter footwear which escaped the flames and this leaves them in a first-class position to handle all orders. No customers have suffered owing to a shortage. The company have secured temporary premises at 640 Third street, Edmonton, and are doing business as usual, having been greatly assisted by the fact that the branches at Calgary and Saskatoon carry heavy stocks on which they were able to draw.

Frank Mercer, who has been representing Hanan & Son, of Brooklyn, N.Y., and covering the Southern States in the interests of that house, has returned to Toronto and taken a position with the Relindo Shoe Co., with which firm he was formerly identified. He is a capable salesman, and of a bright, cheerful disposition. His many friends in Ontario are glad to welcome him back to his old ground. For some years he was in the shoe business for himself in Toronto and gained a thorough knowledge of the trade from the retail end.

A new wholesale shoe establishment has opened in Hamilton on King William street. The men behind the enterprise are John Townsend, late with the London Shoe Co., and Arthur Angus, who was in the retail shoe business in Hamilton some five years ago and is now a manufacturer's agent. Messrs. Townsend and Angus are both well known to the trade and have a large number of friends, who believe that they will do well in the jobbing line. Their location is within a block from the city hall, they having taken one floor of a large new building.

Writing to a Toronto jobber a significant note is sounded by a Montreal manufacturer who says, "The price of sole leather is from 30 to 35 per cent. higher than it was last winter. Hides are reported higher than at any previous time, and 20 per cent. higher than in 1911 and 35 per cent. higher than in 1910. We are not buying any large quantities of leather at current prices, but there is a steady demand for medium sized lots. Shoes are likely to make another advance in price before long.

Some of the independent rubber companies have decided that they will not carton lumbermen's duck goods this year. They say that very few dealers desire them to be put in cartons and the cost has been heavy. The average outlay for good cartons is about four cents each, or about forty-eight cents per case. Then there is the warehouse space, extra freight, etc., and the cartons being so bulky they break very easily. Cartons are also reported to be going up in price all the time.

The C. S. Hyman Co., Limited, of London, Ont., have been newly incorporated with a capital stock of \$3,000,000, divided into thirty thousand shares of \$100 each. Under the federal charter granted them the company are empowered to export and import hides and skins and carry on the business of leather manufacturers, dealers, tanners and wool pullers, to manufacture and deal in all kinds of leathers and leather goods, and to carry on many other lines of allied business. Various additional powers are also conferred upon the company, such as to produce or accumulate electricity and to sell or dispose of any surplus, and to establish and support associations, funds, trusts or conveniences calculated to benefit employes or ex-employes of the company; to grant pensions and to make allowance and to make payments toward insurance, etc.

A. R. Clarke & Co., Toronto, are opening a branch office in Quebec city, where stock will be carried. Griffith Clarke is now in that city making the necessary arrangements. The firm have just completed an extension to their enamelling department, 82 x 88 feet, one storey high, which will add to their facilities of patent leather. During the past week a permit was taken out for another building 135 x 56, which will be of brick, four stories high, and will be used for the glove manufacturing, sheepskin coats and workmen's shirt departments. The structure will cost about \$25,000 and, when completed, there will be a rearrangement of the foregoing branches, one flat being devoted to each, which will enable the firm to augment their output and install additional plant. They report that the demand for patent leather is constantly on the increase and the outlook for the coming year is very promising.



## HAPPENINGS IN FACTORIES

The Rock Shoe Co., Quebec, report their factory as being very busy at present.

The Elkman Shoe and Supply Co., of Brampton, Ont., have added several new machines and are now in full swing.

Most of the shoe factories in Montreal and Quebec say things have slackened a little during the last five or six weeks, although they are all busy with fall samples.

Young Bros., Limited, Toronto, who have been incorporated with a capital of \$40,000, are empowered to manufacture and deal in leather goods, novelties, etc.

U. Bouliant, vice-president of the Rena Footwear Co., Montreal, has been ill recently, but is reported better and is around again.

The Plessisville Leather and Shoe Co., who until recently only engaged in the tanning business, have opened a factory for the manufacture of McKays.

A new No. 5 lasting and other machines have been installed in the factory of the Wayland Shoe Co., Montreal, by the U. S. M. Co.

Mr. Brimblecombe, formerly with the Kimmel Felt Co., Berlin, has taken charge of the cutting room of the Murray Shoe Co., London.

The cutting of shoes began this week in the new factory of the W. E. Woelfle Shoe Co., Berlin, Ont. The machinery is now being installed.

E. Fournier, manager of the Plessisville Leather and Shoe Co., Plessisville, Que., was in Montreal recently on a business trip.

The Relindo Shoe Co., Toronto, will install more machines and increase the output of the factory from twenty-five to forty per cent.

A. Brandon, of the Brandon Shoe Co., Brantford, Ont., was in Boston, Brockton and other shoe centres recently, on a business trip.

B. Law, who has had charge of many tanning yards in Scotland, South Africa, and other countries, has come to Canada and taken a position with a firm in St. Catharines, Ont.

The plans for the new factory of the Galt Shoe Manufacturing Co., Galt, have been approved. Tenders for the big building will be called for at once and work begun in the spring as early as possible.

Mr. Porter, who has been in charge of the making room of the Slater Shoe Co., Montreal, has returned to Boston owing to the poor health of his wife. Those under him presented the departing member with a fine traveling bag.

The Superintendents' and Foremen's Association, of Montreal, held a highly enjoyable ball and euchre party in Stanley Hall recently. The event was a decided success and the officers are to be congratulated on the manner in which it was managed.

P. I. Hersey, treasurer of the Regal Shoe Co., Boston, and Paul Tetzlaff, of the Philadelphia factory of the company, were in Toronto last week on business. It is understood that the Regal Company are considering extending their Canadian factory at an early date, but definite plans have not yet been decided upon.

St. Catharines has landed a big industry in the Canadian branch of the B. F. Goodrich Rubber Co., of Akron, Ohio, where the concern employ 1,500 hands. The Goodrich Company, which receives 17 acres of land and exemption of ordinary taxes on all assessment above \$10,000, expects to employ 1,000 hands. The company guarantee to expend \$100,000 in wages annually.

Coquitlam, B.C., will shortly have a shoe factory if present plans materialize. It will be established by the R. B. Johnson Co., of Water street, Vancouver, and occupy the building known as the Coquitlam roller rink. The new com-

pany, which will be a private one, will be capitalized at \$25,000 and local citizens are taking large monetary interests in the proposed industry.

Booteries, Limited, which have recently been organized in Toronto with a share capital of \$250,000 are given wide powers under their charter and are empowered to manufacture and deal in all kinds of footwear, leather goods and findings of every sort. The company, which have succeeded the C. C. Cummings, Limited, have opened up a shoe store at 163 Yonge street and, it is understood, may open new stores in other parts of the province.

A Boston despatch says that in the fiscal year to December 31st last, the United States Rubber Company did the largest gross business in its history, but there was material shrinkage in the manufacturing profit, with the result that the final net fell below the 1911 results. The United States Rubber earnings were affected most of all by the return from the Rubber Goods Manufacturing Company, one of its subsidiaries.

The Williams Shoe Company, Limited, of Brampton, and Messrs. Horace Foster and George L. Williams, its secretary and treasurer, respectively, are the defendants in an action entered at Osgoode Hall, Toronto, by Walter G. Downing, who asks for a mandatory order transferring to him thirty shares of stock in the firm, and for an injunction restraining the defendants from holding their annual meeting until such transfer has been entered.

A. O. Giroux, secretary-treasurer of the Superintendents' and Foremen's Association, Montreal, was a visitor to Boston recently and at a recent meeting of the association gave a very interesting report of his trip, speaking on the advisability of transferring members from one association to another when changing their factory positions and locating in the various centres. He also gave some outlines of a scheme by which it could be done, and the result was that the Boston Association appointed a committee to investigate and consider the idea.

A charter has been granted to Corbeil, Limited, shoe manufacturers, of Montreal, with a capital stock of \$1,000,000, divided into 10,000 shares of \$100 each. The incorporated members are Avila Corbeil, Emile Corbeil, Leonard Blais, Theophile Desrochers and H. J. H. Morrier. The company are empowered to purchase and take over all the assets and liabilities of the business carried on by A. Corbeil, shoe manufacturer, Montreal, and to make and deal in all kinds of footwear, either wholesale or retail, appertaining to such business.

W. Percy Gillespie, who is promoting the First Prairie Shoe Co., in Brandon, Man., has decided to open up an office in that city from which the Western operations of the W. Percy Gillespie Co. will be conducted. Mr. Gillespie was in Brandon recently and reports arrangements are now complete for the erection of a factory and that construction will start early in spring. Shoemaking operations will begin by July first and from fifty to sixty hands will be employed at the outset, which number will be increased as the business develops. The factory will be a four-storey structure, 154 by 50 feet and should prove an excellent industry for Brandon.

The contract for the new factory which will be built by the corporation of St. Thomas for the shoe firm of E. T. Wright & Co., of Rockland, Mass., who are now operating in temporary quarters, has been awarded to A. E. Ponsford, of St. Thomas, for the sum of \$33,953. This is exclusive of a sprinkling system, vault doors and electric elevator, which will bring the cost of the structure up to \$37,629. It was found that some \$8,000, over and above the \$45,000 vote<sup>d</sup> by the ratepayers will be needed to complete the building. The building alone costing some thirty-seven thousand dollars, leaves only about \$8,000 for other expenditures, viz., the purchase of the Victoria Block, repairs to the latter, the three stores east of the Victoria Block, the McPherson Block, repairs to the latter, architects' fees, inspection and other incidentals. The latest figures show these expenses will reach \$25,229, necessitating a further expenditure of \$8,000.



### NEWLY ORGANIZED COMPANY WILL EXTEND

Chas. A. Ahrens, Limited, is the new name of the progressive company which has long been carrying on business in the thriving centre of Berlin under the style of Chas. A. Ahrens & Co. The authorized capital is now \$100,000. Chas. A. Ahrens is president and manager of the newly incorporated company; Fred. H. Ahrens, secretary-treasurer, and H. E. Wettlaufer, sales manager. All these men have been connected with the company for years and are acquainted with their respective ends of the business.



C. A. Ahrens



H. E. Wettlaufer



F. H. Ahrens

Architects are at work on plans for a large addition to the present factory, which, when completed, will double the floor space and capacity. The present structure was completed a little over three years ago and in that time the premises have been very much outgrown. The improvements will consist of a fine steam power plant; operating dynamos for electric lighting; two pumps for supplying water from a well and cistern, and a Webster heating system of the latest type. Chas. A. Ahrens & Co. have been manufacturing shoes and slippers in Berlin for 25 years, and in the person of F. Burghardt, have an employee who has been with them continually from the time that they commenced operations in a small one-room factory away back in 1888. Recently, in commemoration of the quarter century anniversary of the firm, Mr. Ahrens presented Mr. Burghardt with a purse of gold and an appreciative address.

Mr. Wettlaufer, the capable sales manager, has been with the Ahrens Company for nearly 14 years. He covers Western Canada from Port Arthur to the Coast and makes a trip from Toronto to Cornwall semi-annually. He is widely known in hockey and musical circles and as the efficient President of the Ontario Hockey Association. Mr. D. H. Musselman, who has been an inside man with the firm for some years has been added to the staff of salesmen and a material increase in output is looked for.

Several new lasts and patterns will be shown for next fall, along with those added this spring, which will mean an entirely new range of goods next season. The company make honest, solid leather staples, as well as finer lines, which have full fitting qualities.

### RETURN OF ENAMELED LEATHER

A London correspondent of the *Haberdasher* says: Footwear just now includes the enameled shoes. These enameled shoes are rather stouter than ordinary patent leather and they have all the disagreeable impenetrability of the latter, but they certainly keep their shape very much better and do not so greatly tend to crack. The underlying leather is split cowhide and the tops of the shoes are made in the best goods of kid. Over them are worn the suede spats or gaiters already mentioned. These are an expensive and decidedly exclusive product. To be made wearable they must be made to measure by a bootmaker, but their pliability makes them very snug and smart looking and they cannot be imitated at a cheap price, so that the taste for them is a decided note of exclusive fashion.

### SHOE LAST TRUST DISSOLVED

The Boot and Shoe Last Trust, fixing, it is alleged, the price of practically every last sold in the United States, was

dissolved at Detroit recently by the Federal Government in quick time. Immediately following the filing of a civil anti-trust suit against the Krentler-Arnold Hinge Last Company and numerous other last manufacturers, with whom it was allied by agreements, U.S. District Judge Tuttle entered an agreed decree, terminating license agreements in so far as they fixed the price of unpatented lasts and dissolving a club through which the alleged violation of the Sherman law was accomplished. The decree, in effect, lays down the broad principle that it is unlawful to tie together patented and unpatented articles so as to fix the price of the unpatented commodity. Neither the government's petition nor the decree questions the right of a patentee to fix the price of a patented last.

### ACTIVE CAREER OF A LEATHER MAN

There is no man in the leather business more widely known in eastern Ontario and Quebec than George S. May, of the firm of Geo. May & Sons, Ottawa. He recently retired as president of the Ottawa Board of Trade, in which he has always taken a deep interest, after a two year term. He is at present a member of the Council of the Board and has filled practically every position in the gift of that body. Mr. May was literally born in the leather trade. His father, the late Geo. May, who died a number of years ago, founded the present business in 1858. The sons, Geo. S. and W. C. May, were taken in partnership about 25 years ago and the firm became Geo. May & Sons. They do a large wholesale turnover in saddlery, hardware and horse clothing, harness upper and bottom leather, shoe findings, etc. They conducted a tannery for making harness and upper leather at Mount Sherwood until 1982, when the rapid growth of the city rendered the site so valuable that this end of the business was given up. G. S. May was one of the representatives of Ottawa in the Ontario Legislature for some years. He has



Geo. S. May, Ottawa

occupied many other positions of influence and has always taken an interest in outdoor sports. He is president of the Ottawa Amateur Athletic Association, also of the Motor League of Ottawa, and for 16 years was a member of the public school board, occupying the chairmanship for two terms. Last September he represented the Ottawa Board of Trade at the International Chamber of Commerce in Boston. Although a very busy man in the trade Mr. May is managing to devote a good deal of time to public service and is well thought of and highly respected by the residents of the Capital and all those with whom he does business. He is to the forefront in every move calculated to advance the prosperity of the Capital city of Canada.

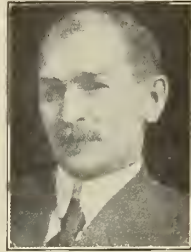


### A BREEZY BUDGET FROM WINNIPEG

H. G. Middleton & Co., wholesale shoe dealers, Winnipeg, have been re-organized and two well-known shoemen have entered the firm. The new managing director is A. N. Douglas, who has been in the shoe business for several years. He was formerly with Mr. Arthur Congdon and the James McCready Co., until the merging of the McCready and the Ames-Holden concerns. He then was created district manager of the western division of the Canadian Consolidated



A. N. Douglas



R. M. McGowan

Rubber Co. R. M. McGowan, who is also a member of the re-organized company, taking the position of sales manager, has had a long experience on the road and in other capacities. He was manager of the James McCready Co's business at Edmonton for several years and after the merger took a position with the Canadian Consolidated Rubber people, looking after the footwear department of the western division, which post he held until joining the Middleton Co. Many improvements will be made by the new organization and it is expected that a large development of business will result. H. G. Middleton has been east on an extended buying trip.

J. B. Kilgour, of the Kilgour-Rimer Co., wholesale shoes, is spending some weeks in Florida.

Business during the past month here has been very brisk owing to the decidedly cold weather.

Mr. Charles, of Peters & Charles, Montreal, agents for Sir H. W. Trickett and many other lines of footwear, has been spending some time in the city.

D. J. DeVine, of the Yale Shoe Store, has returned from an extended trip to Toronto, Montreal, New York and other centres. He reports having had a very pleasant outing.

Kilgour, Rimer & Co. have recently added considerable space to their findings department and have issued a neat and complete catalogue, fully describing the equipment in this branch of the business. Mr. Beal is in charge of the findings department, and is a man who is well acquainted with the wants of both the shoemakers and shoe stores.

P. L. Higgins, who was formerly with James McCready, and later with the Ames-Holden-McCready organization, is now engaged in business in Saskatchewan. He is doing a fine trade. He has been spending a few days in the city and is making arrangements for removing his family to his new home. Mr. Higgins is a jolly, good-natured chap and well liked.

Hugo Wellein is the new manager of the Winnipeg branch of the Canadian Consolidated Rubber Co. He also fills the post of district manager of the western division, succeeding A. M. Douglas. Mr. Wellein arrived recently from Montreal, where he spent many years in the sales department of the Consolidated Co. He is a Berlin boy who is making a name for himself in the rubber arena. F. Roschman, of the Montreal office, and a former resident of Berlin, will have charge of the rubber footwear division under him.

C. F. Stanley, who is now managing director of the W. A. Marsh Co., Western, Limited, came originally from Quebec. The Winnipeg branch of this progressive firm started on Portage avenue west in 1907 in a very small way. They moved later to 88 Princess street in 1908. In 1911 they took over the adjoining warehouse. The Western branch is the real distributing post of all the territory west of Port Arthur. R. K. Jenkins, who was with this firm for

four years, returned recently after a visit of a year to his old home in the United States. His father has been a shoe manufacturer for thirty years, where his son received his first training.

Geo. G. Lennox, wholesale shoes, intends opening a branch in Calgary in the near future to look after the requirements of his customers in southern Alberta. He established a branch in Edmonton about three years ago. During the past seven years Mr. Lennox has built up a wonderfully successful business. He is a firm believer in the durability, style and high-class character of Canadian made shoes and says that Canadian enterprise is making its way to the front and that factories in the Dominion are now holding their own by reason of specialization and skilled workmanship in a territory which formerly was noted for the large amount of American goods bought.

### A WORKER IN MANY GOOD CAUSES

N. B. Detwiler, president and treasurer of the G. V. Oberholtzer Co., Limited, Berlin, is entering upon his second term as alderman in Berlin, being returned at the last election. He has been connected with the shoe business for 15 years, all of which he has spent with the firm at the head of which he now is. Mr. Detwiler is a man of broad sympathies and actively interested in many matters outside of his line of business, which tend to the welfare and uplift of Berlin. He was a director in the Y.M.C.A. for a number of years, while it was established in Berlin, and has taken a general insight in moral reform movements. He has also been engaged in Sunday School work for a very long period and is still superintendent of the school. Recently he gave an address in the council chamber at Berlin, in connection with the work of a special committee, which was appointed



N. B. Detwiler, Berlin

by the city council with respect to the curfew bell bylaw, and other measures, to safeguard and protect the young. The address was spoken of in the Berlin papers as being one of the most interesting and timely ever delivered, and set forth many valuable suggestions.

### FORGING AHEAD IN FELT FOOTWEAR LINE

A new plant for the manufacture of felt footwear, which will be erected in Tavistock, is a branch of the Hamburg Felt Boot Co., New Hamburg, and will be a brick structure, 220 feet long by 45 feet wide, 3 stories high, and erected on the mill construction plan. The goods



**LOW HEELS AND RECEDING TOES**

Reports from leading shoe manufacturing centres across the border say the most important development in lasts is an increasing demand for both boots and Oxfords on a flat last with a low heel and narrow recede toe. This demand has been sufficient to cause manufacturers generally to make samples on a last of this character, and the last makers are busy supplying the demand. While this is a development that was predicted some time ago, it did not seem to meet with wide approval until recently, and it does not represent any large part of the orders that have been placed up to date. The bulk of the orders now in the hands of many manufacturers are for high, wide and medium round toes. This applies to the volume business in medium grades. The narrower, recede toe is still the prevailing style in high-grade goods.

**NEW FACTORY FOR NATIONAL CASH REGISTER**

To spend \$300,000 on new buildings on land which was bought about a year ago, is the announcement made by Mr. H. J. Daly, manager of the Toronto factory of the National Cash Register Co. The work of excavation will be started early next spring. The purpose of the new structure is for the installation of their new plant which is to be located just north of the C.P.R. tracks on Christie street. The plans for the new plant are nearing completion and will comprise three separate buildings of 400 feet, 310 feet and 200 feet by 60 feet each, two storeys high, with provision for lighting from the side windows of 85 per cent. of the area of the wall space. The buildings will be constructed of steel and brick with stone trimmings. A particular feature will be the provision made for the welfare of the employes in the shape of individual wash-rooms and athletic grounds and a social room. The new factory will employ 500 male mechanics and all parts of the cash register will be made in it.

**INCREASE IN WORLD'S RUBBER SUPPLY**

The cause of the downward trend of prices in crude rubber is the fact that Ceylon rubber is coming in in such quantities despite the fact that consumption is growing at a rapid rate, and by some authorities is regarded as keeping ahead of production. Production of Ceylon rubber is increasing at the rate of nearly 50 per cent. a year. It is estimated that the crop will total 28,000 to 30,000 tons this year, and next year is likely to reach 40,000 to 45,000 tons. The total rubber crop of the world in 1912 is estimated as high as 100,000 tons. The fact yet remains that the rapidly growing consumption of rubber cannot adequately be determined. The rubber tire companies are expanding constantly, many of the larger ones are doubling their capacity and new ones are being formed. These are chewing up the crude rubber supplies at a tremendous rate. It is interesting to note in connection with the question of production and consumption that Hecht and Company, of Hamburg, Germany, estimate the 1912 crop at 93,669 tons against 79,305 in the previous year, an increase of 18 per cent. Consumption they figure at 99,564 tons, against 74,082 in the 1911 year and increase of 34 per cent. It is well to note, however, that these figures have stirred up considerable controversy in rubber circles, some authorities holding that production figures are too low.

**SHOE MANUFACTURER STEALS FROM ANOTHER**


An astounding case of a shoe manufacturer entering his rival's premises at night and making valuable hauls, has just been discovered at Earl Shilton, in Leicestershire, England, and the prisoner has made full confession of his guilt. For many months large quantities of boot and shoe materials of a very costly character have been missed from Hurst, Cotton and Hopcroft's factory, but how the robberies were effected was a mystery. There was never any trace of the premises having been forcibly entered, and the firm put their losses down to some very clever method of pilfering.

The mystery has now been solved. About midnight a constable saw a man near the factory carrying a bag on his back, and turning his light on discovered, to his astonishment, that the man was a rival boot and shoe manufacturer of the same village, named George Breward. The constable was not satisfied with the man's explanation respecting the

leather in the bag, and took him to the police station. Next morning under a hedge near the factory of Hurst, Cotton and Hopcroft, eight bags were found concealed, containing leather valued at £70. The prisoner's premises were then searched and leather valued at over £100 was found, which was identified as the property of Messrs. Hurst, Cotton and Hopcroft. When charged with breaking and entering the premises, the prisoner replied, "I am guilty and I am very sorry." The magistrates were informed by the police superintendent that the prisoner has made a statement describing how he carried out the robberies. The stoker went at night to bank up the boiler fires, and the prisoner, who was concealed near, crept into the factory gates and hid himself till the stoker left. He then crawled through a hole in the wall which had been made for the driving belt to operate the machines in the factory, and was thus enabled to reach a shed in which the leather was stored. He had a key which fitted the lock of the shed, and, collecting the leather into bags, he removed it outside, concealed it under the hedge, and carried it, one bag at a time, to his own premises. The magistrate committed the prisoner for trial.

**HANDY TAG FOR THE REPAIR SHOP**

Various forms of keeping a record of repair jobs, when wanted, what is required to be done, name and address of owner, etc., have been suggested and presented in these columns from time to time. Here is the form used by a leading repair man in Winnipeg. He fills out the name and



NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

ALL WORK NEATLY EXECUTED AT REASONABLE PRICES . . . . .

No. \_\_\_\_\_

HALE SOLE \_\_\_\_\_

HEEL \_\_\_\_\_

PATCH \_\_\_\_\_

RIPS \_\_\_\_\_

HAVE FINISHED BY \_\_\_\_\_

---

FIRM NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CUSTOMER WILL PLEASE RETAIN THIS CHECK . . .

No. \_\_\_\_\_

address in full and draws a V or X opposite the space left for indicating the nature of the work required on the shoes. Of course, it is not necessary for the customer to bring back the stub at the bottom of the tag which is detached and given to the caller but, if it is returned, it facilitates identification. The tag itself is attached to the shoes in order to guard against any mistake. With both a name and number there is less liability to error and delay than if only a name was taken or a number given out. Both act as a double check.

manufactured will be similar to those now produced at New Hamburg—a full line of felt boots and shoes, fancy slippers and leather staples. The capacity of the new Tavistock branch will be from 600 to 700 pairs a day, which, together with the output of the present factory of the company at New Hamburg, will give a production of 1800 to 2000 pairs daily. Mr. E. Merner, who is at the head of the New Hamburg Felt Boot Company and the Tavistock Felt Boot Company, has been connected with the shoetrade ever since 1898. In that year he organized the Hamburg Felt Mfg. Co., which in 1905 was taken over by the Hamburg Felt Boot Co., Limited. Previous to becoming identified with the manufacture of felt footwear, Mr. Merner was in the mercantile line. Starting at the bottom rung of the ladder in felt making, he has steadily climbed and is to-day one of the most successful manufacturers. He began making on a small scale, but has kept pace with the business and has proved himself a careful manager, a shrewd buyer and an excellent salesman. He is a firm believer in the principle that "Eternal Vigilance is the Price of Success," and it is to his untiring efforts and unceasing application that the upbuild of the firm can be attributed. W. H. Umbach is the efficient secretary of the Company. It is expected that auxiliary plant in Tavistock will be in operation by the end of the present year, and that construction work will start in the spring. The future of the Company appears very bright.

#### ANOTHER FACTORY COMES TO CANADA

The by-law to bring another shoe factory to St. Thomas was carried recently by the people by a large majority. There were 1,053 votes recorded in favor of the measure, or 317 more than was necessary in securing a two-third majority of the total number of ballots cast. The firm, which will come to St. Thomas, is the Snedcor and Hathaway Shoe Co., of Detroit, and the amount that will be spent in bringing the plant of the company to St. Thomas must not exceed \$8,000, according to the terms of the by-law. In Detroit the Snedcor and Hathaway Shoe Co. have been doing business for years and the \$8,000 will be expended in shipping and paying the duty on their goods and machinery. They will employ eighty hands during the first year of operation and after that not less than one hundred hands. The company will find their own premises. The firm make men's, boys', and youths' Goodyear welt and nailed.

#### NEWS JOTTINGS FROM QUEBEC

Dr. M. Brunet, of the Rock Shoe Co., who has been ill for some weeks, is now able to be around again.

Isidore Pouliot, proprietor of the Quebec Fur Manufacturing Co., was in Detroit, St. Louis, Chicago and New York recently on a business trip.

The many friends of G. Tardif, foreman of the cutting department of Duchaine & Perkins, will sympathize with him in the loss of his father, T. Tardif, who passed away recently.

Among those in the city recently were J. Rosenthal, of Winnipeg; J. O. St. Jean, of the Colonial Fluid Beef and Specialty Co., Montreal; L. S. Odell, of Fisk, Limited, Montreal; L. H. Dupre, of the Independent Box Toe Co., Montreal, and H. Crochier, of L. H. Packard & Co., Montreal.

The new addition to the factory of the John Ritchie Co. is now completed and will add considerably to the facilities of the plant. Every department has been enlarged. The private and general offices now have their entrance on St. Valier street. Joseph Pleau, formerly of the Louis Gauthier Co., has taken charge of the sole room.

Paul A. Valentine, secretary of the Canadian Credit Men's Association, Montreal, was the guest of the Quebec members of the association recently and a very successful banquet was held at the Chateau Frontenac. C. A. Vandry presided at the gathering and much interest was aroused in

the aims and objects of the organization. Among those present were Wm. A. Marsh, Jos. Picard, E. T. Nesbitt, Robert Stuart, A. W. Ault and others.

#### FRESH AIR SHOES LIVE THE LONGEST

Fresh air is good for most things, including shoes. But in this instance as in many others the value of fresh air is not rightly estimated. At night the least-thoughtful shake out their clothes, brush off the day's dust and slip each garment over a hanger; and many garments are thrown over a chair before an open window. But how many of even the most fastidious germ-fighters think to air their shoes? Clickety-click into a close closet, or closed shoe box they go, instead of being brushed, pulled into shape and placed where the air can play freely about and through them.

A windowsill is an excellent shoeairing rack and is convenient for all. Shoes placed there for an hour or so after wearing each day will not only prove refreshing to the feet, but will harbor no foot odors, and the dampness from feet warmth and weather conditions will evaporate, leaving leather and lining renewed to resist the next day's wear.

#### Business Home that is a Model

(Continued from page 35)

the Granby and Maple Leaf rubbers and rubber supplies. The fifth floor is used for emergencies. Each of these floors is finished with a preparation of alabastine on the walls and ceilings giving the ware-rooms a bright refreshing appearance, and as they are roomy enough for all purposes, the staff find work developing into a matter of pleasure.

The building itself is of mill construction, is entirely up-to-date and occupies a prominent position in the coming commercial district. Since it has been erected on the chosen site, three other business houses have arranged for putting up large buildings in the immediate neighborhood. The new government post office, to cost upwards of \$350,000, is to be erected only a short distance away, so that it will be seen that the Ames, Holden, McCready people have certainly chosen a desirable site for their quarters. It is 100 by 50, but on account of its height and general finishings looks really larger. Great quantities of rock had to be blasted before the foundation could be properly laid, but now that the final touches have been made, the firm is supplied with a thoroughly waterproof basement as the result of extra precautions taken in this connection. Throughout the five storeys and basement the building is equipped with most modern fire appliances, having its elevators and staircases in brick enclosures going from roof to cellar, with fireproof floors on each flat to all of which is affixed an attachment of fusible link. So thoroughly modern are the precautions taken to make the building fireproof, almost in its entirety, that insurance inspectors have pronounced it one of the best and most safely equipped in the city.

There is an inter-communicating system of telephone connection in use in the building which is found most convenient. A steam heating plant with a tubular boiler and capable of generating thirty-five horse power is a valuable adjunct. On the rear of the building is printed the name of the firm in large letters several feet high, and they stand forth so distinctly that the names "Ames Holden McCready Co. Limited," can be read by people from two to three miles away, and this sign is recognized as a very serviceable advertisement by the management.

The position of the leather trade in Toronto is firm. Every outstanding condition of the industry tends to strengthen and tighten the situation. Chief of these are actually lower world live stock supplies, and a more extensive use and demand for leathers.



Established Over Half a Century



# Our Brands Of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work.

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better Shoe Findings Etc.

THE BREITHAUPT LEATHER CO., LIMITED  
BERLIN - - ONTARIO

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

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

## A Big Opening For Canadian Shoe Manufacturers

(Continued from page 39)

Of the overseas article, the most liked is that which is made in Austria. At the present day boots are seldom worn, the demand being almost entirely for low shoes of leather or cloth.

The main reason for the success of the United States makers is the excellence and style of their product, which up to the present no European or local manufacturers seem to have been able to quite successfully imitate. The Argentine manufacturers go so far in their attempt as to give to their products names that smack of the States, and unscrupulous dealers endeavor to pass them off as coming from there. There seems to be an indefinable something about these lasts that appeals to Argentine taste. But this does not account totally for the sale of the New England article. The men who made it have faith in its selling qualities and are not afraid to put these to the test. So they send down their representative to study the market, and to make arrangements for future business. They do not mind putting the price down at the outset if they can see ultimate success; they know that they can recompense themselves later when their goods have established themselves.

Although United States manufacturers have been successful, still, if one is to believe all that one hears, they are not universally liked. It is alleged against some that their goods are not always up to sample; that they start out well, but that later on the quality shows a tendency to deteriorate; in a word it is complained that they are inclined to be too smart, and to get the best of their customers. Another fault is said to be their failure to ship up to time, thus causing great inconvenience to importers, and needless to remark, intense irritation. But, in spite of all this, they have that to sell which the Argentine desires to buy, hence the large and growing orders. And they are willing to afford the importers the usual terms of credit, that is, 90 days to 120 days from arrival of the goods.

For a manufacturer interested in the South American market, the first point to consider is the possibility of success. If his boots follow closely the styles of the New England manufacturers, are not inferior in quality, nor higher in price, he has every encouragement to investigate the subject more closely. The f.o.b. steamer price of United States boots runs from \$3.20 to \$3.80 a pair, with an average of

about \$3.50; English boots range from 12s. to 16s. per pair f. o. b. steamer; the local price of these would run from \$15 to \$25 mn, (\$6.37 to \$10.61 Canadian). The next points to consider are: Can deliveries be made as promised, and can usual terms of credit be granted? If these questions can be answered in the affirmative, there is every reason to anticipate success, and it only remains for the manufacturer to command it.

The preliminary operation should be to purchase a few samples of the boots and shoes most popular in this market, and to study them closely. When this has been completed, a capable representative should be despatched, equipped with a full range of samples suitable for the South American trade. He should be entrusted with as wide discretionary powers as possible, to obviate cable references to his firm. He should also be able to speak French in addition to English; of course Spanish is the medium, but it is as yet, too much to expect to find commercial men in the Dominion possessed of that qualification. It is essential that he be of good address, and very tactful. In referring to the qualifications required in representatives from North America, it is most noticeable, the unanimity with which that of "simpatico" is insisted upon. "Simpatico" in its use here, means more than sympathetic, it embraces tact, affability, lack of brusqueness and "bounce," a suave manner, and last but not least, a genuine desire to try to see questions from other persons' points of view. Goods are generally ordered about four or five months before required. Winter stock is usually ordered in October and November, summer stock in May.

The terms of credit may seem long, but it should not present insuperable inconvenience. Whilst a 90 days' sight draft would, in the case of South America impose upon a shipper a delay of five or six months before realizing the cash proceeds of his sale, presumably if his credit be good, the banks would advance him the amount against shipping documents. As this is the practice the world over, the banks of Canada doubtless afford the same facilities to Canadian manufacturers to engage in foreign trade.

The majority of dealers buy direct, and there are not many jobbing houses.

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

**For  
Factory  
Sewed  
Work**

**LOGAN'S—  
The  
Leather of  
Quality**

**Logan  
Tanneries  
Limited  
Pictou, N.S.**

**W. H. Staynes & Smith,** HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.





## INDEX

PAGE	PAGE	PAGE
Aird & Son ..... 24	Gauthier, The Louis Co., Ltd..... 21	Perth Shoe Co. .... 19
Ames-Holden-McCreedy, Limited... 3	Great West Felt Co. .... 12	Plant & Co., T. G. .... 8
Ault, A. W., & Co. .... 25	Hartt Boot & Shoe Co., The ..... 18	Quaker Shoe Co. .... 57
Beal, The R. M., Leather Co., Ltd.. 55	Independent Box Toe Co. .... 55	Rena Footwear Co. .... 26
Bonner Leather Co. .... 57	Keiffer Bros. .... 57	Rideau Shoe Co. .... 14
Boot & Shoe Workers' Union .....	Keith, George E. Co. .... 13	Ritchie, Jno. & Co. .... 27
.....Inside Back Cover	Lachance & Tanguay ..... 27	Robinson, James ..... 15
Borne, Luciene ..... 27	Logan Tanneries ..... 56	Routier, Luc ..... 27
Briethaupt Leather Co. .... 55	Marden, Orth & Hastings ..... 22	Solomon & Spielman ..... 58
Canadian Consolidated Rubber Co... 11	Marsh, Wm. A., Co., Limited..... 27	Staynes, W. H., & Smith ..... 56
Cook-Fitzgerald Co., Limited ..... 28	McDermott Shoe Co. .... 25	Tanning Research Laboratory ..... 57
Davis Leather Co., Limited ..... 5	McKeen Co., C. E. .... 26	Tebbutt Shoe & Leather Co. .... 17
Dayfoot, C. B., & Co. .... 57	Miner Rubber Co., Outside Back Cover	Tourigny & Marois ..... 27
Dominion Die Co. .... 57	Moench, C., Sons Co..... 24	United Shoe Machinery Company
Dominion Shoe & Slipper Co. .... 57	Moenus Machine Co. .... 22	of Canada .....
Douglas, W. L., & Co. .... 7	Montreal Box Toe Co. .... 57	.....6, 16, 20. Inside Front Cover
Douglas, W. L., & Co. .... 7	North British Rubber Co. .... 21	United States Hotel ..... 26
Doyle, Thos. C. .... 26	Packard & Co., L. H. .... 9	Wright & Co., E. T. .... 10
Duclos & Payan ..... 58	Palatine Rubber Heel Co. .... 23	Young, W. J., Machinery Co..... 23
E-Z Walk Mfg. Co. .... 25		
Elmira Felt Co. .... 4		
Frank & Bryce ..... 55		

## Cravenette Cloth for Topping

- ☞ Every manufacturer should write us for samples and quotations on above lines.
- ☞ This cloth will not **bag, stretch or crease**. Guaranteed all **pure wool**, firm, yet mellow, full rich black.
- ☞ Sells at a lower price than the grey-black **cotton** mixtures which in so many cases spoil fine shoes to-day.
- ☞ All weights. Stock in Montreal

**Solomon & Spielmann**

22 St. John St. - 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

## 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





# Passing YOUR Door Every Day

Passing your door every day are many possible customers. The problem as to how to reach them is quickly solved.

**These people want and demand shoes bearing the Boot and Shoe Workers' Union Stamp.**

Such shoes appeal immediately to these people, and you are sure to secure a large part of their patronage once you cater for their trade with footwear properly stamped.

**The Union Stamp** is an emblem of Quality, Workmanship and Honest Prices, and as such is a safeguard to the consumer when purchasing shoes.

Put **Union Stamp** footwear into your store, and you will quickly realize that you have secured the key that unlocks the door to a large and profitable clientele. The time to do this is now—upon request we will send a complete list of manufacturers who use the **Boot and Shoe Workers' Union Stamp**.



## BOOT AND SHOE WORKERS' UNION

246 Summer St., Boston, Mass.

JOHN F. TOBIN, Pres. CHAS. L. BAINE, Sec.-Treas.





# They'll be the finest lot of rubber samples you ever looked at

About the first of March "MINER" salesmen will start out with a wide and complete range of the newest designs in rubber footwear which will include all the latest improvements in lasts, style and finish.

It will pay you to wait for the MINER MAN and inspect his samples.

Place your order early so as to ensure prompt delivery.

**THE MINER RUBBER COMPANY, LIMITED**

**GRANBY**

**MONTREAL**

**TORONTO**

**QUEBEC**

**M**INER  
EANS  
ERIT



MARCH 1st

TORONTO

1913

**THE**  
**SHOE & LEATHER**  
**JOURNAL**

PUBLISHED TWICE A MONTH



**ACTON PUBLISHING CO. LIMITED**  
**TORONTO** **MONTREAL**



complete range of the newest  
rubber footwear which will  
the latest improvements in  
style and finish.

will pay you to wait for the M  
IAN and inspect his samples.  
place your order early so as to  
prompt delivery.

**NER RUBBER COMPAN**

**MONTREAL**

**TORONTO**





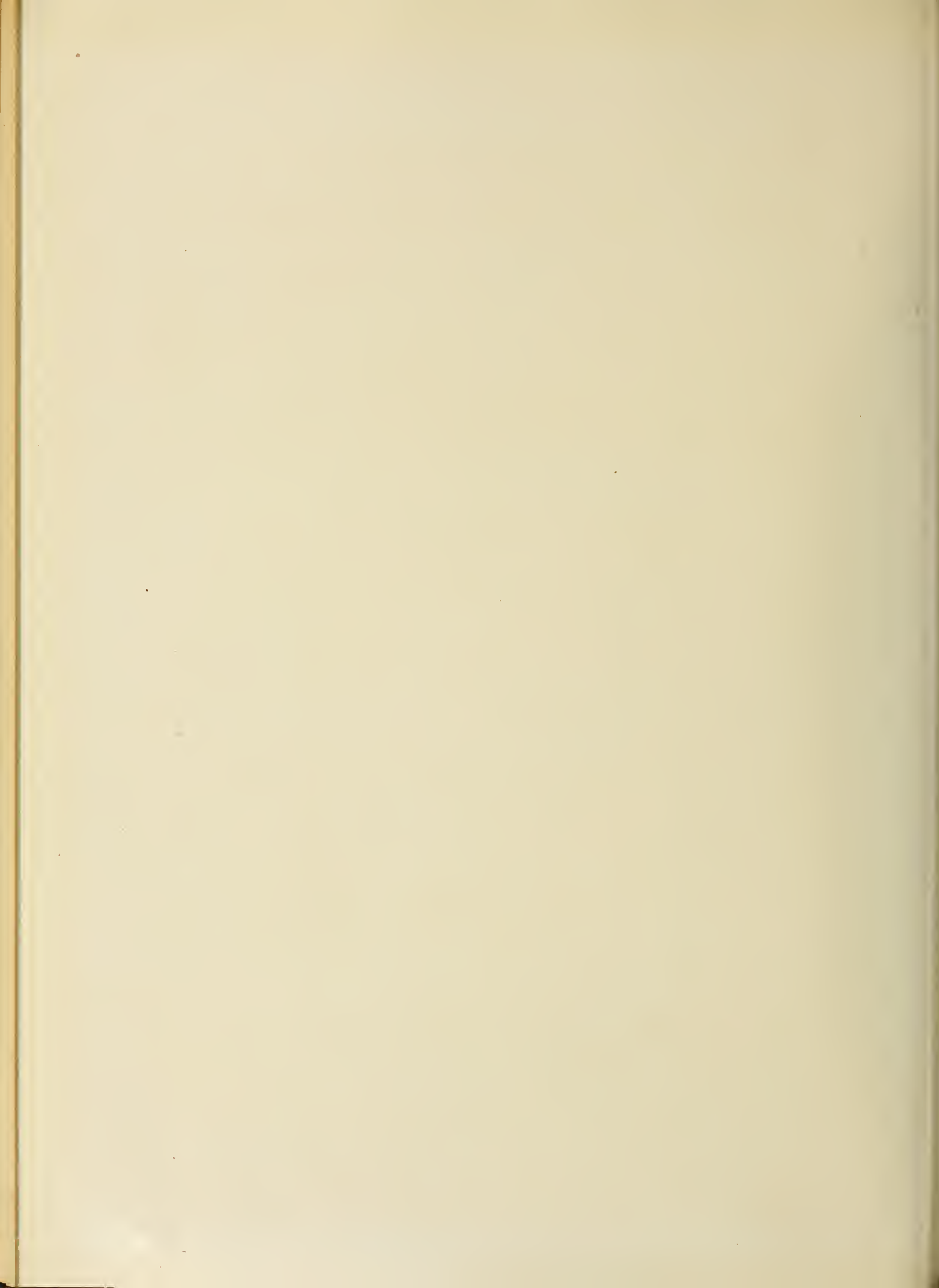
---

---

Men's patent button, with oxford cloth top, whole  
foxed, receding toe, low heel and broad shank.

---

---





# How about your Rubber Stock for Fall 1913?

The kind of rubbers the retailer wants is the kind that gives his customers such supreme satisfaction that they will come back for their next pair.



**North British  
and  
Elephant Brands**



These lines of rubbers satisfy—have style and are good sellers.

Be sure and see these goods before placing through our jobber for Fall 1913.

QUEBEC, QUE.  
58 Rue Sous-le-Fort  
ROY & DARVEAU ENRG.

MONTREAL, QUE.  
229 St. Paul St.  
PHANEUF LAROSE & CIE.

WINNIPEG, MAN.  
134 Princess St.

THE SCOTTISH WHOLESALE SPECIALTY CO., Limited

*Ontario Trade looked after by our own Salesmen*

**The North British Rubber Co., Limited**

Executive Office and Factories  
EDINBURGH, SCOTLAND

Canadian Branch  
43 COLBORNE ST., TORONTO, ONT

# More than One and One-Third Million Pairs Sold of this One Walk-Over Last



THAT is a new shoemaking record and proves several things.

¶ One is that Walk-Over designers know how to anticipate and meet the demands of shoe wearers.

¶ Another is that the firm which controls the output of Walk-Over shoes for any town or city has the assurance of the patronage of that part of the community which knows, appreciates and buys the most stylish and up-to-date footwear.

¶ We want an active, aggressive Walk-over representative in every city and town in Canada. If there is none in your town we'd like an opportunity to explain our proposition in detail to you, either through our traveler or by correspondence.

¶ The "Dope" last, shown above, is carried in stock in various leathers and patterns.

## GEO. E. KEITH COMPANY

Manufacturers of Walk-Overs  
for Men and Women

Campello (Brockton) Mass.



## Let the "Bestyet" Twins help

*When it comes to selling tan shoes for Fall, Mr. Manufacturer, a great deal is going to depend on the leathers.*

*Whether in the sample **your** customer examines or in the shoe **his** customer tries on the appearance of the leather as well as its quality will, perhaps, as much as any other feature determine whether or not there'll be a sale.*

**"Bestyet"  
Tan**

*Let the "Bestyet Twins" help your shoes to a sale everytime.*

*"Bestyet" tan and "Bestyet" brown are two shades of Russia Calf that give the wearer of your shoes everything he asks from a leather.*

*They are even in color---always---they can be washed with soap and water---they will not fade in the sun, nor bleach with polish and their texture has not been injured in the tanning process. They make up into as fine-appearing shoes as you, your customer or the public could wish for. Their smooth, even texture and beautiful colors give to your shoes a sales argument that is a real help.*

**"Bestyet"  
Brown**

*Deliveries as prompt as you like.*

**DAVIS LEATHER COMPANY, LIMITED**  
Newmarket, Ontario

*Dorothy Dodd*



## Are Your Profits Right ?

Shoes should carry 33% gross profit on the selling price. This does not mean on one special number, but on the average. Does your department show that? Shoes should show a yearly turn-over three times the stock. Does your department show that? The quickest, surest way to ensure right shoe profits is to feature a real named shoe. Why? Because real named shoes carry as much gross profit, style, wear and satisfaction to the customer as un-named shoes, and then something more—

That something is the co-operation of BOTH the manufacturer and the public. The consumer knows the real named shoe—has seen it advertised year after year, perhaps has worn it, or her friends have, and have told her about it.

It takes only about half as much local advertising and expense to bring her into your store and sell her a good named shoe as it does an un-named one. The manufacturer stakes his reputation with every dealer who handles his line. His trade-growth depends on the dealer's success. He won't overstock you. He carries a tremendous reserve stock so that the dealer may do the biggest business on the smallest investment. In season there are half a million dollars' worth of DOROTHY DODD shoes in our warehouses forming practically a reserve stock for all retailers handling the line. The DOROTHY DODD shoe has friends all over the country. Years of past advertising, years of past service, as well as our present campaign, make it easy for the retailer to make customers quickly and surely with the help of the DOROTHY DODD agency.

An agency for the DOROTHY DODD shoe adds to your own reputation, service and selling force, our co-operation and the ready-made interest of hundreds of women in your city deliver the goods and bring the business.

You have three forces to your competitor's one. Ask us to prove it. Write to the

### DOROTHY DODD SHOE COMPANY BOSTON, MASS.

CHICAGO  
208-212 South Jefferson Street

NEW YORK CITY  
148 Duane Street

ST. LOUIS  
1324 Washington Avenue

If Agency is Desired, Please Write Our Canadian Representatives—W. M. MURDOFF & SON, Box 478, TRENTON, ONTARIO  
IN STOCK STYLES CARRIED AT ALL BRANCHES



# Wear-Resisting Rubber Footwear

"JACQUES CARTIER"

"MERCHANTS"

"ANCHOR"

"FLEET FOOT"

No weak spots, strength without clumsiness, perfect fit and style are definite reasons for the popularity and ever increasing demand for these lines of rubber footwear. Don't forget that SERVICE is the next big thing to QUALITY in our business.

The new samples contain many new and improved features. Let our traveler show you when he calls, also

## **"Berlin" Warm Felt Footwear**

Quality and style are inseparable in this line. The trade-mark carries its own significance to the Retailer who builds on satisfaction-giving Felt Footwear.

## **Genuine "Palmer" Shoepacks**

For uniform superiority of leather, high-class workmanship and great durability you can absolutely depend on this line. Look for the Palm Tree design with the name "PALMER." It protects you and your customers.

---



---

— SOLD BY —

## **Canadian Consolidated Rubber Co., Limited**

Order from the Nearest Branch :

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.

# JUST WRIGHT S



**Stock No. 112**

**Gun Metal Button**

Blazer Last, High toe with outside wing,  
1½ inch heel, single sole, sizes B, 6-10,  
C-D, 5-10.



**Stock No. 108**

**Gun Metal Button**

Goinsome Last, high full toe, 1½ inch  
heel, single sole, sizes B, 6-10, C, 5-10,  
D, 5-10.

You have fourteen styles of JUST WRIGHT shoes in all sizes and widths to sell from. They are kept for you in Rockland, Mass., to be delivered on the day you need them. At this season of the year, when you are reducing your stock there is danger of cutting down so closely that you will get out of sizes.

**Fourteen Styles at \$3.15.**

**E. T. WRIGHT &  
ST .THOMAS, ONT.**



# SHOES IN STOCK



**Stock No. 103**

**Gun Metal Straight Foxed Blucher**

Little Jim Last, medium high toe, 1 1/2 inch heel, single sole, sizes C-E, 5-10.

**Stock No. 101**

Same Shoe in Tan



**Stock No. 113**

**Gun Metal English Blucher**

Blazer Last, high toe with outside swing, 1 1/2 inch heel, single sole, sizes B, 6-10, C-D, 5-10.

**Stock No. 113**

Same Shoe in Tan

Order from our Stock Department such sizes as you need. Make the styles in the JUST WRIGHT stock your staple lines. They have PROVEN their value as sales makers. That's why they are in stock.

**Send for Catalogue.**

**JUST WRIGHT COMPANY, Inc.**

**ROCKLAND, MASS.**

# You know the price every man wants to pay



A. CORBEIL

There are plenty of men paying over \$5.00 for their shoes. But not because they think it's right. It's doubtful if there is one out of a hundred who doesn't consider that \$6.00 or \$7.00 is an imposition.

They have become accustomed to being "soaked" as they term it, but they certainly do not relish it a bit.

They have an idea that good shoes can not be had for less than \$6.00 or \$7.00. They haven't been shown the "Landover" and "Leader" brands that retail from

## \$3.50 to \$5.00

"LANDOVER" and "LEADER" shoes will educate them not to judge the quality of a shoe by its price. They'll learn that price does not always count --- that it's style and wear, and shape-keeping qualities that really make a shoe, and that every one of Corbeil's shoes has quality of far higher degree than its price would indicate. You know, yourself, that 99 per cent of the men who come into your store consider \$3.50 or \$5.00 sufficient for any shoe. Well, why not sell them shoes like these which prove it?



## A. CORBEIL, Montreal, Quebec

Manufacturer of Good Shoes to Retail from \$3.50 to \$5.00  
MAKER OF "LANDOVER" AND "LEADER" BRANDS

Warehouses and Offices: 71 St. Paul St.

Factory: 63-71 1-2 St. Paul St.



# You'll have to see the Fall samples of the Perth Shoe



Goodyear  
Welts for  
Women  
Exclusively

In justice to yourself and to your women's trade you should see the Fall samples of Perth shoes. They will soon be out now and they will be well worth spending some little time on.

They will not go to any extremes for the sake of novelty, but they will be new, up-to-date and distinctive. They will give you just the styles and shapes that will be most in vogue this Fall.

In considering Perths for your Fall stock remember that they give women just the dressiness that they want at the price they wish to pay.

Don't overlook seeing these samples.

**PERTH SHOE**  
**COMPANY, LIMITED**  
PERTH - - ONTARIO



# Delivery of Miner

On All Orders Pl

You'll find it mighty comforting when you order with one of our numerous selling agents to know that delivery of your order is guaranteed by the perfect Miner service.

This smooth-working machine-like organization safeguards your interests for it enables you to buy Miner and Shefford Rub-



Remember this:—Every Miner Rubber is guaranteed for quality; there's a Miner Rubber to fit every style and shape of shoe; every order for Miner Rubbers is delivered exactly

**THE MINER RUBBER CO.**

Stock

MONTREAL ST. JOHN, N.B. QUEB

WINNIPEG BRANDON



# Rubbers Guaranteed

Before May 1st

ers at the same prices which you  
re asked for other goods, and  
t guarantees your getting them  
n time.

Give Miner service a working chance  
nd it will serve you better than  
ou've ever been  
erved before.

Miner samples  
re now on the  
oad. Wait for  
hem.



s wanted; every solid heel is equipped with  
he Foster Non-slip Plug. These are advan-  
ages only to be had with Miners. See that you  
get them in your rubber order this Spring.

IMITED, GRANBY, QUE.

at  
RONTON HAMILTON LONDON  
CALGARY EDMONTON



# ARE YOU "HAVING A RUN" ON



# "NUGGET" OUTFITS



Black  
and  
Tan

¶ Put up in cardboard and metal boxes to retail at 40c. and 50c. Consisting of bristle brush, Selvyt polishing pad and tin of polish. If you have not yet stocked this line, ORDER SOME NOW.

**The Nugget Polish Co. Limited**

9-11-13 Davenport Road,

:::

Toronto

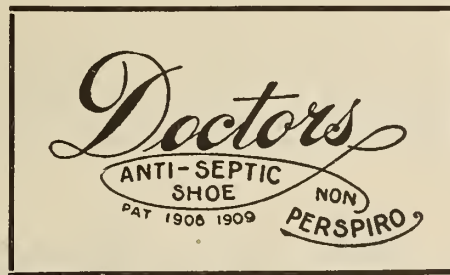


Ask Your Jobber's Salesman  
to Show You This One



**T**HE fact that this shoe is one of the famous "Doctors" is alone a very good recommendation for it. The fact that it strikes the happy medium between the waterproof shoe with too much weight and too little style, and the one with too much style and too little weight, makes it an ideal shoe for fall selling.

It's a shoe that looks dressy on a city street, and serviceable on a rough country road. Its peculiar style hides some-



what its appearance of sturdy strength, but the strength is there just the same.

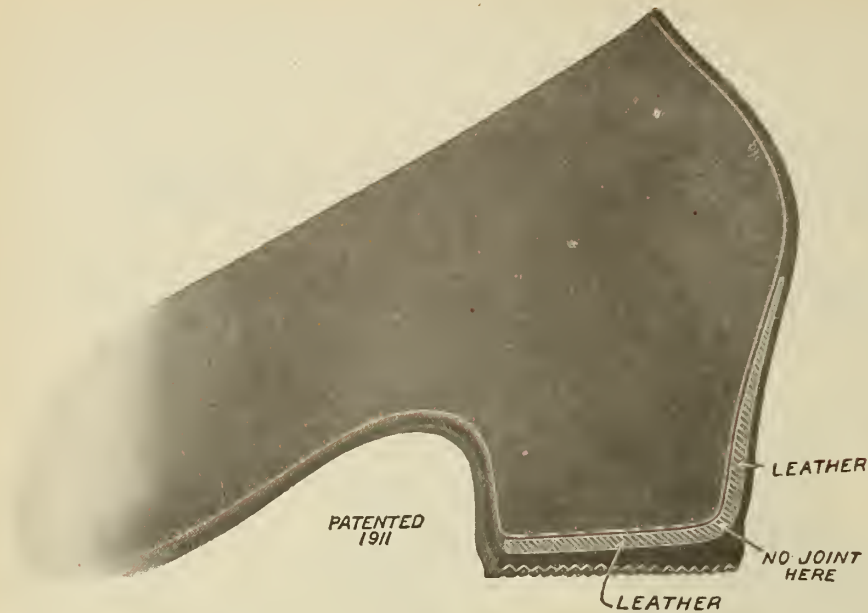
Don't let your jobber's salesman get away without showing you this shoe. It's on the Fitzu Last.

*The Tebbutt Shoe & Leather Co.*

Limited

THREE RIVERS

QUEBEC



SUPERIOR QUALITY

Before Placing

For Fall Requi

LIFE-BUOY PATENTED  
LEATHER INNERHEEL

In all women's first qual-  
ity high-heeled rubbers.

# LIFE-BUOY and RANGE OF

OUR SALESMEN HAVE SOMETHING  
INTERESTING TO SHOW YOU

## The Kaufman Rubber BERLIN

VANCOUVER

EDMONTON

SASKATOON

WINNIPEG





RUBBER FOOTWEAR



our Order

ents See The

EXTENSION HEEL  
On men's first quality rubbers.

RUBBER-LEAF  
SAMPLES

WAIT FOR THEM

Company, Limited  
CANADA

TORONTO

OTTAWA

MONTREAL

FREDERICTON

TRURO

CHARLOTTETOWN





N. M. RUTHSTEIN  
THE STEEL SHOE MAN

- - - ARE YOU - - -  
**PREPARED**  
TO MAKE MONEY ON  
**RUTHSTEIN'S**  
**STEEL SHOES**



- - PRICE LIST - -

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
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	3.50

The rough weather, the weather in which Ruthstein's Steel Shoes shine the most is not so far away.

Because of the excellent service and general satisfaction they have given to those who have worn them and because of the extensive advertising we have done to make well known a good work shoe, there will be a much greater demand than ever for Ruthstein's Steel Shoes.

Mr. Merchant, how are you situated to take care of this demand in your locality? Have you a good supply on hand? Are you prepared to make money on Ruthstein's Steel Shoes? If not we would suggest your getting in touch with our agents as soon as possible. In fact it would be best to do so right away and get them to send you our descriptive booklet.

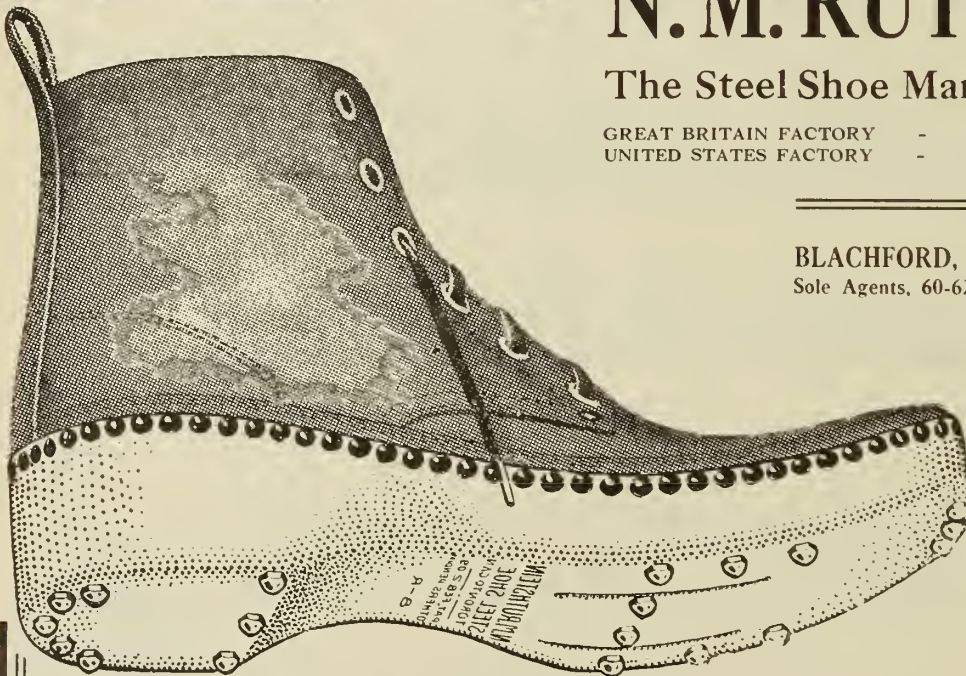
**N. M. RUTHSTEIN**

The Steel Shoe Man, Toronto, Ont.

GREAT BRITAIN FACTORY - - - - NORTHAMPTON  
UNITED STATES FACTORY - - - - RACINE, WISCONSIN

**BLACHFORD, DAVIES & CO., Limited**  
Sole Agents, 60-62 Front St. West, Toronto, Ont.

**GEO. G. LENNOX**  
Distributors, Etc.  
Winnipeg - Man.





The  
Hartt  
Boot & Shoe Company  
Limited

Fredericton  
New Brunswick



THIS is a sample of Hartt thoroughness. Here is a shoe that shows close attention to every detail. It is an unusually clever conception of the prevailing shape in dress shoes.

Are there "Hartt" shoes in your stock?

A  
New  
Fall  
Sample  
By

Canada's Best Shoemakers



“Columbus” (No. 1 Grade) and  
 ARE NO  
 STYLE, PERFECT

The **snug, easy fit** of Columbus Rubbers on any shape of shoe will be the joy of your customers. The fit is so exact all over; no looseness here or stretching there; just an even, perfect fit everywhere.

They'll like that, and they'll like the **snappy style** of the Columbus rubbers and their **perfect wearability**.

You'll like Columbus rubbers. They're so very satisfactory.

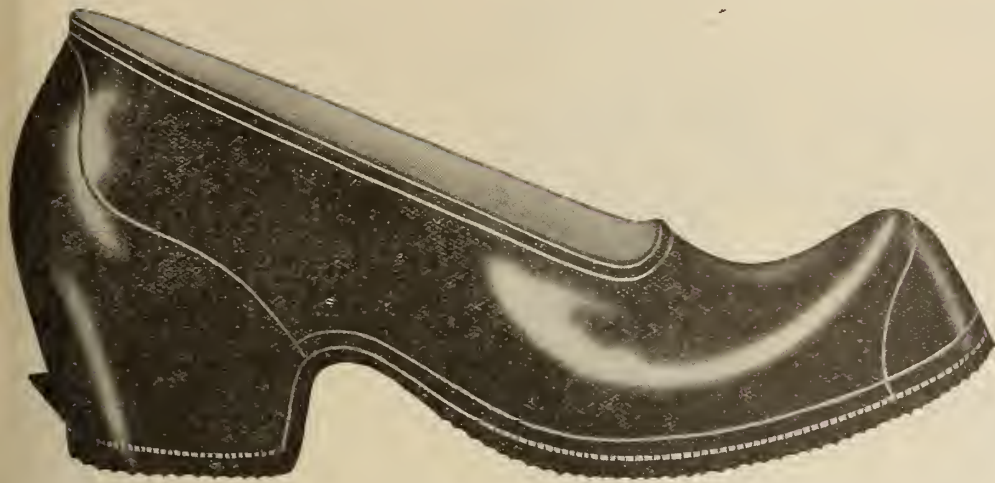
Our Travelers Have a Very Interesting Special Price  
 Do Not Order Before

The Columbus Rubber Company  
 Montreal

J. I. Chouinard







## "Minto" (No. 2 Grade) Rubbers

FOR  
 T AND SERVICE

"Minto" Brand is the leading No. 2 Grade rubber in the trade, just as "Columbus" leads the No. 1 rubbers. Therefore, to an only slightly lesser degree everything that has been said about our "Columbus" Brand is applicable to our "Minto" rubber.

The ever-increasing demand for them is convincing proof of this.

And remember that our service in respect to delivery is just as efficient as our manufacturing process.

Our new catalogue is just off the press. You should have a copy. Write for one at once.

tion to Make to You. They Are on Their Way.  
 You See Them.

## any of Montreal, Limited

P. Q.

elling Agent





"FAMOUS FOR FIT AND QUALITY"

The most popular brand of Rubbers in Canada opens its seventeenth season on March 10th. Travelers from our twenty-five distributing agencies will see you soon after.

If you have ever stocked these Rubbers, there's nothing more to be said. If not, we want you to consider them and look them over. It's the most thoroughly satisfactory line to handle.

WAIT FOR THE "MALTESE CROSS" MAN

## **GUTTA PERCHA & RUBBER LIMITED**

Head Offices: 47 Yonge Street  
TORONTO, CANADA

*Branches: Montreal, Winnipeg, Calgary, Vancouver,  
Sydney, Melbourne and Perth (Australia)*

(NOT IN ANY TRUST)





*To the Retail Shoe Merchant:*

*Are you buying under economical and profit producing methods?*

*These questions, essential to your business, you will find answered in the "Cleo" samples for Fall 1913.*

*Constructed with the shoe merchants' interests built right in the shoe, guaranteeing unexcelled quality, exclusive designs, advanced shapes, and above all, that profit necessary to a healthy business.*

*Our salesmen will call upon you in good season with a proposition certainly interesting for you.*

*CLEO SHOE COMPANY  
London, Ontario*





# Four Fall Rideau Should b

and we have many

WE have picked these lines at random from the best line of samples we have ever placed before the Canadian retailer. Every shoe is a leader in its line, and for genuine natty appearance and expert workmanship it would be hard to pick a collection of footwear to equal what our travelers will show you in the immediate future.



Therefore - - - - -



## Wait Till You See The R

# THE RIDEAU S

LI

# MON

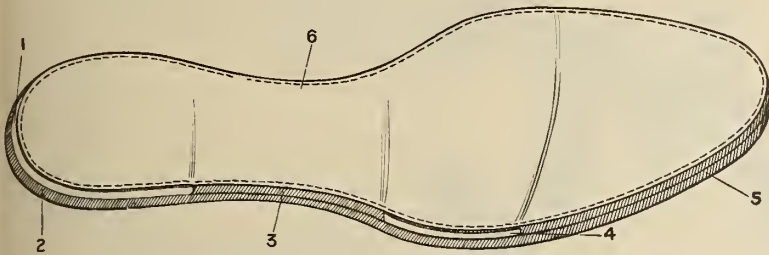






# Styles That on Your Shelves

more just as up-to-date



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

Do not get this Cushion Sole confused with the original Dr. Reed Cushion Sole, patented in 1901-1904. We have frequently stated that there is *no* connection between the “Wonder” Cushion Sole, 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., and the original Cushion Sole mentioned above.

We have the exclusive right for Canada to manufacture this improved Cushion Sole, and we will place it in any shoe on order.

This is a winner from a selling standpoint. Ask us about it. Made in men's and women's sizes.



EAU Line Before Ordering

SHOE COMPANY

IED

REAL



**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**



**Kant Krack**  
(A FIRST)

**Dainty Mode**  
A FIRST

**The Best Rubbers for 1913**



On the strength of their records of last year, and the quality of their samples for this year Independent Brands deserve your orders for 1913.



The general, all round satisfaction they gave their wearers in 1912 proves their worthiness to be in your stock, and to have your hearty co-operation.



The samples for 1913 show a range of styles and shapes that should meet any emergency, and enable you to fit any shoe.



Aren't these good reasons why you should wait carefully for your jobber's salesman with his samples of Independent Brands?

**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.

**BULL DOG BRAND**



**(A FIRST)**

**MADE BY**

**Independent Rubber Co. Limited**



**(A SECOND)**

**MERRITTON**

-

**ONTARIO**

# RUBBERS

# RUBBERS

OUR EXCLUSIVE BRANDS

## GRANBY

(WEAR LIKE IRON)

and

## MAPLE LEAF

(FULL OF QUALITY)

Stand for all that is Excellent and Desirable in Rubber Footwear

**ANCHOR RUBBERS**—Cost less but of good value

Maple Leaf "Redman" Lines, Our Specialty

---

PROMPT DELIVERIES

RELIABLE and SATISFACTORY GOODS

and HONEST DEALING

have helped us to nearly DOUBLE our RUBBER trade during the past year.

WE CAN DO BETTER FOR YOU THIS YEAR and can handle your Rubber Business to your advantage and PROFIT.

OUR TRAVELER IS ON HIS WAY TO YOU

WAIT FOR HIM

# Ames-Holden-McCready, Limited

## The Big IN STOCK Shoe House

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver



## DERBY SHOE

“Built up to Quality”



## MURRAY- MADE SHOE

“Without a Fault”

*Whether it is the Metropolitan effect you desire or the extreme of high toes and year-round staples, you will find all proved selling styles in the Murray line for Fall 1913*

## PRE-EMINENT FEATURES IN OUR FALL SAMPLES

SUPERIOR QUALITY

FIVE PRONOUNCED NEW MODELS

CUSTOM EFFECTS IN PATTERNS AND CONSTRUCTION

PROFIT-MAKING FACTS—NOT DREAMS

*Your best interests demand a thorough consideration of our Fall Footwear*

THE MURRAY SHOE CO. LIMITED

LONDON, ONTARIO

**C. H. McGEE, Maritime Provinces**

**J. G. SETTLE, Eastern Ontario and Quebec**

**KEN. MURRAY, Western Ontario**

**J. F. SHARPE, Northern Ontario**

**A. M. JARVIS, Western Canada**

# McLaren & Dallas

Wholesale Distributors of Boots, Shoes and Rubbers

30 Front Street West, Toronto



3365—MEN'S DUCK.  
3 Eyelet, Rolled Edge.  
High Cut, Fusion Lined.



1102—MOTORMAN. Men's  
Cash. 4 Buckle Excluder.  
Rolled Edge.



2057—ROSEWOOD. Men's  
3 Eyelet Lumbermen's  
Rolled Edge, Solid Heel.

## Our Sales Force is Now Showing Fall 1913 Rubber Samples

Your earnest consideration of the lines shown is requested, as the range is unusually complete.

Four brands are offered: Kant Krack, Dainty Mode, Royal and Bull Dog, all made in the modern Independent Rubber Co.'s plant at Merritton.

The lasts on which these rubbers are made were specially ordered to match the lasts used in making Fall, 1913 shoes. Retailers stocking these brands can be sure of having in stock rubbers that will fit to a nicety every foot that comes to the store for a rubber next Fall and Winter.

Rubbers bearing these brands run uniform in quality, always reliable, flawless in manufacture, and they are beyond criticism in style.

We are in a position to guarantee these rubbers and also to promise **PROMPT DELIVERY.**

One of our salesmen will see you shortly with samples. The time you spend with him looking these over will be profitable to you financially, and you will, as well, get some new ideas as to how to combine fit, finish and endurance.

**Kant Krack**  
RUBBERS



# Dainty Mode Bull Dog Brand



3125—MEN'S JERSEY ALASKA. Self Acting, Fleece Lined. Lasts—Defender, Brunswick, Varsity, Connaught.



3139—MEN'S LIGHT OVER. Toe Cap, Net Lined. Lasts—Varsity, Connaught, Hi-Toe.



3124—MEN'S JERSEY STORM OVER, Fleece Lined. Lasts—Defender, Brunswick, Varsity.



6133—WOMEN'S LIGHT CROQUET. Rolled Edge, Net Lined. Last—Vogue.

## BULL DOG BRAND



## RUBBERS



3137—MEN'S LIGHT OVER. Net Lined. Men's Lasts—Defender, Brunswick, Varsity, Connaught, Hi-Toe. Boys' Lasts—Defender, Brunswick, Hi-Toe.



3131—MEN'S LIGHT STORM OVER. Net Lined. Men's Lasts—Defender, Brunswick, Varsity, Hi-Toe. Boy's Lasts—Defender, Brunswick, Hi-Toe.



6139—WOMEN'S LIGHT CROQUET. Toe Cap, Net Lined. Lasts—Petite, Vogue.



6143—WOMEN'S LIGHT FANCY CROQUET, Net Lined. Lasts—Petite, Vogue, Vassar, Society.

# McLaren & Dallas

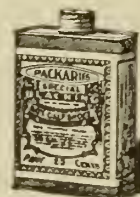
Wholesale Distributors of Boots, Shoes and Rubbers  
30 Front Street West, Toronto

# PACKARD'S "Special" SHOE POLISHES

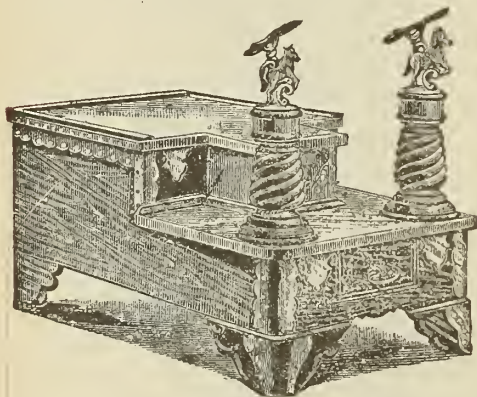
IN ALL COLORS



SEND FOR OUR DESCRIPTIVE PRICE LIST



## Boot Black Supplies



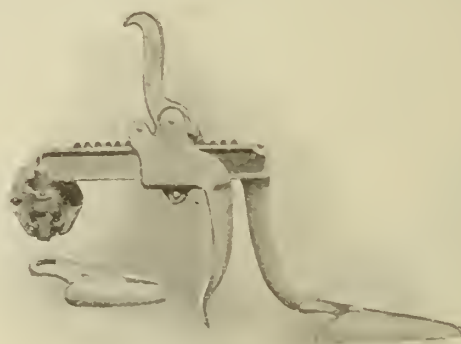
SHOE BLACKING STANDS  
No. 1, Covered with Zinc  
No. 3, Covered with Brass

Brushes  
Daubers  
Dressings  
Stains  
Dyes, Etc.

A full line  
always in  
stock  
Stands in  
all sizes  
made to  
order.

## The Tip-Top Shiner

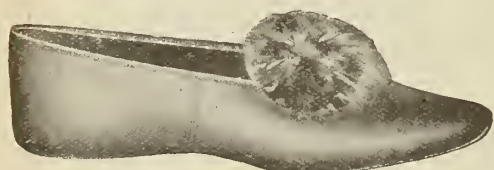
A NECESSITY IN THE HOME



Fits all sizes  
Men's  
Women's  
Misses'  
Boys'

Saves its  
Cost in a  
Short Time

## Ladies' Boudoir Slippers



A Popular Line

IN ALL  
COLORS

## Boston VENTILATED SHOE TREE

All Widths  
and Sizes



Costs the Same as Substitutes

IF IT'S NEW PACKARD HAS IT

L. H. Packard Co., Limited

Montreal



# The Shoe that Conforms to The Boy

If the boy is healthy and of vigorous habits the "*Canadian Boy Shoe*" is just as vigorous and will conform to his demands.

If the boy is natty and careful of his appearance, no shoe will conform to his dressy appearance with better taste.

*Mr.  
Dealer*

You want a solution to the hardest problem you have to meet, serving the boy, let "*Canadian Boy Shoes*" help you. Allow us the privilege of showing you our fall samples for 1913, they will appeal to every live shoe man. Remember, we specialize on Boys' Footwear.



*The Reliance Shoe Co.*  
Limited

350 Sorauren Ave.

TORONTO

B.T. &amp; B.

B.T. &amp; B.

B.T. &amp; B.



No. 385—Men's Deep Cowhide Bag



No. 358—Ladies' Club Bag

THE QUALITY of the goods in your travelling goods section has the same bearing on your reputation as has the quality of the shoes that form the backbone of your stock.

By adding *B. T. & B.* Baggage to your stock you give one more inducement to the best trade of your town.

*B. T. & B.* Baggage is quietly distinctive and carries an air of refinement and good taste that is always appreciated in travelling goods.

A *B. T. & B.* salesman can show you just why you need this baggage in your store. Send a card and he will call.

*The Berlin  
Trunk & Bag Co.  
Limited  
Berlin, Ontario*

B.T. &amp; B.

B.T. &amp; B.

B.T. &amp; B.

B.T. &amp; B.

B.T. &amp; B.



Here is One  
of our Best  
"STAR"  
Brand Shoes



No. 4085  
In Tan, Calf, Gun Metal, Velours Box Calf and Patent

A Winner From Every Standpoint

Wet Proof Sole.

Metallic Chrome Sole  
and Oak Sole.

Solid Leather Counters and Box Toes.

Comes in all leathers on two snappy  
lasts in Buttons, Blu. and Bals.

Made for Boys, Youths and Gents.

**STAR SHOE, LIMITED**  
**MONTREAL**

Makers of "STAR" Brand Shoes

# Kant Krack

# Dainty Mode

Brands of  
Independent  
Rubber  
Company





# Can Recom- mend These Rubbers

Every year I handle the Independent brand of rubbers, I like them better. In fact, I know they've been getting better every year, both in wearing and fitting qualities.

The fact that I sell more every year, not only new customers, but to old ones, proves that Independent brands are "catching on" strong with the general public.

I recommend them to you because to me they seem to be just about the ideal rubber.

They've strength because of pure para rubber and an excellent quality of duck.

They've style because of smart lasts and patterns.

They've fit because they're built to conform to all shoe shapes and sizes.

They'll wear because of their strength and excellent workmanship.

They'll sell because of their style and their fit.

In everything in which good rubbers should excel they are practically perfect. Why shouldn't they find a place in your 1913 stock.

My salesmen will be around your way shortly, and they'll have a full assortment. Give them an opportunity to show you how nearly Independent rubbers come to being ideal.

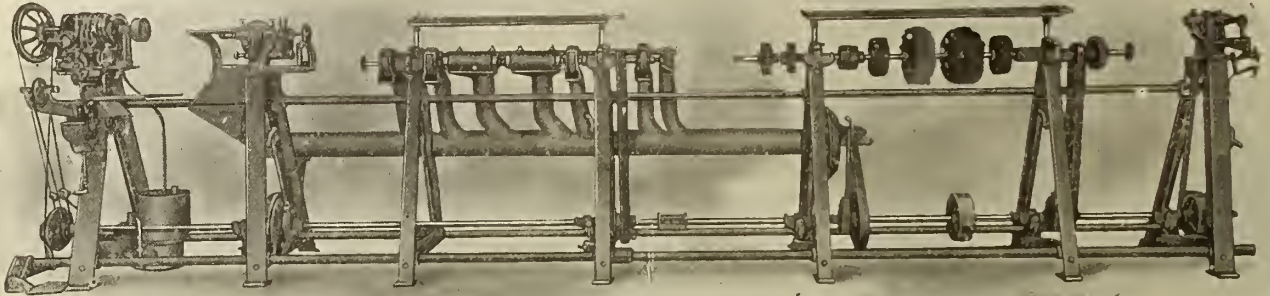


## James Robinson

83-186 McGill St.

Montreal

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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



---

---

## MR. RETAILER—

- ¶ We have found that making good shoes pays—it pays us and it pays you.
- ¶ We try to make them right and when they are not right we make them right.
- ¶ You who don't know us get acquainted. Wire, phone or write at your service.

**The Cook-Fitzgerald Co.**

Limited

London

-

Ontario

ASTORIA and LIBERTY Brands, that retail at from  
\$5.00 to \$7.00 per pair

---

---

All that modern machinery and expert workmanship can produce goes into

# "The Great West Felt Co., Limited" Cold-Proof Felt Footwear

"Goods of Quality"



No. 102—Men's Felt Blucher, vamp lined leather facing and back strap, felt sole and heel.

A superior quality of felt combined with modern and perfect fitting lasts will make our "Cold-Proof" Footwear more popular than ever this year.

The superior quality of our felts is due to the fact that we make our own felt with machinery invented and designed by our own experts.



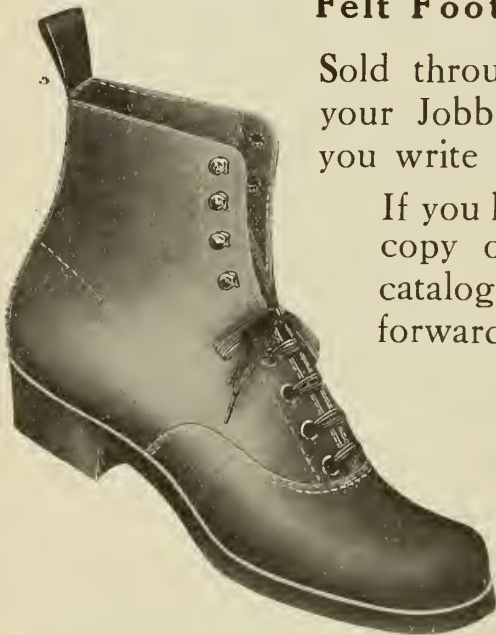
No. 168—Men's Felt Blucher, chrome foxed and toe cap, leather facing and back strap, vamp lined, elk and felt sole and rubber heel.

**Insist upon getting  
"The Great West  
Felt Co., Limited"**

**Felt Footwear for 1913**

Sold through Jobbers. If your Jobber cannot supply you write us.

If you have not received a copy of our illustrated catalogue we will gladly forward one on request.



No. 100—Men's Felt Bal., vamp lined, leather facing and back strap, felt sole and heel.

**The Great  
West Felt  
Co., Limited**

Elmira, Ont.



No. 103—Men's Felt High Cut Blucher, vamp lined, two buckles and lace, leather facing and back strap, felt sole and heel.

**"NOT IN ANY TRUST"**





## Some Fall Styles That Will Please Your Customers

*just a few from a large line of attractive footwear*

---

On our new No. 35 last we are showing a natty shoe in gun metal calf, with a military heel, close edge, medium high toe and "chic" perforations. A McKay shoe.

—and still another in like style with a heavier sole and rope stitch.

No. 16 last—also a new one—comes in a patent vamp with a grey buck top, Cuban heel; plain toe, close edge. This will be one of the most popular welts of the coming fall season.

In evening footwear we are showing a most complete line in red and grey kid, grey buck, black and white ooze calf, white calfskin, also some handsome samples in velvets, patents and nubuck.

Flat and pom-pom bows as desired.

BE SURE TO SEE THE McDERMOTT LINE  
OF SAMPLES HERE YOU ORDER  
YOUR LADIES' LINES

---

The McDermott Shoe Co.  
Women's Shoe Specialists - MONTREAL

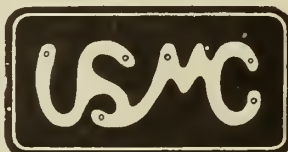
# Shoe Machinery

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



# TWO NEW BOSTON LASTS



Women's 4-C Last. No. 2481

They have all the lines of the smart, up-to-date American lasts, with the fitting qualities so necessary to make them popular. Boots made on these lasts are bound to bring repeat orders.

These two new lasts, specially designed to meet the requirements of the Canadian trade in Men's and Women's shoes, are typical Boston Last Company's products.



Men's 7-D Last. No. 2397.



## Boston Last Company

MANUFACTURERS OF

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

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

Canadian Factory: — RICHMOND, QUE.

Charles Campbell, Manager

Factories BOSTON, Mass., 44 Binford St., Phone Main 107 RICHMOND, Que., Phone

# About Good Felt Footwear



**S**OMETIMES different brands of Felt Shoes look pretty much alike when they are new. You don't know what material is in them. Only time can tell their wearing qualities. But when you buy Felt Shoes with a proven trade mark on them—the mark of makers of standing—which says they are good Felt Shoes, and you know the name means what it says—a trade mark that has been the proven guide to Quality Felt Footwear in the past—you take no chance, and “Elmiras” are above all others in the line for the retailer who desires to give his customers the very best Felt Shoe guarantee.

“Elmira” on Felt Shoes and Slippers means a guarantee of Felt Shoe satisfaction backed by years of real merit and unsurpassed felt and shoe manufacturing facilities. It represents quick sales and sure profits for the retailer and absolute Felt Shoe satisfaction for his customer.

The above trade mark stamped on the bottom of all genuine “Elmiras” will solve your Felt Shoe problem for you.

Manufactured by the Elmira Felt Co., Berlin, Ont.



## **Four Leathers of which we are proud**

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

Get quotations and samples.

**C. MOENCH SONS CO.**

117 Beach St., Boston

GOWANDA, N. Y.  
SALAMANCA, N. Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.

## **A Glove Made of "P & V" Leather Stays as "Soft as a Piece of Cloth" Even After It Has Been Wet and Dried Many Times**

Take any other leather and wet it. See how boney it becomes when dry. Test the other leather against ours and see the difference. Let us send you a free sample book of "P & V" Glove Leathers, in horse and cow hide, showing all the different shades we make.

**Pfister & Vogel Leather Co.**

Milwaukee, Wis.

## Every Shoe a Reputation Builder



The reputation of the Surpass Shoe is being built up, not on the quality of our samples, but on the quality of every shoe we turn out.

Now, if you want to have every staple you sell measure up to this high standard, find out now whether or not your jobber carries Surpass Shoes. And then when the salesman calls be sure to look over all the samples. They'll all be worth while.

**Louis Gauthier  
Co., Limited**  
Quebec

## You Give A Little Extra Value

EVERY time you sell a Williams Shoe you offer your customer the strongest possible inducement to come back to your store.

Extra value—a little more than is expected—is what pleases the public most, and every Williams Shoe has its share of that extra value.

Styles for Fall 1913 show enough extra value to make them prime favorites in your store. See the samples.

**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

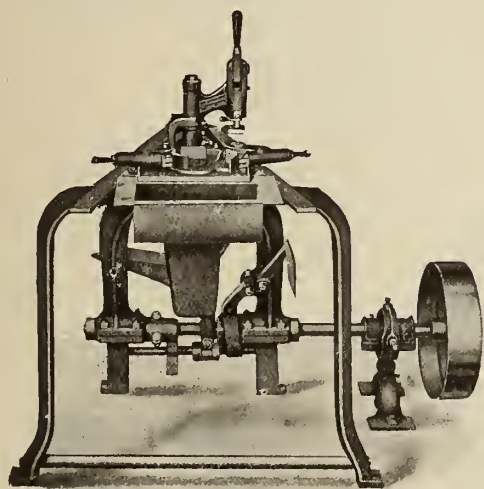
## TAN AND BLACK

Also Ooze Spilts in Colors and Blacks, in all weights.

Place a sample order with us, we can please you.

A. DAVIS & SON, Limited Kingston Tannery

## We Build the Only Complete Line of Heel Making Machinery



**HEEL BUILDER**

A Perfect Machine, Suitable for Building Heels of all kinds, either Men's or Women's, from Whole or Pieced Lifts.

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.



## At your service, Mr. Merchant

**N**OW, at this time, when you're picking and choosing your stock for Fall 1913 just remember that this big new building is here to serve you. Its facilities, which are practically as new and efficient as itself, insure you prompt delivery of your order.

You'll have no trouble with delays or mistakes for everything is in A1 shape to give you the best service you ever had.

Come on and try it.

### AIRD & SON

MONTREAL

New  
Up-to-date  
Efficient

Makers of Men's, Women's, Boys' and Youths' McKays and Turns

# 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



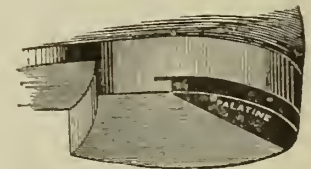
Write for prices and samples



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

Quartered 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 AND LONDON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT.



# 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.

### *Josh Billings said:*

“This setting down and folding our arms, and waiting for sumthing tew turn up, iz just about az rich a spekulashun as going out into a four hundred acre lot, setting down on a sharp stone, with a pail between our knees, and waiting for a cow tew back up and be milked.”

**If you want to buy, sell or exchange something or to secure help a Want ad. in the Shoe and Leather Journal will assist you.**

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

# WOOD-MILNE RUBBER HEELS

## STATIONARY SHAPES

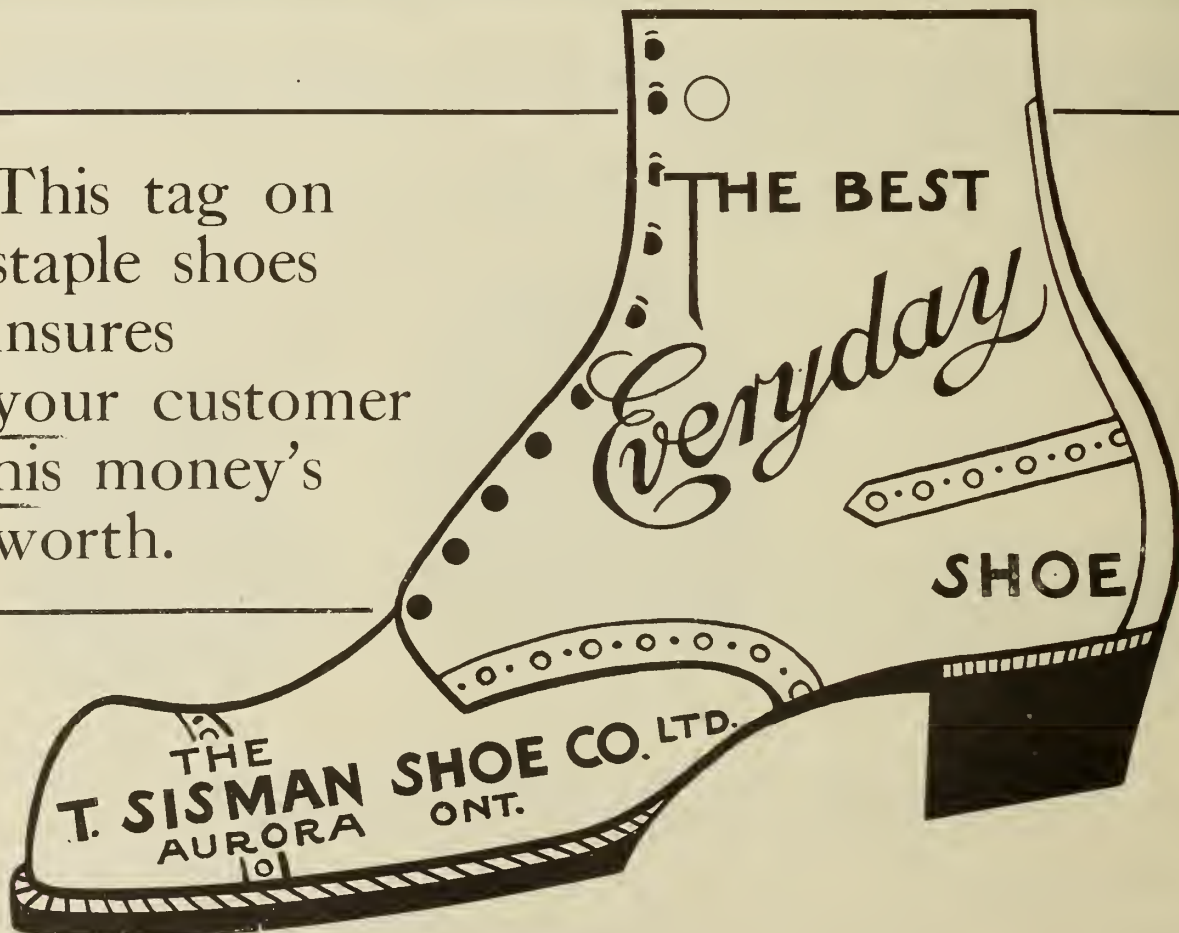


**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

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

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

This tag on  
staple shoes  
insures  
your customer  
his money's  
worth.





**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.

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.

**You'll Know  
By This  
Mark**



ST. HYACINTHE,  
CANADA.

It'll be easy for you to tell if your jobber is supplying you with the most satisfactory staples. Just look for the Yamaska trade mark. If it's on the shoes you've the best to be had.

It won't cost you any more to be sure of Yamaskas getting into your stock, but it will cost you many sales if you overlook them.

Your customers want to know Yamaskas. Introduce them.

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

**K. & S.**  
**Russet Leather Repairer**

For mending damages on any kind of Russet shoes

**K. & S.**  
Manufacturers of

Patent Leather Repairer, Russet Repairer, Patent Russet and Canvas Cleaner, Crayons for: Repairing all kinds of Leather, Russet Polish made to match all stock. Bottom, Heel, and Edge Ink, Bottom Stains and Edge Filler.

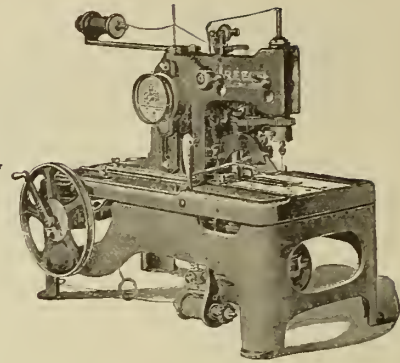
TRY OUR

**Repairing Crayon**

for repairing Vici, Box Calf, Velours, etc.  
Made in Black, Light and Browns

**KENT & SMITH**  
71-75 Blake St., Lynn, Mass., U.S.A.

Simple,  
Yet  
Entirely  
Automatic  
In  
Operation



Works at  
High Speed  
With  
Comparatively Little  
Noise.

**REECE High Speed  
Button Hole Machine**

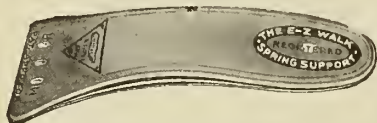
Consider carefully that automatic feature. It insures you against the careless worker; because the buttonholes are automatically clamped, cut, spread, stitched and unclamped without any care on the part of the operator. And the quality and durability of the finished button hole cannot be surpassed. Repair cost is very small.

Ask Us More About It.

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**  
L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.

**THE E-Z WALK**  
TRADE MARK  
**SPRING ARCH SUPPORT**  
FOR MEN, WOMEN AND CHILDREN



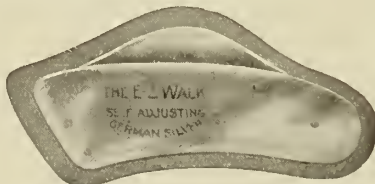
The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

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.



ORDER FROM YOUR JOBBER

The Self-Adjusting E-Z Walk with side lip, steel spring and German silver bottom plate.

HNDLED BY ALL JOBBERS IN CANADA

**THE E-Z WALK MFG. CO.**  
133 W. 14th Street - New York, N.Y.  
L. H. PACKARD & CO., MONTREAL, CANADA  
OUR CANADIAN AGENTS

The men and boys of your community will think a great deal more of you and your store if you sell them

**Twentieth Century Welts**

Style, fit and wear—that's why.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00  
Boys' Retail at  
\$3.50 - \$4.00

The  
**C. E. McKeen Co., Quebec**



RIVET SHANK  
**BUTTONS**  
 OF  
**QUALITY**  
 AND  
**STRENGTH**

Made with shanks that built  
 a world-wide reputation.

**PEARL      IVORY**  
**PEARLUSTRE**

The **WRIGHT** Button

The tremendous increase in our business  
 necessitated a larger building

NOTE NEW ADDRESS

**Appelbee & Neuman**  
**23 - 25 Greene St.**  
**New York City**



**A**  
**Word**  
**About**  
**Fall**  
**Samples**

If it's anything in McKays, we can  
 handle your order expeditiously.  
 Give us a trial.

Our Fall samples in Men's, Youths', and  
 Boys' McKays will be as nobby and smart as  
 any on the market. Not only will the style be  
 there, but the workmanship and general wearing  
 qualities will be of very high grade.

Our Women's McKays also will be of the  
 same high standard as our Men's lines. We  
 can safely bespeak your custom for every line  
 turned out by us during the coming year.

A postal card will bring full information.

**Rena Footwear Co., Limited**  
 611 Beaudry Street - MONTREAL

**Fit Not**  
**Sacrificed**  
**to Style**



There's style in the Ahrens Shoe—plenty  
 of it—and yet its lines are natural. All  
 the popular shapes are attained without  
 losing the anatomically correct fit.

The Ahrens Shoe has comfort as well as  
 style and plenty of both.

Charles A.  
**AHRENS**  
 limited.  
 BERLIN, ONT.



ASK FOR  
**So Cosy**  
 TRADE MARK  
**SHOES**



THE HURLBUT CO. LIMITED  
 PRESTON CANADA



**Y**OUR customers get the goods for which they pay. You should be as sure of getting the money for the goods you sell.

Whether you do or not depends entirely on the system you use in conducting your business.

The old way was to depend on memory and habit.

With our new system, you depend on machinery which enforces accuracy and stops mistakes in your store.

The *National Cash Register* will systematize your business, so that you will be as sure of getting all your profits as your customers are of getting their goods.

It will pay you to investigate, call or write.

# The National Cash Register Co.

Headquarters  
or Canada

285 Yonge St., Toronto

Canadian Factory  
TORONTO



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can

London (Eng.) Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 5

TORONTO, MARCH 1st, 1913

\$1.00 per Year In Advance

## No Radical Changes Made in New Fall Styles

The Recede Toe Will Be Leader in Highest Priced Range, With Flat, Blocky Heel, and Last on English Lines—Semi-High Toe is Still a Decided Favorite—Button Shoes Will be Strong, Particularly in Women's—Fabric Tops May Have Large Call—Other Tendencies of Footwear Fashions

The month of March ushers in the selling season for fall and winter footwear, and the question naturally arises with the average retailer, what will "go" during the autumn and winter weather? What will the people buy? What kind of toe, heel, leather, last or trim will they demand? It is, of course, impossible to foretell what the public taste will be. One might as well essay to predict the sort of weather that will prevail, as to outline definitely the exact trend of footwear fashions which often change as speedily and radically as millinery presentations.

It is generally recognized that not many radical departures in style are made by the manufacturers in their colder weather models. Fall affords little opportunity for novelties or decided alterations in shape, pattern or material. In fact, certain manufacturers put in only two or three new lasts for the fall season, and use those which found the most favor in the spring and summer offerings. It may be observed that the general tendency appears to be in favor of plain, quiet effects and very few makers will offer anything in the way of novelty or eccentric footwear.

### The Semi-High Toe Will Sell

From general inquiry, and in the opinion of the majority of manufacturers, there are a few things which may be set down as certain; one is that the high toe is by no means disappearing, and while the altitude of the past will not be witnessed, a more moderate degree of height is prevailing, and what is known as semi-high or medium will command a large amount of the middle class trade. In some parts of the West the extreme high toe is still in very great favor in both men's and women's, but the trend of affairs would indicate that the dome toe, the coin shape or the full round effect—call it by whatever name you please—is the one that will have the largest call by the greatest number of people. In the cities and among the purchasers of the higher class of footwear, the receding, slope or drop or flat toe—it has many names—is the one which is being taken up with a considerable degree of expectancy. This



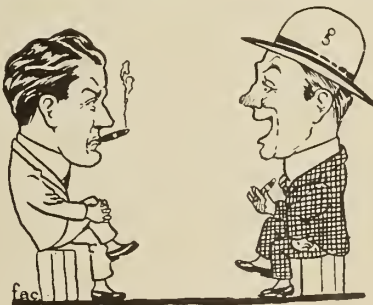
Booking the retailer's order

toe usually carries a low, wide heel, broad shank and flat tread, and is on strictly English lasts. Invisible eyelets right up the full height of the shoe from the throat to the top, are very popular.

One general observation that may be made is that, while a large number of the broad, flat toes will likely sell, still the semi-high promises to be the most generally appreciated. It is alleged by some that the drop toe has a tendency if the shoe is too narrow, to compress the toes and cause the development of corns, callouses, and other pedal ailments. They prefer a full broader round toe, and thus masculine tastes differ a great deal.

### The Call of the Leathers

The button boot may win a certain measure of popularity with men, but its sale will by no means increase to any great extent. Men are more conservative in their likes and dislikes than women, and the larger proportion of them adhere to the Blucher cut or the straight bal. In men's, it may be said that the gunmetal leather has first call and then tan, which is worn by a certain number of males the year round. The popularity of patent leather will not diminish as it is the recognized proper thing for all dress and social functions, and there has nothing been found that would in any way take its place. The dressy youth may still demand the military heel, the fancy wheeled effects, elaborate perforations and various other adornments, but the majority of the male persuasion require the shoe that gives the largest measure of comfort and ease, and is not too striking or elaborately embellished. An inch or an inch and a quarter heel is the most popular. The wide shank and flat tread, along with the straight last, bids fair to command a wide measure of esteem. A number of button shoes with cloth tops—grey, black, corded, tan, striped, etc., will be shown. Some have deep tips and no perforations. The bal seems to be gradually replacing the blucher and a large number of fall samples will be shown with blind eyelets. In many instances no hooks will be used at all. One leading maker



After the order is booked

declares that tans on severe lines and free from conspicuous features will have the largest call, and the proportion of buttons will remain the same. There will be some offerings in vici kid, box calf, glazed kid, and storm calf with viscolized soles, rubber welting, etc., to keep the feet dry. Another thing noticeable is that while heels on all the highest grade of men's shoes are low and broad, they have a strong tendency to flange effect. There is the flange and the half flange heel. Many manufacturers are eliminating the pull strap or reducing it so that it merely affords a grip to pull on the shoe and not catch the trousers as formerly.

#### Patent Becoming More Staple

Regarding patent leather, an Eastern authority declares that while this shoe was practically a leader several years ago, both for men's and women's wear, it has sold a little



Men's dull calf bal., blind eyelets, receding toe, whole foxed, low heel slightly flanged—By Regal Shoe Co.

better for the coming season than for the preceding season, but is far from occupying its former prominent place in the trade. The reason given for this is the fact that several years ago patents were worn not only for dress and evening use but for daily use, by nearly all classes. Business men, clerks and even working men wore patents day and evening. The shiny leather shoe seems now to have settled into its most useful sphere, that is, a shoe for dress and evening wear, for which it is unexcelled. The class of trade having use for shoes for dress and evening wear is a class as a rule able to pay a good price for a shoe for this purpose, and manufacturers of patents are profiting by this fact in putting only high-grade, first-class workmanship into patent lines and getting good prices. The shoe manufacturer demands first-class patent leather and gets it, as no other kind will stand the severe test of ordinary wear.

#### A Summary of Men's Styles

Here is the prediction of one who claims to be in a position to know what will sell well this fall.

In high grade shoes for men the English last, with broad shank, low heel and flat last, will be received favorably, and promises to be a leader.

The medium high toe, modified from last season, will still be prominent in medium grades.

The leading leathers will be dull and tancalf and patent. New tannages of split side leather are being used largely with satisfactory results, in the cheaper grades.

Heels vary in height from 7-8 inches to 1 3-8 inches, striking an average of the trade.

A fair percentage of button shoes will be sold in medium and better grades.

Balmoral and Blucher lace patterns will have the largest

call in men's high-grade shoes, with a good demand for the button type with cloth tops.

#### The English Boot for Women

In women's foot covering there is generally a larger variety and more scope afforded for trying out certain ideas and conceptions. Although a great deal has been said against the button boot, and while many dealers would like to see its sale eliminated altogether, still their wish is not likely to be gratified. There is little doubt but that there will be fully as many button shoes sold during the coming fall as there have been during the season which has just closed. Reports from various manufacturers indicate that of the sales made, the button shoe represented from 40 to 70% of their output. One authority states that tan buttons with short vamp, medium high toe and Cuban heel will unmistakably retain their measure of popularity for fall wear. Another states that the patent leather with cravenette, whipcord and other fabric tops, will command a large sale. Various colors in suede are also predicted as being likely to come to the front. Some manufacturers are presenting decidedly English styles in walking shoes for women. They are of gunmetal with mat calf top, have wide broad heels of about an inch or an inch and an eighth in height and low receding toes. They are built on a straight last and have blind eyelets.

#### Bal is Coming to Front

There appears to be a tendency among the women's for the bal or replace the blucher, and the short vamp is likely to be as popular as ever. There seems to be a weakness among the feminine portion of shoe wearers in favor of a boot which makes the foot look small, and at the same time gives the requisite amount of comfort and ease. In button shoes, the tops will be cut about the same height as last year, the fourteen and fifteen button being the leader. Heels are a little lower and blockier. For ordinary street wear, dull and tan calf will be leading leathers, while a fair number of patents are likely to be worn. The medium high toe will



Woman's gun metal bal., blind eyelets, receding toe, three-quarter foxed, low heel—By Minister, Myles Shoe Co.

continue to be prominent in all medium grades, while in the higher class, the receding toe will probably have the call.

#### Why Button Shoe is Popular

Speaking of the fall styles for 1913, a leading shoe manufacturer remarked: "No, there is no danger what ever in my opinion of the button boot going out of fashion. I know it

(Continued on page 70)



# Do You Know the Real Talking Points of a Shoe

Some Clerks Say Too Much, Others Too Little—The Part Personality Plays—Do Cut and Dried Arguments Count For Much?—The Different Features to Emphasize—Effect of Concentrated Effort

By A. E. EDGAR, Author of "How to Advertise a Retail Store"

It is one thing for a clerk to be able to recognize good values, to keep posted on styles, to know how to fit difficult feet, etc., and an entirely different thing to be able to tell the customer in the right way, just enough to effect a sale. Some clerks talk too much, some too little. It is perhaps impossible to lay down rules for all clerks to follow, or for clerks to adopt in all cases. The personality of the salesman must largely govern these things. The personality of the customer enters just as largely into the consideration.

There are points in common in all human beings. We have to a great extent the same ideas, the same emotions, the same prejudices, the same superstitions, the same mental feelings. What one of us feels, the other is likely to feel

under similar circumstances. If it were not so—if there were no laws of averages, this would be a very difficult world to live in, and to get along in.

In many of the larger sales organizations, special and wholesale, the selling talk is laid down by an expert sales-manager. He lays down the line of action to be followed, and very often, gives the exact words that are to be used in explaining the proposition.

To many of the less experienced, this may look like a hard proposition to follow, and one that, if pursued very closely, means failure instead of success. Yet we are informed upon the best authority that the National Cash Register sales organization has succeeded along these very lines—cut and dried sales arguments being given the credit for the large sales effected.

It has been suggested that these methods might be as successful in our retail stores, and in our shoe shops, too. Why not? It is even whispered that the greatest living merchant of to-day has such a book, containing some eighty

## AN INVITING PICTURE OF EASTER STYLES



A pleasing and artistic Easter window, showing leading lines in men's shoes, by Geo. G. Gales & Co., Montreal



six selling points of a shoe. This may or may not be so, but it is not even improbable. Selling has been reduced to scientific lines in some departments of commerce, why not in the shoestore? There are lots of selling points in footwear. Let us look at a man's box calf, Goodyear welted, slip sole, solid leather shoe for a moment, and pick out a few of them.

Take the style points first. These may be new and snappy, the latest novelty, smart, swell, dressy, etc. Broad toe, narrow toe, medium toe, knob toe, English receding toe, etc. High heel, medium, low, etc. Blucher, lace or button. Black, tan, etc. Dull or shiny, contrasting leathers, cloth top, etc., and everything else that goes to make up the appearance of a shoe.

Quality is of great importance. Note these points: Our shoe standards are unusual, they must be better for us, honest values, best materials and highest grade of materials, not made at a price, but the price made to fit the quality, after the shoe is built, solid leather, high grade inside and out, etc. The material used can also be shown and made up into a selling talk.

### The Question of Price

The question of price usually enters. Note these ideas: The price is low enough so that all can afford to buy, think of the saving you make by buying now, purchased at a price concession offered to retail at wholesale prices, a great fall in the price of shoes, style quality as good as in higher priced shoes, higher priced shoes often do not wear any better, a just price, etc.

Fit means a whole lot. Why not tell why they fit. Because left on last long enough to shape, not rushed through a cheap factory, but made as in a custom shop, plenty of sizes, half-sizes and widths, your feet can be fitted, no matter how hard they are to fit, we can do it, if a shoe is not comfortable, it is not a proper fit, corns usually begin in the lasting room of a factory, tired feet are due to poor fitting shoes, etc.

The above are merely suggestions, ideas rather, to be woven together in forming selling talks. The idea to be selected that is thought will bear most fruit in the customer's mind.

Let us presume a customer seated with a shoe on his foot. He is apparently in deep thought—and the Lord knows what he may be thinking of. Let the clerk state in positive and insinuating tones that, 'You will recognize the goodness of these shoes at a glance. They are built to give the utmost service and to stand the most trying wear. The soles are of oak-tanned leather, heavy enough to stand wear, yet flexible and comfortable. The upper is genuine calf, soft as a glove and as tough as a nail. Every part of the boot is solid leather and we guarantee it to give entire satisfaction.'

Such a sales talk will swing every man, who considers value as of importance, into line and effect a sale. But it would be foolish to use such a sales talk unless the shoe fits and is apparently what the customer desires.

### A Poor Rambling Talk

The following is a poor salestalk because it rambles. It does not concentrate the mind upon any one point, but drags it from one to the other before any real decision can be arrived at.

"Those are the best shoes we carry at that price—they are solid all through. We could get more money for them, other dealers do, but we sell them at the old price because we do not like to change when once we establish a price. It's against our principles—that's all. That last is a comfortable one and just suited for your foot. We don't go much on styles that are freakish and new-fangled. We stock to the best of the established styles. Prices of shoes are advancing, etc., the same style in a kid makes a neat dress shoe, etc."

A concentrated talk of one sentence is often of greatest value. Ideas must be brought forth quickly. Often it is

the quickest thinker in a shoe shop that can sell the most shoes—not the best informed, or most experienced in shoe fitting.

There are also the customer's moods and characteristics to be considered. If a man shows impatience with the talk of the shoe salesman, he should not talk much. If, on the other hand, the customer is talkative, the salesman may usually go as far as he wishes.

### The Weapons of Attack

A writer on salesmanship names the following twenty weapons of attack:

Knowledge, interest, inducing forgetfulness, suggestion, enthusiasm, wonder, desire, voice, manner, sympathy, surprise, expression, self-attention, imitation, gestures, persuasion, fear, persistence, excitement and propitiation.

All of these weapons can be utilized in forming sales talks and in connection with the selling points of a shoe.

The salesman's first attempt should be to create in the customer's mind a confidence in his ability and willingness to serve him properly. By a clever salestalk on the quality of the shoe being offered the salesman shows he has a knowledge of his goods and the customer has become convinced of his ability, and allows himself to conclude he can depend upon the truthfulness of his every statement.

W. A. Corbin gives us a psychological chart of suggestive salesmanship that might be worth repeating here.

"Some faculties and sentiments of the mind susceptible to suggestion in the sale of merchandise.

#### I. Intellectual or Mind

##### (a) Faculty or judgment of

1. **QUALITY** (In a demonstration of the form, substance, or value of merchandise).
2. **USE** (In establishing the purpose or need of a certain thing).
3. **PROPOSITION** (Adaptability of certain merchandise as to construction, style or effect).
4. **VALUE** (By suggesting the advantage of price, finish, suitability, etc.).
5. **CONSTRUCTION** (Showing utility of particular parts, or advantage in make).
6. **COMPARISON** (In perceiving or indicating the relative values of merchandise).

##### (b) Sense of

1. **IDEALITY OR BEAUTY** (In illustrating the design, style, finish, etc., of merchandise).
2. **IMAGINATION** (In citing the history or sentimental value of an article).
3. **ECONOMY** (In proving value from an economical point of view.)
4. **HUMOR** (In the sale of quaint things or comic pictures, books, toys, etc.).

#### II. Emotional or Feeling

##### (a) Sentiment of

1. **BENEVOLENCE OR FRIENDSHIP** (As in the sale of gifts, etc.).
2. **PRIDE OR SELF-ESTEEM** (In proving gratification in the appearance of purchases of personal or home use).
3. **APPROBATION OR COMPLIMENT** (By giving credit to a customer for his judicious views or selection of merchandise).
4. **CURIOSITY OR WONDER** (By demonstrating make of merchandise or construction or working of a mechanical product).
5. **LOVE OF HOME** (In the sale of home furnishings).

##### (b) Instinct of

1. **PARENTAL LOVE** (In the sale of merchandise to parents for children).
2. **PRUDENCE OR POLICY** (In showing the value of selecting merchandise as to make, design, finish or construction).



3. ACQUISITIVENESS (In proving the advantage or need in buying certain merchandise for personal or home use).
4. CAUTIOUSNESS (In proving the need of buying the right thing).

### III. Vocational or Will

1. DECISION.
2. CONVICTION.
3. EXECUTION.
4. CONCLUSION.

Resulting in a purchase by proper appeals to the customer's faculties and feelings—Suggestive Salesmanship."

This chart is of course, far from being complete, but it is enough so to found a system of salesmanship upon.

We would suggest that each clerk in the store experiment with little selling talks. Use these enough times to

demonstrate their value.

Take the new spring style tendency as the subject of one talk. When showing a customer a shoe, and that customer asks for the latest, or shows that he wants the latest, spring the little speil about the new spring styles on him.

Try out another along the order of real worth of the shoe. Use the two sale talks given above as models.

Comfort and fit might be made the subject of another.

These salestalks must not be long or rigmarolish. Don't sing it. Don't use it except it is appropriate to do so.

[Note—The SHOE AND LEATHER JOURNAL will be glad to hear from shoe salesmen who have tried out this scheme, say in a month's time. The salestalk used should be quoted and as faithful an account of the trial given as possible. Tell us about your failures as well as your successes.]

## A Man is in the Shoe Business to Sell Goods

He is not There to Keep Books or be Shut Up in a Cage—If He Can Save Ten Minutes a Day to Think Out New Plans It Will Well Repay Him—Paying For What One Does Not Get

By A. M. BURROUGHS

"If a man needs a thing in his business, it is likely to cost more not to supply the need than the thing itself would cost."

A traveler, walking into a hardware and implement store in the corn belt, found the proprietor back in the warehouse setting up a stove.

After watching the work for a few minutes the road man interrupted him.

"There's a chance for a man to get a good place as manager of a big store down the state," he began. "It's owned by a stock company. At present they're without a manager.

"The position will pay \$200 a month to the right man. I'd like to find some hustling fellow I could put them in touch with. They're good customers of the house."

"Say, that looks good to *me!*" the merchant returned. "You know I've found it pretty hard here, for lack of capital. I wouldn't mind *making a change* if I could get a place like *that.*"

"Do you consider yourself a \$200 man?" the salesman asked, with a twinkle in his eye.

"I certainly do!"

"Well, *you* wouldn't do at all. That company wouldn't stand for a manager who spends his time putting up stoves while a \$60 clerk is out in the store trying to sell a hard customer."

The traveler may have been only joshing about the \$200 job to teach the hardware man a lesson, but the story has a point just the same.

A man who allowed himself a salary of \$200 a month was doing his own bookkeeping by hand.

He spent two hours a day on his books, not including the monthly trial balance.

At that rate it cost him about \$1.75 a day, \$45 a month, to keep his books.

He bought a Bookkeeping Machine. Immediately he cut the amount of the time required to one-half. This gave him even better records at a cost of less than \$25 a month.

But that is not *all* this man saved.

He found that he could get a girl to keep his books



—boss setting up a stove—  
cost him a \$30 sale—

on the machine as good as *he* could keep them by hand

Working full time she cost him but \$1.50 a day and gave him so much valuable information that he soon *doubled his business.*

### What Books Are For

A man is not in business to *keep books*, any more than he is in business to sweep out his store. He is in business to *sell goods.*

Books are kept to give him, every day, a complete statement of his business, so that he may know what steps to take to sell *more* goods profitably.

When a man is cooped up in his bookkeeping cage, who is running the business for him? It is being run by his cheap clerks.

Can a \$60 a month clerk run a business as well as a \$200 proprietor?

Of course not. When the business is being run by a \$60 man, it is a \$60 business. When it is run by a \$200 man it is a \$200 business.

That is the difference. A \$200 man can sell *more* goods. He will drive away *less* regular customers. He can convert more of the *transient* customers into *regular* customers.

If he is a \$200 man he can *use* more of the *figure-information* shown by the bookkeeper—if he saves the one hour to *think* in and keeps his mind fresh to work out ways of increasing his business.

One new customer added to a store's regular patronage every day, means an increase in gross business which at the end of a year would amount to \$1,500 a week—\$63,000 a year.

Five per cent net profit on that volume of business will buy a mighty fine automobile.

If *you* can save one little ten minutes every day and use that ten minutes to *think* with, *you* can increase *your* business enough to pay for several bookkeeping machines in one year.



—one new customer—

A chapter from "A Better Day's Profits," copyright, by the Burroughs Adding Machine Co.

# The Making and Marketing of Synthetic Rubber

Its Cost of Production is Yet Too High to Be a Success Commercially—The Scientific and Historical Side of the Product Ably Reviewed—Will It Ever Equal Higher Grade Gum Rubber?

An English chemist named Tilden was working on a substance called isoprene in 1883 and 1884. Having temporarily concluded his work, he sealed up the remaining isoprene in glass tubes and set it aside. After the lapse of eight years he had occasion to examine the tubes and found that in place of a clear, benzene-like liquid, they contained a viscous material, in which were floating lumps of a solid substance. Such was what may be called the real discovery of Synthetic Rubber.

## The First Serious Effort

Though the subject was of more or less scientific interest, it was not until the phenomenal rise in rubber values that any serious efforts at commercialising synthetic rubber were made. The continual increase in the world's consumption of rubber, and the possibility of a shortage, primarily resulted in the development and exploitation of plantation rubber. It has been proven beyond a doubt that rubber of a very high grade can be produced from plantations of the Hevea. But at best, a plantation requires from ten to twenty years to mature and give a profitable yield of rubber; while statistics can show that the consumption of rubber increases from 15 to 20 per cent. per annum. So that any material drop in the price of crude rubber could not be anticipated for some years.

The eagerness with which the market absorbed, and still absorbs, guayule, pontianac and other gums of comparatively low quality encouraged the search for further supplies, no matter how distant, scanty, or inferior.

The eyes of scientists, too, were turned to rubber as a field for useful and profitable research, and the foremost men in England, Germany and France devoted their attention to it. The International Congress of Applied Chemistry, held in New York last fall made more public the progress that has been achieved. Dr. W. H. Perkin and Dr. Carl Duisberg, representing respectively the English and German groups of scientists, gave notable addresses on the subject. The latter exhibited specimens not only of synthetic rubber, itself, but of balls made from it, and a set of tires which, after having run upwards of 4,000 miles, were in extraordinary good condition. Two sets only have been made, the set exhibited and one presented to, and used by the Kaiser. So no doubt is left that the manufacture of synthetic rubber is an accomplished fact, though its commercial future is problematic.

## Process of Working Backward

A glance into the scientific and historic side of synthetic rubber may be of interest. To the study of rubber, the chemists applied the well known system of working backward from the finished product to its simpler components. Rubber was broken down by the so-called process of "Destructive or Dry Distillation." Among other substances, a light liquid somewhat like benzene, was isolated, called isoprene. That was first accomplished in 1860, and at the same time the observer, Williams, noticed that by treatment with ozone, this substance was changed into a rubber-like body. In 1875 Boucharddt, in France, treated isoprene with hydrochloric acid and produced rubber. But to Tilden belongs the real discovery. He had obtained isoprene from the distillation of turpentine and that was the isoprene which turned into rubber on long standing. Tilden was the first to test the product by vulcanisation, and to identify it as rubber. Even at that date he prophesied the value of isoprene for the commercial production of artificial or synthetic rubber. His specimens were again exhibited in

1906, and Dr. Perkin showed them in New York during his lecture, probably their last appearance before being put in the British Museum.

The greatest developments, however, have come during the last five years. It was found that hydrocarbons of particular form could be changed, or "polymerised," by agencies such as heat, acids, etc., to produce substances of an entirely different nature. But two only produced rubber, viz., "isoprene" and "butadiene." It was to those, then, that chemists largely confined their efforts.

The majority of the processes suggested required such length of time that they were of little or no commercial value. In 1910, working independently, Matthews, in England, and Harries in Germany, discovered simultaneously that the results were produced in a few days through the agency of the metal sodium. That method has been generally adopted as the logical method of manufacture.

But after this discovery the supply of raw material became a serious consideration; and it was found that the world's supply of turpentine, even at prevailing prices, would not yield sufficient isoprene for the manufacture of rubber on a commercial scale. So the problem resolved itself into a search for a cheap source of isoprene. It was calculated, also, that with the development of plantation rubber, the synthetic article might have to meet a price of 25c. per pound.

## Materials as Starting Points

Four classes of material naturally suggested themselves as starting points, viz., wood, coal, petroleum and cereals or starchy materials. The first two were discarded, the former owing to smallness of supply of acetone, which would be the product of wood employed; the second by reason of difficulties and lack of method. Petroleum offered some promise; but, the fourth appeared the most feasible, embracing as it did the products of corn, potatoes, etc., with initial cost of less than 2c. per pound. Appreciable developments have been made along that line, though the production of isoprene had been affected only through fusel oil, a product of the fermentation of sugar. Butadiene, however, can be obtained more readily from butyl alcohol, resulting directly from the action on starch or even on sawdust, of new ferments discovered by Fernbach in the Pasteur Institute of Paris, though his results have not yet been fully established. An alternative method for the production of butadiene is from formaldehyde. The English group of chemists claim that the rubber from butadiene is equal to that from isoprene; the Germans dispute that fact, and, confining themselves to isoprene, have achieved considerable success with coal as the initial material.

None of the methods hitherto advocated have resulted in satisfactory yields. Rubber as produced now, aside from manufacturing costs, would be extremely expensive, from considerations of raw material alone. And until good yields are obtained there will be no possibility of its becoming a serious factor in world markets. Moreover, the difference between operations on a laboratory scale and on a factory scale must be appreciated. Again, while the basic materials are at present low in price, the effect of a greater demand would inevitably raise their value.

Figures have been quoted to show that to produce 80,000 tons of synthetic rubber, 120 million gallons of proof spirit would be necessary, about one-fifth of the world's supply.

The great authorities are unanimous in saying that the obstacles ahead are not great. They are optimistic,



and, though none claim that synthetic rubber will appear on the market in a very short time, they say it is only a question of a few years at most. So great is the confidence of the Englishmen that it is reported a factory is under construction for the production of acetone and fusel oil. The German syndicate have declared their willingness to spend a million pounds on the problem.

The samples that have been exhibited may not represent the rubber as it will ultimately be marketed, but it is extremely doubtful if rubber equal in quality to the highest grade gums can be produced synthetically. If it can, its freedom from dirt and impurities will cause it to be welcomed by rubber men. It is suggested that it may be necessary to incorporate a small quantity of resins, which seem to have some effect on vulcanising qualities. For the production of a quantity sufficient to make an impression on the rubber market, an immense amount of capital, plant and raw material would be necessary. That would affect to a greater extent the market for materials as well.

Perhaps one of the greatest menaces to the commercialisation of synthetic rubber is the plantation rubber. It

is continually prophesied that the output of plantations will force rubber down to such a figure that Para can not be put on the market at a profit. On the other hand, it is also shown that the world absorbs all the rubber offered, large quantities are reclaimed, and still prices remain firm. The plantation industry may have its own difficulties to overcome. Its very nature makes it in many ways a gamble with providence, aside from possibilities of labor difficulties, which will complicate the situation.

The scientists, however, are not concerning themselves about the future; their problem is to manufacture synthetic rubber cheaply, and on a commercial basis. Whether it will come, and how it will affect the rubber market, are yet to be seen. For nearly twenty years chemists worked on the synthetic production of indigo, and finally it became an accomplished fact. It may be that we shall wait twenty, or twice twenty, for commercial synthetic rubber, but who will deny that it will come?

Every employe has more to do with the amount he earns than has the employer.

## SUGGESTIVE OF THE SNOWY SEASON



An appropriate and distinctive cold weather window trim by A. Lecompte of Montreal.

## Would You Give Credit to This Woman Customer ?

¶ Mrs. John Ardley has been in the habit of dropping into your store every month for four or five months, buying shoes for herself or her three young children. She came in one afternoon, however, and picked out a pair of tan button shoes on the "Acro" last, Goodyear welt, and right up-to-the-minute in style and build, retailing at \$6.00. After she had been properly fitted and the footwear had been wrapped up, she said to you:—"I am sorry but I have not the money to pay for this pair just now. Will it be all right if I take the shoes along with me and settle for them at the end of the month when my husband gets his regular cheque."

¶ Now Mrs. Ardley has every appearance of being a strictly honest and reliable woman of middle age, but you know absolutely nothing about her or her husband, apart from the partial acquaintance you have formed upon her shopping expeditions. She has always taken her parcels home with her and you have never been afforded an opportunity of finding out her name or the occupation of her husband, consequently, you feel it is rather risky to give the credit required.

¶ On the other hand Mrs. Ardley is liable to develop into a good, permanent customer, and if this favor is refused she may go elsewhere for the shoes of herself and family.

¶ Did you or did you not give credit to Mrs. Ardley, and what are your reasons for the stand you adopted in this particular case?

¶ For the best answers the SHOE & LEATHER JOURNAL will award cash prizes of \$3.00, \$2.00 and \$1.50, and for all those outside the prize winners whose replies are considered worth publishing, \$1.00 will be paid. Send in your letters at an early date and do not be afraid to state your views. Instances, such as the foregoing, arise quite frequently in the retail shoe business and some new light may be shed upon a perplexing problem.

¶ The competition closes March 20th and results will be announced in an early issue.

Address "Competition Editor"  
SHOE AND LEATHER JOURNAL

MONTREAL  
13 CORISTINE BUILDING

TORONTO  
1229-31 QUEEN ST. WEST



# Are Salesladies in Shoe Store a Help or Hindrance?

The Number of Women Clerks on the Increase—Some Retailers Declare They Are Just As Efficient and Pains-taking as Men and Cost far Less—Other Dealers Say That They Lack Patience and Judgment, Are Too Thoughtless and Will Not Acquire the Necessary Knowledge.

"Yes, I am sure lady clerks have their advantages in a shoe store," declared one of the largest retailers in Winnipeg the other day. "Of course, a lot depends on location. I am right in the centre of a live suburban district. I do a large general and family trade and although I employ several saleswomen, I have no more complaints than those bound to occur in any retail shoe store regardless of the sex of help kept. I have been in business the last 17 years, my store being in the heart of the business section until three years ago, when I located at my present stand. Up to that time, however, I had always employed male help, as lady assistants would not be possible where men's trade is catered to almost exclusively. When changing I decided to give the lady clerk idea a fair trial, as curtailment of expenses was absolutely necessary on account of the present high price of doing business. I am glad to say that it worked out in a first class manner. I employ half a dozen clerks at times, all women or girls, and you can imagine what a difference that makes in the expense sheet at the end of a year's time."

This store is a large one, and its brightness certainly does strike one on entering. The proprietor believes in keeping up-to-date in everything, and is always open to anything in the way of suggestions for the improvement of store or service.

## Has His Force Divided

A St. John shoeman writes: "I have three clerks, two men and one lady, and I think, taken altogether, the three of them accomplish more than three males clerks would under the same circumstances. Working together, they are much more able to satisfy all customers, as a person desiring to be waited upon by a salesman can be turned over to one of the men, and the same method used with a person wishing to be served by the lady clerk.

"Making a choice between the two, however, I would take a man every time, as he takes things more seriously than a girl, who, in a majority of cases, seems to regard her position as a temporary one only, and does not think of her future the same as a young fellow with lots of ambition and an eye for advancement, and is willing to work hard if he sees any chance of promotion. A woman prefers to think of marriage in the future instead of a career in a shoe store.

"Then again, a shoe store is more a place for a man than a woman, as a good deal has to be learned before one can become an efficient shoe salesman. I have never yet met a girl who was willing to apply herself steadily to master all necessary details, which are essential in the selling of footwear.

## Wherein Women Excel Men

"Salesmanship is what counts," is the opinion an Edmonton dealer gives. "And from tests made by myself, lady clerks have time and again been proven just as efficient as men, more so in some instances, especially with children, whose confidence will be won much easier by a woman than by a man. A lady clerk can also make women feel more at home than a male clerk. Saleswomen please mothers very often, as they will always show an interest in her children, and understand her more than a man would. Neither are they so much inclined to take advantage of a child as a male clerk.

"Our salesforce is about equally divided, half male and half female, and we can generally tell which a customer prefers to be waited upon by. A lady is as good as a man

we find in selling to our average customer, who to bring matters down to a fine point, is more interested in the purchase that he or she is making than in the seller. We let the men look after the men's section, while women preside over the women's and children's departments, with the men to do the heavier work around the store. I think this is the proper method, and it saves us quite a sum in wages."

## Afraid of the Suffragettes

A Hamilton dealer, asked for his views on the subject was not backward in expressing them, although he requested that his name be kept out of the matter for, as he puts it himself, "The suffragettes might get after me if they heard me talking in such a manner about the gentle sex.

"I do not employ lady clerks," he went on, "because I don't think the average girl knows or puts herself in a position to know the quality, value and specially important points of a pair of shoes. She is therefore not able to talk as intelligently or instructively on the subject to a customer. Another thing—a man generally suits every customer, man, woman or child, but very often a male customer will not hear of a saleslady attending to his wants, feeling that she is not capable of selling him what he needs. He prefers to place his confidence in a man, having always done so in the past.

"Then again, there are innumerable jobs to be done around a shoe store that a girl would be insulted if asked to perform, such as unpacking goods, helping to hustle packing boxes, getting up stock from the cellar, dusting and a dozen and one odd jobs which a man takes as a matter of course I think too, men are better stock keepers and are a good deal

## A Successful Shoe Store Manager



B. D. Menzies, manager of the Sudbury store of the United Shoe Dealers, began his experience in the shoe line in 1898 in Lindsay with Robert Neill. He started as parcel boy in his home town and two years later, was sent to London to work under Frank Mercer, who was then manager of the London branch. There Mr. Menzies was engaged as a junior until 1902, when he resigned and returned to Lindsay as senior clerk for F. A. Robinson, who took over the business of Robinson & Ewart. About three years later, J. W. Foy bought out Mr. Robinson, and Mr. Menzies was appointed manager of the Lindsay branch. In August, 1908, Mr. Foy opened his second store in Sudbury, where Mr. Menzies was sent as manager. In February, 1911, there was a change made in the Port Arthur branch, in which Mr. Foy took over full charge and the subject of this sketch was then sent to manage that branch. The Sudbury business had grown to such an extent in the meantime that it was Mr. Foy's wish that Mr. Menzies return to Sudbury, which he did in November of last year. Trade has been remarkably brisk in that thriving town and this shop is now doing the biggest volume of any of the six stores of the United Shoe Dealers. Mr. Menzies is looking forward to an exceptionally busy summer. He is alert, and aggressive and has the faculty of gaining the confidence and esteem of all those with whom he does business.



steadier and more reliable. Women customers will always be satisfied to have a male clerk wait on them, but often raise an objection when a girl tries to serve her. They value a man's opinion regarding the style and durability of a pair of shoes far more than they do a woman's, feeling that he is better versed in the art of fitting and judging, except when crossed herself in one of her own pet theories, and that he is not inclined to waste so much time as a woman in small chatter and society gossip."

### **Selling Shoes is a Man's Business**

"I do not employ women clerks because I think, to begin with, that men are better salesmen," writes a Hastings St. shoist, Vancouver. "I look on the shoe business as a man's business, and think a woman is as much out of place in a footwear store as a man would be in a millinery parlor or a dressmaker's salon. A girl will not or cannot seem to grasp the knowledge regarding the quality and make of a shoe, which is absolutely necessary in the making of an efficient salesman. Acquiring knowledge of leathers, lasts, patterns, styles, etc., seems to be an impossibility with most girls, and questions of this sort are fired at a salesman a dozen times during the course of a day. Women do not show as much patience as a man either, and if patience is a necessity in any business to-day, that business is the shoe game. A girl's limit in the amount of work to be done is not anything like a man's. She is generally ready to quit about the time a man has got a good start in a busy Saturday evening's work. A man can work around a store the whole day long without asking the aid of anyone, but a saleslady always has to have someone reach up to that top shelf or go down into the cellar for a pair of shoes called for."

### **It is the Women Who Buy Most**

Thus opinions differ, and this is a question which will largely have to be determined by individual circumstances and the respective requirements of each store.

One shoist puts it: "The help problem is one that you must govern for yourself. You can doubtless find capable clerks, both male and female—persons who take their vocation seriously, seeking to improve themselves, and establish a strong personal relationship with your trade. It requires as much tact, talent, study, and cultivation to become an alert and successful salesman in the shoe line as it does in any other arena. You must recognize this fact before condemning lady clerks, and that it is the woman in every house that does three-quarters of the buying. Seek to please her. The two chief troubles a shoeman has to encounter are the man who wants to buy shoes for his wife and the woman who wants to buy shoes for her husband, if this expression may be permitted. Most persons can buy to suit themselves, but not others. They are foolish to attempt it. In certain cases it may be necessary, but very seldom."

At any rate the tendency to employ women as clerks in Canadian shoe stores seems to be growing, and one shoeman who takes an interest in the subject, and has done a lot of figuring estimated that about one-fourth of the shoe stores employ women, so they certainly must give fair satisfaction, or the movement would go back instead of ahead.

## **What Service Means in the Shoe Store**

### **The Good Service That You Render to Customers Soon Crops Out—The Importance of Courtesy At All Times.**

The retail shoeman realizes that service is one of his most valuable assets. Without it he could not keep his business ahead of, or even on a level with, that of his competitors. The store service must be watched carefully and improved whenever possible.

This service must be in the way of prompt deliveries' the retailer's ability to have the choicest selections of new and well-selected styles, well arranged stocks of reliable and clean footwear, and last, but by no means of least importance, the service rendered by the salespeople.

### **Employer and Employee**

The "boss" probably realizes the importance of this service more than does the employe, and if he is shrewd and is a success as a merchant, you will notice that he is continually endeavoring to improve this important item of service. He must lend suggestions to the clerks, it is true, but he cannot keep a close watch on all of them, so it is up to the salesperson himself to make good.

The good service that you render the customers soon crops out, and don't forget it, the "wind" of it gets to the "boss" just as soon as it would if that service had been bad. You will find that the satisfied customer is your best friend, and this is further proven by the calls a good salesman or saleswoman will have from patrons who have been well pleased by the treatment they have received at your hands. If the customer is well pleased with the service she gets from salespeople, she will make these facts known to the "boss" at the first opportunity.

### **A Matter of Popularity**

The salesperson who grows in popularity with the customer will soon find that he is growing in popularity with the "boss." Any man or woman knows what this means. It means that you will get the salary that you deserve. It means that you will be in line for promotion, and that you will always get "what is coming." It means that if ever a head of a department or assistant manager of the store is needed, you will receive consideration. It means that if ever any stock in the concern is for sale or a partner is to be taken into the business, you will be the one given this preference.

The young clerk can scarcely see these things as he first enters the store, but to constantly bear these things in mind and work consistently toward that end will ultimately bring results.

### **Coaching and Absorption**

The new and inexperienced help will get coaching from the proprietor or from some older employer, and he should absorb all the information he can get. He should learn the technical and trade names in footwear, learn the prices, widths, sizes and qualities of the shoes he has to sell, so that to every customer he can talk intelligently and make a sale like an "old head."

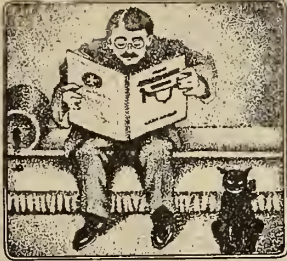
### **Be Courteous Always**

Older clerks should bear these same things in mind; and in addition they must never forget to be courteous at all times. Another important thing in fitting customers is to give them your undivided attention. Don't allow other employes to carry on a conversation with you while you are waiting upon the customer, and don't do it yourself. If something comes up that is absolutely necessary to divert your attention, excuse yourself from the customer for as short a time as possible.

When through making a sale and the customer is waiting for the package, don't deliberately walk away unless another customer is waiting. If another salesperson is standing near, do not leave your customer to start a casual conversation, but be sociable if the caller is inclined to talk. Get the shoes as soon as they are wrapped or wrap them as soon as possible, if you have to do it yourself.

At any rate, be courteous above all things to the customer. This and other necessary traits behind the counter will make you a success.





## Making Spring Season Selling Cards

Calling Attention to Your Opening or the New Things in Your Travelling Goods Department—Bradley is an Alphabet That Can be Quickly Made and Offers Opportunity for Illumination of Capitals

By R. T. D. EDWARDS, with the Robert Simpson Company, Limited, Toronto  
(Copyright by the Acton Publishing Company Limited)

The ambition of every card writer should be, and undoubtedly is, to produce for this spring season cards that are just a little better than he ever had used before. These must be new and fresh in appearance so that they will harmonize with the new styles which they are to advertise.

They will then present a much better appearance in the window than if you used three or four entirely different styles of tickets. Another feature of importance is the colors. These should harmonize with the season which they are to represent. For example, on Spring showcards



Fig. 2

There are many ways in which the style of a fancy card may be changed. The shape of the card, type, layout, the general color scheme all can be worked so as to give the finished product an entirely original appearance. Another point which the card writer should keep in mind is to have all his spring cards uniform in lay-out and color scheme.

pale shades should be used instead of the cold, dark colors which are more suitable for fall and winter.

### The Product of Foresight

Your attention is drawn to two cards illustrated at the lower right corner of figure two. These cards are the pro-



duct of much forethought. It is not possible to make a card with so much detail unless some careful planning has been done beforehand. The card to the left, which we shall call No.1, shows scroll work used very effectively and still not overdone. To make this card properly every line and curve must be laid out before any lettering or air brush work is attempted. Three stencils only are required to make this card. Two ovals and a straight piece to be used for the centre space. The lettering is done in black ink and the background tinted with brown. After the stenciling has been completed the scrolls are to be painted in the same shade

abcdefghijklmnopqr  
... stuvwxyz ...

Fig. 1—Lower Case Bradley

as the card board. The finished article will be a very effective card if lettered in dark brown and shaded up in lighter shades of the same color.

Card No. 2 (Spring Millinery Opening) shows the silhouette of trees and shrubs on a lake shore. In order that these may have a natural appearance, considerable care must be taken in drawing them. The figures "1913" are cut in. After this corner has been completed the lettering should be laid out. Use waterproof ink for the lettering and rules so that air brush work will not run the black. Considerable care must be taken in air brushing the sky and water. Lay two strips of card board about one-third of an inch wide across the card to cover the ruling. Fasten this down with

small weights or push pins. Now cover up that part which represents the water, having a straight line where the horizon is intended to be. Air brush the sky in natural colors, such as green and blue, making cloud effects. To finish the lower half of the card cover up the sky part and air brush the water in dark green, using most color at the horizon and blending it gradually to the shore.

#### The "Bradley" Alphabet

In connection with this lesson we are illustrating in Fig. 1, an alphabet known as "Bradley." This form of lettering is often mistaken for Old English on account of the somewhat similar formation. Unlike Old English, this type is much used and is very easy to construct. To a card writer, who is used to all styles of letter formation, it is the most quickly made type. It can be executed with much greater speed than any other. One reason for this is that the end of the strokes do not require any touching up. Another reason is that the line of the letters suits the natural swing of a chisel pointed brush. This alphabet requires no explanation. Careful study will explain all details. It is necessary in using it to keep the brush flatly pointed at all times. Make the wide stroke with the flat side of the brush and the narrow with the edge.

#### Illuminated Capitals

The capitals of the Bradley type are as easily executed as the lower case letters. No other type affords a wider range of opportunities for illumination. For this reason we have not given a regular alphabet of the upper case but have illustrated several illuminated capitals in Fig. 2. The four small cards and large traveling goods card show this style of lettering in actual use.

## Should Retailers Get More for the Button Shoe?

**Very Few Charge Higher Than They Do For Bal or Blucher, Yet They Admit It Takes Much More Time and Trouble to Fit and Sell Button Boots—Shifting the Buttons and Other Details Cause Delays—Why is the Price Not Raised in Consequence?**

How many retailers in Canada get more for a button shoe than they do for a laced shoe? Some of the more enterprising receive 25 cents a pair additional, but a large number will sell the same kind of a shoe whether laced or button for same price. So far as one may judge from the expressions of the trade, there is likely to be as pressing a demand for a button boot during the coming summer as there was last year. In fact, many wholesalers and manufacturers openly declare that in the better lines, the popularity of this class of footwear is increasing, and that its measure of favor is likely to extend for two or three more seasons. They cannot account for this, except style, and as one is influenced by his or her neighbors, so when the wearing of button boots begins the craze extends. The women will have this kind or none. With men, while a certain number of button Oxfords and button high cuts may be sold, still the demand has never been very heavy on this side of the line. The cost of manufacture is considerably more, from the fact that more leather is required than in a bal or blucher. The sewing of the button holes is more costly than the operation of eyeletting, unless very costly eyelets are used, and good buttons are dearer than the average laces.

#### Afraid to Make the Move

"Yes," said one enterprising Eastern Canada retailer, "I have to pay from five to ten cents a pair more for most button boots than I do for a laced one—the average is 7½ cents and yet I do not get more out of this kind of shoe than I do from a straight bal or blucher. I frankly admit the reason is because the other fellows will not raise the price,

and therefore, I cannot afford to do so. This may be an admission of weakness, but if you are in business you have to do as the other chap does to a certain extent and you cannot branch out on strikingly bold lines. I know that I can sell two or three pairs of laced boots while I am disposing of one pair of button, but it is all part of the game, and we have to put up with it. We have to alter the buttons on practically every pair that we sell and this takes time. Then, perhaps, the buttons come off and a woman returns and wants others put on, and in some cases, we have to shift buttons as much as two or three times before a shoe will properly fit the instep and ankle."

#### Does Time Mean Money?

A Montreal traveler says: "I went into a certain shoe store the other day to buy a pair of shoes, and as I was not in a hurry, I told the salesman to go ahead and attend to some ladies. He sold two pairs of button shoes, and had to change the buttons on each pair. I am sure that he could have sold four pairs of bals or bluchers in less time and with less expenditure of energy, patience, effort and have made more money. He told me that he did not get any more for a button boot than he did for a laced production on the same last and made of the same material. I told him that he was very foolish as, if time was money, he should certainly charge at least a quarter more for the button boot. He agreed with me and thought that retailers should come to some understanding whereby they should get more for this kind of shoe.

An old Nova Scotia retailer says that "buttonholes frequently tear out, and in fact, to make a long story short,



we have all kinds of trouble with them. In the laced shoe there is a certain give and take, which is met by the lace, but in the button, there is a constant stress and strain, and ladies often return to us complaining of pains across the instep by reason of the fly being drawn too tight." The reason button holes tear out is because the fly is faced only with kid and in some cases sheep skin, and it is on the very best lines that calf facing is used.

A St. John retailer in discussing this matter said that they obtained from 25 to 35 cents per pair more for button boots than they did for the straight lace, and he thought, this being the case, the profit from either class would result in the same, considering the extra time consumed in fixing the buttons. "Of course," he went on, "if we pretended to sell button boots at the same price as we do bals or bluchers, I think we would lose money, owing to fitting and shifting the buttons. We would gladly welcome the straight laced in preference to the button. It would not be so bad if one shifting of the buttons would answer, but we are continually requested to alter the buttons on both new and worn shoes. Particularly on fabric tops do the buttons pull out. This is a problem that will no doubt cure itself in time, and no amount of agitation will possibly change the public attitude. Fashions seem to run in channels, and the majority of people run along with the tide. To think of charging a customer for changing buttons or for putting on a few new ones is entirely out of the question. A retailer might as well ask five cents from a patron for an extra pair of laces, which we are often requested to throw in at the time of a sale of a lace boot. It is better to fix your selling price at such a figure so as to allow for all these changes and exactions and insure for yourself a good profit. That is the reason we always get 25 cents, and in some of the higher grades, 35 cents more for the button shoe. We have to pay the manufacturers more. You can bet your life we are not in business for the sake of our health. The trouble is, too many fellows are doing a shoe trade to-day, for the simple reason of making a living."

#### Buttons Will Stay for While

A Calgary shoeman writes that he does not think that button boots will go out of vogue for at least three seasons more, and in the West, among the better classes of trade, there is a lively demand for this type of shoe. So long as manufacturers furnish good uppers and properly re-inforce the fly, there is not a great deal of tearing out of the buttons.

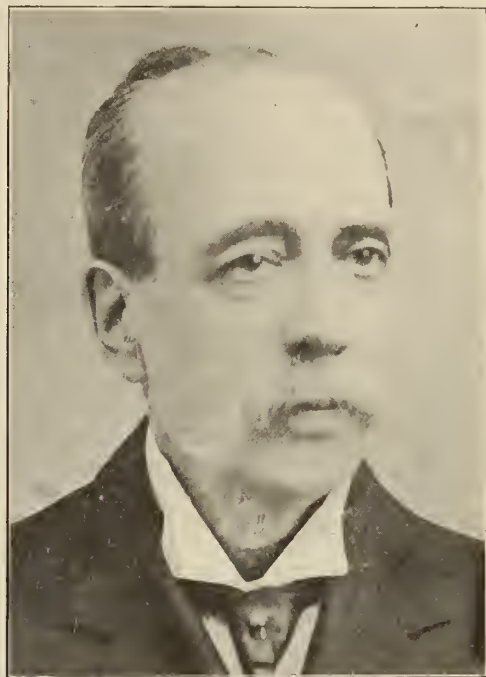
"I know that manufacturers tell us that balmorals are likely to come into favor, but so far the tendency has not been very strong, and we are not going heavy on them. I admit that the button boot looks very pretty and artistic for a while, especially those with the high toc, Cuban heel and short vamp made up stylishly in various shades of tan leather, but for a shoe that will retain its appearance for a greater length of time than the button and never appear slouchy or sloppy until worn out, the straight bal is the most snappy and attractive of anything that we carry in stock."

#### And They All Fall In Line

Other dealers when interviewed, with few exceptions, stated that they did not get any more for a button shoe than they did for a lace, although they admitted that the weight of argument was largely in favor of securing at least 25 cents a pair additional. An analysis of the reasons on all sides seems to show that retailers recognize the fairness and justice of securing more for the button shoe, but they did not care to make this change for various reasons—competition, a radical departure; fear of loss of trade and other considerations. It is one of the things they put up with like the approbation evil, giving extra pair of laces, etc., but some day all these nuisances and set backs will be numbered among the things of the past.

## Forty-Six Years in the Shoe Business

To be in the employ of one company continuously for 46 years, is a record which few men in any line of endeavor can claim. In a nutshell this is the career of J. Alfred Hamel, manager of the shoe department of the Paquet Co., who conduct the largest departmental store in Quebec city. This house is one of the historic establishments of the city, being established in 1850, and in expansion and development, has kept pace with the growth of the ancient capital. Mr. Hamel entered the service of the Paquet Co. when 16 years of age. He attended school in the little building on St. Joseph Street in which the late Mr. Paquet first did business. He began like other boys hustling parcels, sweeping floors, running messages and executing other juvenile tasks, but it was not long before he rose in the



J. Alfred Hamel, Quebec

service and to-day, he is one of the most trusted and respected heads of any department. The shoe section was some time ago removed to a fine new building which affords ample room and splendid facilities. The stock is well kept and this branch is ably conducted by Mr. Hamel, who is a genial, kindly man, of quiet disposition and unpretentious demeanour. He inspires confidence in those who work under him and his long record of nearly half-a-century with the one firm, speaks more eloquently of his many good attributes than could any extended reference in cold type. The Paquet Co. have a habit of keeping many employes for very long terms, which shows the regard in which the company are held by those who work for them.

## The Rise in Leather Prices

Chicago packer hides are about two cents a pound higher than a year ago. Country hides are a cent a pound higher, and Buenos Ayres dry hides are seven cents a pound higher. Union sole leather is selling at 40 cents a pound. Grain side leather is selling at record high prices, and splits are scant in supply, even at above market offerings. Calf, kid and sheep leather also shows tendencies to go upward. This new rise once more emphasizes the fact that farmers will have to raise cattle, or shoe manufacturers must find some satisfactory substitute for leather.—American Shoemaking.



## No Radical Changes Made in New Fall Styles

(Continued from page 58)

has been predicted that the balmoral and blucher would supersede the button, which was only a passing fancy, and, owing to the objection raised by retailers, would soon pass out of existence. Of course, the average retailer would much prefer selling a laced shoe to a woman. He can fit her more easily and does not have to re-adjust the buttons. It means quicker sales and more turnover. But you can take it from me that the button shoe has come to stay—for several seasons, at least. It is now made to fit much better than in years gone by, when it was first ushered in. Then women were more stiffly laced than now, and objected to bending so much to fasten their shoes. But now there is more ease of movement so I am told, on the part of the make-up of womankind. Then again, the fly of the old style button shoe used to be scalloped, which weakened it and caused the buttonholes to pull through or to be jerked out at many points. Now, our facings are made with a special grade of calf skin instead of sheep skin as before, while the edge of the fly is sewed with double rows of stitching. It is almost impossible, with the well worked buttonholes and the strong stays and re-enforcements that are used, for a buttonhole to pull out. There is no doubt whatever about the trim, smart and elegant appearance of well-made button shoes, particularly in the latest shades of tan. Their popularity is by no means on the wane. Heels will be a little lower and buttons a little more closely put together. Everything pertaining to the button shoe will be as attractive and smart as possible."

Regarding prices, some manufacturers declare there will be an increase of five or ten cents per pair, while others assert there will be no advance over the figures of spring footwear.

Travelers will be out by practically all the leading firms before the close of the present month. Nearly all makers are busy with samples, and some will not have them completed before the middle of the month. All producers of Canadian footwear are looking forward to a record selling season.

The foregoing is only a general survey of the Canadian footwear world so far as the trend of certain styles is concerned. In later issues the SHOE AND LEATHER JOURNAL will deal specifically with several pronounced features, and provide a closer detailed analysis of the fashions for fall and winter.

### Some Attractive Models

For fall, McDermott Shoe Co., Montreal, are showing on their new No. 35 last a gun metal calf button McKay with a

military heel, close edge, medium high toe and perforations that looks exceedingly "chic" and is sure to be a good seller. Also another gun metal calf shoe similar to the above on the same last with a rope stitch and wide perforations over toe. A handsome shoe is shown in patent with a plain toe, close edge and a fabric top made of "corkscrew" topping material.

Another gun metal calf button McKay has a heavy sole with a rope stitch "corkscrew" fabric top, a high broad toe with medium large perforations, military heel. This is a shoe that will afford the acme of comfort to every woman wearer. Then this firm show a very natty button McKay shoe in grey kid with fine perforations on toe and foxing, Cuban heel, close edge, on a narrow last with a rather tapering toe. This shoe would be especially becoming when worn in conjunction with grey whipcord, so extensively used for suitings.

On a new No. 16 last is shown a patent vamp with grey buck top and buttons to match. This shoe carries a close edge, Cuban heel with a plain high toe of medium width and is a welt.

They also show a patent bal. with a dull kid top, medium heavy rope stitched sole, fairly small perforations with dark grey eyelets for the laces. This is also a welt. Then there is a full line of slippers in red and grey kid, grey buck, black and white ooze calf, white calfskin, velvets, patents and nubuck, with both flat and pompom bows.

The Rideau Shoe Co. have a new "Bull Moose" last for men on the market for fall selling. This comes in bals., bluchers and buttons. This is a fairly wide last with modified high toe and medium length vamp. This shoe has a full double sole and is lined throughout with grey calfskin. It has small, yet very neat perforations and is sure to be an excellent seller because it combines comfort with snappy appearance. A tan calf shoe in blucher, bal. or button is also shown. This shoe has a high toe medium wide "deck" and large perforations. A stylish receding toe last with a whipcord top in gun metal and patent is also shown and with a top seven buttons in height. This is bound to be a good seller among those liking a medium toe.

This company is also showing a new Columba last in a hazel brown tan and Russia calf with a broad, comfortable toe and heavy quarter and toe perforations. This, like all the above mentioned lasts, is a men's last.

A very nice gun metal calf for women is being shown and this shoe has a heavy sole with a modified high toe and medium heel. It comes in blucher, bal. or button and is lined with chocolate colored leather. This is the "Patricia" last. Another shoe somewhat similar to the above is shown but is a bal. with new style hooks and eyelets. These are only a few of the new lines on exhibition in the salesrooms.



Woman's gun metal, fourteen button, three quarter foxed, medium toe, 14-8 heel—Relindo Shoe Co.



Woman's dull calf blucher, medium high toe, perforated foxing—Rena Footwear Company



Woman's patent button, grey buck top, with plain high toe, cuban heel—McDermott Shoe Co.



Rowen & Ogg Co., of Guelph, Ont., believe that there is a tendency toward a return of the laced shoe in women's and misses' and several large orders already to hand show that the button boot is not as strong as it was. The firm have prepared an exceptionally attractive line for fall and the samples are neat and artistic. They are sampling fairly heavy on nut brown, patent leather and suede lines, with both slip and single soles. The tendency in the matter of toes seems to still range on the high toe. The manufacturers are, however, using several lines of the receding, but as yet there seems to be no great demand. Rowen & Ogg have added three new lasts, two of these with the high toe and one with a modified receding toe.

## "Bosses" Who Do Not "Stock Up"

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir.—After reading in a recent issue of the SHOE AND LEATHER JOURNAL under the heading "Plenty of Dubs but few real Salesmen," I feel that a view of the other side, that is the real salesman's side, might be equally refreshing, and instructive to your readers. To illustrate my contention, I will have to quote largely from my own experience, but it will describe the endeavors and aims of all conscientious and earnest workers in the shoe selling game, and there are plenty such, in spite of the assertions of this sorely-tried magnate of the Capital city.

I may say, having been for the past fourteen years steadily grinding, and holding at present one of the best positions in the retail salesman's line to be found in the East. still, it would profit me to exchange my weekly pay envelope for that of any plumber or carpenter or boilermaker working the same number of hours. I notice that our Ottawa friend concedes 7 to 10% of his sales to be the worth of the average salesman! I sold shoes in one of the largest department stores some years ago, and being too conscientious over careful stock keeping, allowed my percentage of cost to the firm to run up to nearly 5%, for which I was reprimanded, and after that managed to keep down among the leaders at 2½ to 3%.

### Keeping Down the Percentage

In big city stores it is the aim of the management to provide a separate salesman for each customer during busy hours, and no salesman is allowed to serve two customers at the one time. It is obviously harder for the salesman, during a slack season when customers are scarce and salesmen as numerous as ever to keep down his percentage of

cost to the firm. Right here comes a point that seldom if ever, gets an airing. How many proprietors ever consider or acknowledge that that salesman who has only sold \$70.00 during the day, would have easily made it \$100.00 had the proprietor kept a better watch on the stock and sorted up lines badly broken in sizes, and lines completely sold out, because of exceptional demand for same, and let run, week after week, by the proprietor, in spite of mild suggestions regarding the same from the salesman.

### No Clerk is a Hypnotist

I have known salesmen, real experts in the matter of courtesy, winning personality, and persuasion, but have yet to meet the hypnotist, who can by clever argument induce a determined lady customer requesting to be fitted with a tan button slip sole and short vamp, because such a line is completely sold out, accept a patent or black calf button in its place. Now such a condition as the above is not an exception; in fact, it is the ordinary everyday occurrence in many stores, although I notice our friend, the Ottawa dealer, carefully says nothing about it whatever. In fact, to put it mildly, I think I can fairly say that one-third of the salesman's everyday sales are what I call substitutes, that is, lines sold in place of what is asked for, because of same being out of stock.

I strongly suspect a large portion of the drawbacks and failings of the average shoe clerk might be attributed to the manner in which he is engaged, very often without any previous experience in salesmanship and principally because he is willing to work for low wages. An Ottawa lecturer, speaking to an advertising club recently said: "There is a great demand for \$40 a week men, but little demand for \$15 men. How does this measure up the average shoe salesman in the medium sized towns, and even in the large cities, whose wages range from \$6.00 a week for girls, and \$8.00, \$12.00 and rarely \$15.00 for men.

Can you expect the services of college professors at these princely prices?

In conclusion, I may say if the proprietor were to apply what is known to-day as the science of elimination to a portion of his staff, cutting out the deadwood and the drones, and making it worth while for the hustlers to stretch out and give an occasional word of encouragement to this type, his troubles would largely disappear.

Very truly yours,

EARNEST SALESMAN.

Hamilton, Feb. 24th, 1913.



Men's dull calf blucher, with perforated quarters and eyelet row, 12-8 heel—Regal Shoe Company



Men's gun metal blucher, blind eyelets, receding toe, whole quarter—Brandon Shoe Co.



Men's patent blucher, full round toe, circular foxing, 12-8 heel—Brandon Shoe Co.

# Some Suggestions for the Easter Window

CONDUCTED BY A. A. DAoust, MONTREAL, QUÉ.

## SKETCH No. 1.

### How To Put In An Elaborate Window in Appearance But Quite Inexpensive to Build Up.

The egg shape panel should be cut out of half inch lumber and covered with white felt. An egg shape opening should be cut out of the upper part as in the sketch, and a spring design put in the opening. This canvas could be easily painted by the trimmer with a little talent in that line, or it could be made by a local man at a small cost. Large artificial Easter lilies should be used partly around this, or if not used for Easter any kind of spring flowers would do as well.

Use stuffed white doves such as can be purchased from houses selling decorations, and suspend them with extra fine black thread, which will be invisible.

The pillar and fence effect can be cut out of lumber in a shape as in the sketch or altered to suit the trimmer.

Make the upright pillar first and cover with white felt. Then make the part which lies flat on the bottom of the window and cover with white felt.

When this is done, make the box at the foot of the pillar the same width as the upright pillar, height to suit yourself, and cover this with royal purple felt. Then flower box should be cut out of half inch lumber and then gilded;

use tulips if possible in the flower box. All around the bottom of the window, ferns should be used to give a garden appearance. The tree in the background can be purchased from a firm selling artificial flowers or it could be built by the trimmer.

Take an ordinary branch, and have a round bulb the size wanted made of wire. Cover this bulb with muslin, and pin or glue on the flowers and leaves which you want this tree to represent, then fasten this bulb to the branch.

The little fence effect should be made of small strips of wood put together as in the sketch and then gilded.

On the box at the foot of the pedestal, a large artificial Easter lily in a jardiniere should be used.

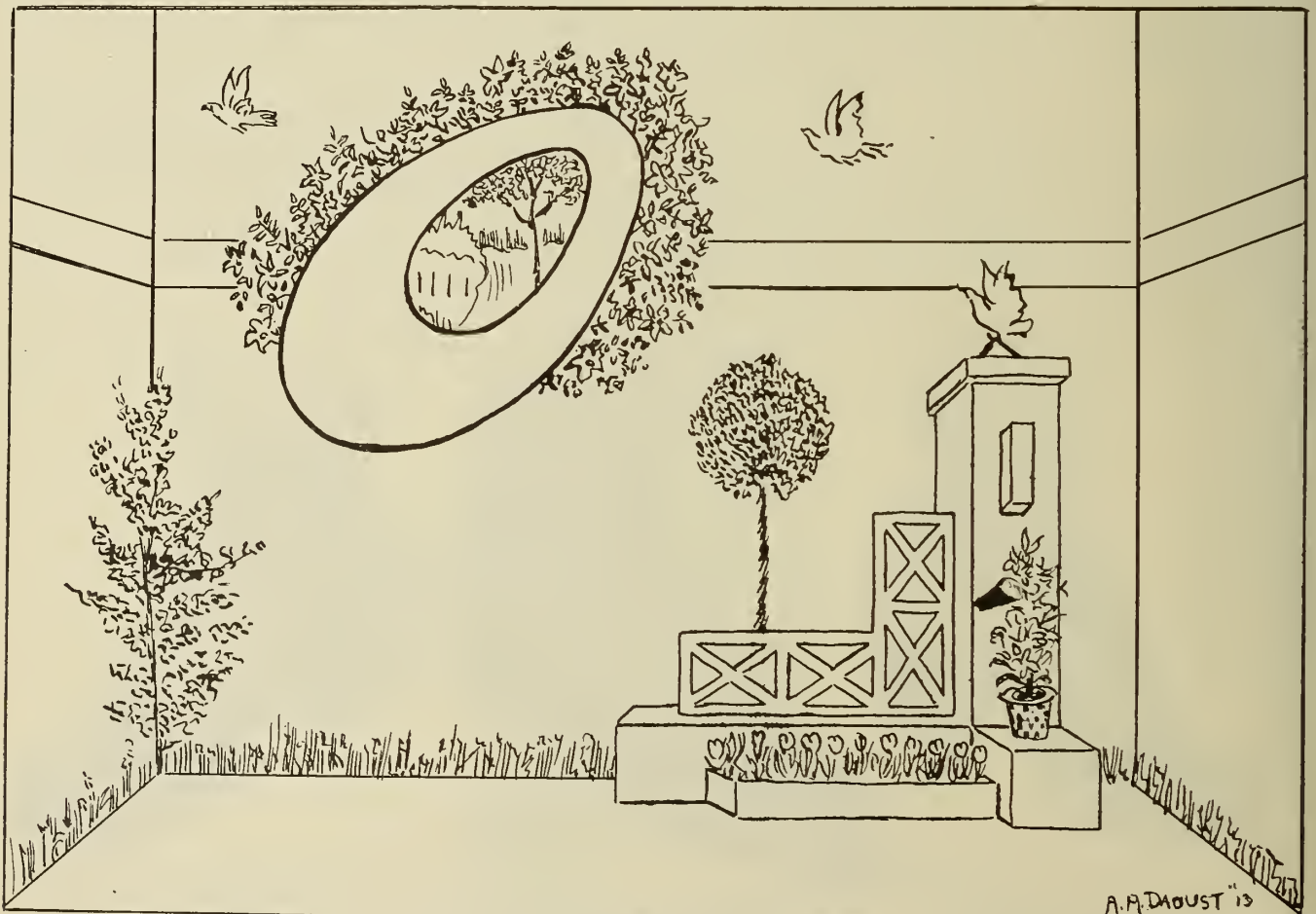
Use light green felt on the bottom of the window, and drop a few leaves here and there to break the bareness.

## SKETCH No. 2.

### Here is a Window That Can Be Put in at Practically No Expense—The Way to Instal It.

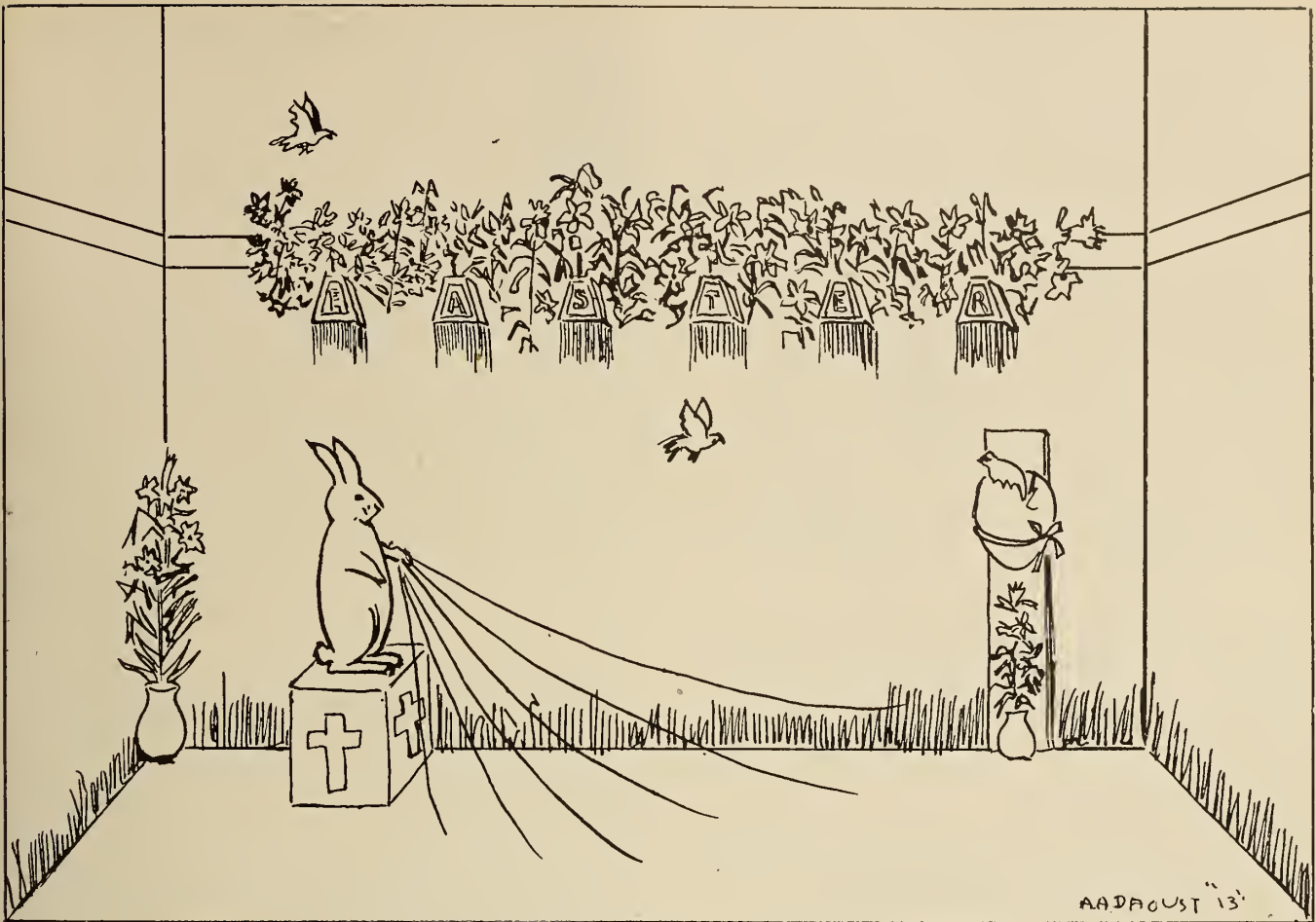
First of all take a board about the length of the window and measure off where the six little wood hangers want to go to make everything look even and balanced.

When this is done, wire each little arm ready to receive



For a city store or a very large town





Suitable for store in a small or medium size town

the shade, and connect on one wire for the whole thing at the back, then make your shades as shown in the sketch in connection with this article. Cover the frames of shades with purple paper, and in the inside have white tissue with a purple tissue letter pasted inside, so that the light will show the 'etter plainly. The six letters then will spell the word 'Easter.'

If you should want to use this idea for spring instead, use five shades and spell the word "Spring." Use artificial Easter lilies made of crepe paper around the shades as in the illustration. These cost about 75 cents a dozen.

The next thing to do is to make a square box to put the rabbit on. Cover this with purple felt, and cut out crosses of white felt to paste on the sides.

If you cannot afford a real papier-mache rabbit, make one out of cardboard, as shown elsewhere on this page. Have small purple baby ribbon from front paws to the shoes.

The doves can also be made of cardboard as shown in this article, or if the trimmer can afford it, use real stuffed doves, and hang them with fine black thread.

To make the upright panel seen at the right hand side, take two half inch boards out of a shoe case, nail together and then cover with white felt.

Get a local card writer to make you a card showing a broken egg with a chicken just coming out of it, and have the words "Easter Styles" put on it in purple. Put this to the panel, which should be held straight with a small support from the back.

Cover the bottom of the window with white felt or some other white material stretched tightly.

**A Pretty Cardboard Bunny**

To make rabbit out of cardboard, draw a rabbit as Fig. 1, and cut out of heavy cardboard, then outline from the one

you have already cut and cut a second one. When this is done paste the two together, to make it more solid. When

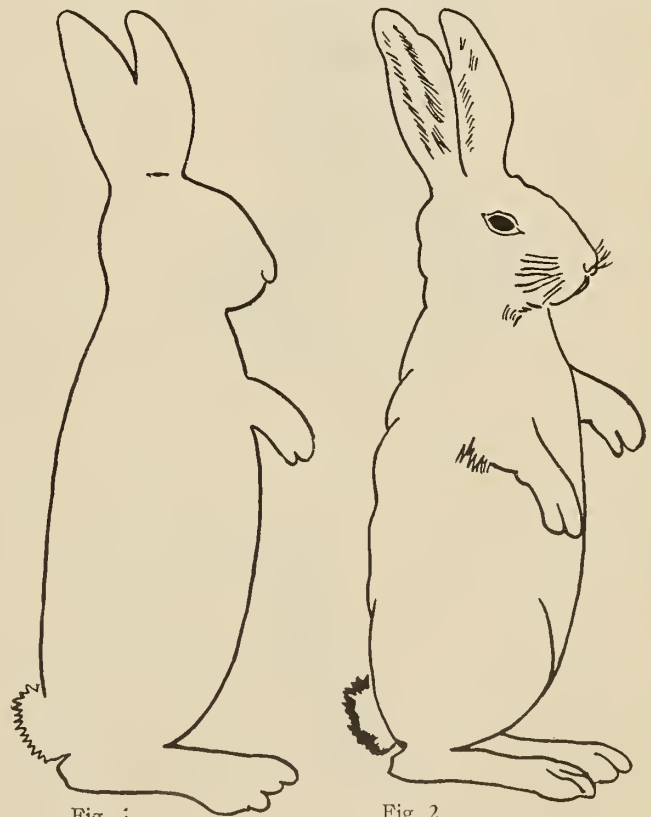


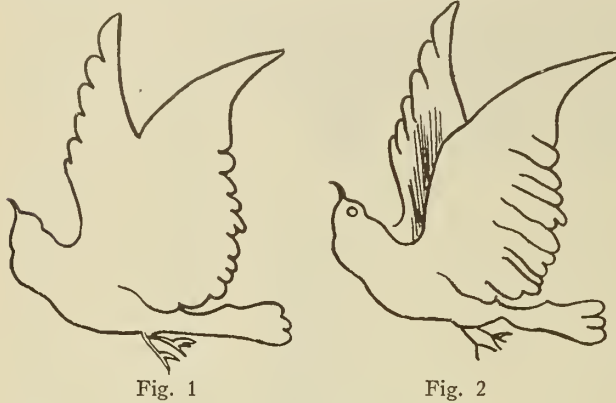
Fig. 1

Fig. 2

this is done, draw the face, paws, etc., as in Fig. 2, and you have a good looking rabbit. Use a heavy cardboard to hold this straight from the back.

**How To Make the Dove**

To make the dove out of cardboard, draw a dove as Fig. 1, and cut out of heavy cardboard, then outline from the

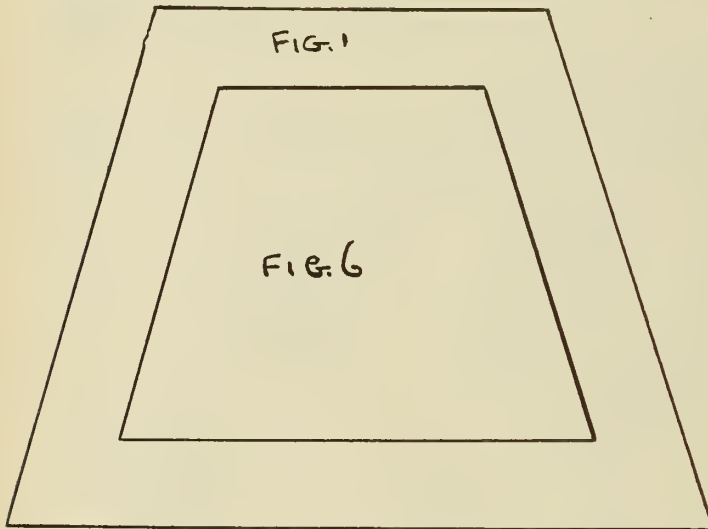


one you have already cut, and cut a second one. When this is done, paste the two together to make it solid.

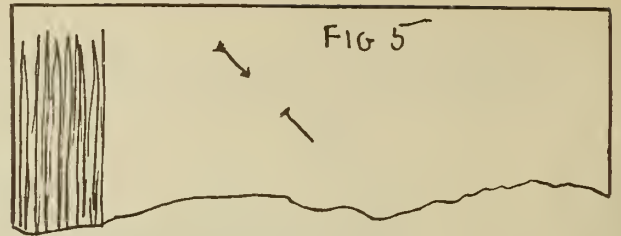
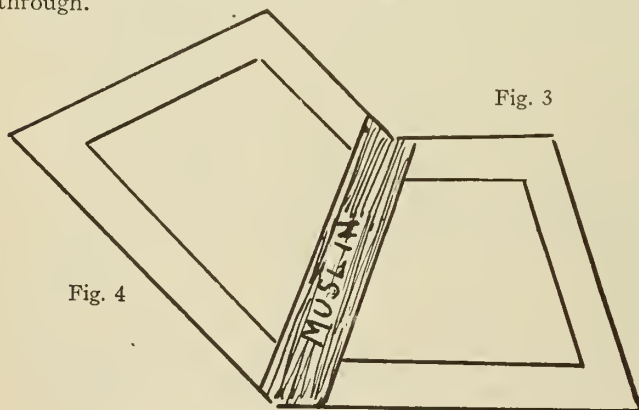
When this is done draw the inside of the wings the eye and tail, as in Fig. 2. Suspend these from the ceiling with fine black thread.

**The Making of the Shades**

To make the shades cut frames out of cardboard size wanted as Fig. 1, then cut the top of shade out of half inch



lumber, Fig. 2, bore a hole in the centre for the wire to go through.



Glue the four frames together with small strips of muslin, Figs. 3 and 4.

Make fringe from tissue paper, about eight sheets in thickness, pin together to hold straight while you are cutting, Fig. 5.

When sufficient fringe is cut, paste to the shade on the inside of the frame, nail the frame when it is glued together to the top piece, Fig. 2. Just before the shade is already for the fringe cover the frame with tissue or crepe paper, and fill in the opening, Fig. 6.

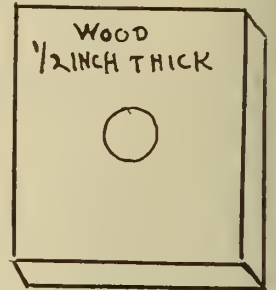


Fig. 2

**Value Of Window Decorations**

Do you know the inestimable value of your show windows? If not it is time that you were fully aware of their potentialities. They are the cheapest, readiest and most effective advertising means at hand. They are the most tried and traceable medium. The goods are actually shown at the place where sold. No distance between the desire and the shoe, except to step through the door. Show windows represent a fixed space, and the question is how to best utilize the full amount. A change should be made in the window display at least once a week, preferably every three days. A color scheme should be carried out; not necessarily a big variety. A tan window, a patent window, a dull black window; each can have its turn, but a mixture of the three should be avoided.

When a novelty is shown it is advisable to have a small card describing the principal features; the card should carry out the color scheme of the window, small, artistic, but descriptive. Price tickets are advisable on the lower priced shoes and can apply on shoes up to \$5 in price. Above this price it is unnecessary to have price cards, as people who are willing to pay over \$5 are not so apt to consider the price.

There are several kinds of windows as follows: The bargain display, the appeal to common sense, the beautiful window, the display showing purpose.

The bargain window is usually sensational and is an appeal to economy based on price, either to get rid of slow moving stock or certain styles that have been overbought. This type of display often influences new customers.

The "appeal to common sense" display will show the ordinary staples, and efforts must be made to show that the shoes are good shoes for the price, and quality talk usually accompanies these types of windows.

Beautiful windows appeal to the aesthetic sense; quality is the basis of the appeal, and this window suggests the character of the business and does much to prove that the very best is on display. "The window with a purpose" is, let us say, a display of hunting boots or a display of Easter slippers, and may be sometimes called the specialty window.

Met Sir Ernest Shackleton in a grill room a day or two ago and found him rather displeased with a tough steak. "I am reminded," he said, "of a boot-maker who said to one of my fellows on returning from our last expedition: 'How did you like the boots I made for you?' 'Best I ever tasted,' was the reply."



# Advantage of Holding a Spring Opening in Shoes

How It May Serve As An Introduction to New Lines—Good Windows Will Be Found Essential—Suggestions for Decoration—A Hearty Welcome Should Be Extended to Everyone

"The spring opening is my best method of advertising:"

This statement made by a Canadian shoe retailer, expresses only one of the many advantages to be derived from a spring opening. A few years ago, the larger stores were the only ones to utilize these occasions, but latterly smaller shops have held an opening and found that they were repaid many times over for any time and trouble expended.

The spring opening is properly planned, attracts special attention to a store. Besides stimulating regular customers, it is a means of bringing many new ones, and if they get a good impression, after being extended a cordial welcome, they will surely prefer dealing with a retailer whom they know will look after their best interests, rather than continue to deal with old stick-in-the-mud on the next street, who forgets that a dealer has to go after a customer in these days of keen competition instead of waiting for the customer to come after him.

The fundamental point of the idea of course, is the showing of new stock. However, it is also a good time to dispose of a certain amount of a preceding season's stock if judicious mixing of the old stock with the new is used. Try to make an effective and eye-catching arrangement in this respect. Also place old stock or standard lines well to the fore, without, of course, spoiling the whole idea of an opening, which is the showing of new goods. Nearly every store has its own special features, and these should be studied carefully if the best results are to be obtained.

## Nothing Like a Hearty Reception

A hearty welcome should be extended to all comers, emphasis being placed on the fact that you are desirous of your customers' presence in the store at one of these openings, whether they buy or not.

The proprietor himself, or a reliable clerk should take up his stand at the door and after a few words of welcome it can be seen whether a customer just wants to take a look over new styles or whether he contemplates a purchase. Freedom, however, should be allowed everyone, as a clerk tagging around after a customer makes him ill at ease, and renders all efforts which have been used to get him into the store useless, giving him the impression that the spring opening is an advertising dodge, pure and simple, to extract some dollars from him.

## Styles Make Sales

A stylish showing, however, is sure to make many sales, where customers had no idea of buying, especially among the young people who may have a few spare dollars.

Some kind of novelty greatly increases the success of one of these openings. Every neighborhood has its own special tastes, and some magnet can be found generally by most retailers which is best suited to the class of trade served by them.

Very entertaining features can be had for little expense, music of any kind is always appreciated, and can be indulged in according to the size of your pocket book, whether it allows the service of one musician or the engaging of an orchestra of seven or eight. A good gramophone or a piano also attracts and holds a crowd. Two or three retailers even say that a demonstration of some article in the way of a shoe polish or some such article attracts and helps on wonderfully the sale of findings.

## The Question of Decoration

The question of decoration also requires considerable thought. A holiday attire or air is needed and many sug-

gestions will be presented. As said before, much depends on the class of custom served, and this should be borne in mind when contemplating some sort of decorations. Flowers tastefully arranged form a neat and pretty decoration. Tissue paper used not too lavishly also lends a holiday air. Artificial flowers, wistaria, in fact, almost anything suggestive of the spring and summer seasons are sure to contribute to the attraction, and give an air of brightness to any store. Natural flowers or vines of any description make things look fresher, and especially do they delight the eye of the ladies when these openings are held. Quite a few stores keep one or two vases of natural flowers in the foreground of their store all year around, as nothing appeals to a feminine eye as a fresh looking plant or vase of flowers. but they are not always procurable, and artificial ones are almost as good and are not expensive when the number of occasions that

## Has Held Fast to the Shoe Trade

Clem Coles, of Brantford, is one of the best known shoe retailers in Western Ontario. He possesses a record for those who are admirers of grit and courage. He was educated in Devon, England, and coming to Hamilton, at an early age, studied in the Hamilton Business College under Gallagher. The college was then situated in the old Arcade. When he had finished with the business college, he carried parcels for Dengate and Dougherty of the Telephone City. He has vivid recollections of carrying a hundred cases upstairs on one sweltering July afternoon. After some time Clem



Clem Coles Brantford

and his brother bought Dengate & Dougherty's business. Clem had been traveling for the firm for some years; he has held a Commercial Travelers' Association certificate for 24 years, and still carries one. They styled the new firm Coles Bros., and steady business came as a result of honest trading. Then the name of the firm was changed again, and the Coles Shoe Co. was introduced to the public, with a success that is known to all. Mr. Coles points out that he has been in no other trade but the shoe trade, and that he has studied the business from every end for nearly 30 years, so it is no wonder that he knows quite a bit about it. Mr. Coles is a keen member of fraternal societies and has held the highest position in the Brantford branch of the Sons of England Society.

they can be used is considered. In carrying out one of these decorations a certain color scheme should be selected and adhered to, as a combination of half a dozen or more colors tends to cheapen an otherwise fine piece of work.

Many shoemen find the giving of some souvenir one of the chief assets in bringing people to the store, and it is undoubtedly a first class item in the success of a spring opening. If a souvenir is advertised through the window or newspaper, it is sure to bring a large number of interested persons into the shop.

As regards the souvenir itself, almost any small article may be used, such as cases for stamp and street car tickets, rulers, lead pencils, memorandum books, blotters, envelope-openers, calendars, coin purses, small mirrors, book-marks, ash trays, games, yard-sticks, memo-pads, thermometers, etc. These are only a few of the dozens of odd articles that could be named, costing from a cent up to a dollar or more, and are acceptable gifts to all persons and classes.

Perhaps you may have some small articles in the way of findings, that are not of much value, which are slow going lines or even a small sample rubber or a shoe-dressing sample. The opportunity of procuring any of these souvenirs or novelties is to be had by any merchant as there are any number of firms and agents throughout the country selling these advertising novelties. By getting a few quotations on some of them you will be surprised at the inexpensiveness of them.

#### Window Dressing Important

Another and important feature that can be made use of is the window space. There must be something specially inviting to the eye in order to draw the attention and stimulate the interest of those passing.

Extra illumination is one of the essentials. A well lighted window will always catch the eye. The object of the window is to attract attention to the store, and an ordinary one will not serve on one of these occasions. The customer expects an extra nice window, and if he does not like it he is sure he will not find anything of interest in the interior of the store, and does not take the trouble of going in.

The floral idea for the spring window is a good one and should be worked out carefully. The color scheme in the window should be pretty much that of the store in a general way.

There should be some central object, to attract attention, with smaller and less important goods grouped around it. In one of these windows, exceptional chances are offered. In the first place, the display of new spring styles if properly laid out should, in itself, be enough to catch the eye of anyone going by. A good quality, neatly written show card calling their attention to the new styles, along with anything freakish or out-of-the-ordinary in new styles, also helps to make an exhibit attractive.

Then again, some novelty on the showing of a souvenir is a great drawing card. Souvenirs can be laid around, here and there, in a window to good advantage. So many fine ideas offer themselves in dressing one of these windows that care must be taken so as not to overcrowd it and lose the benefit of it. An outside sign of some kind placed in a conspicuous position is also required to emphasize the fact of your holding a spring opening and to be sure of calling the attention of passersby. This may be composed of canvas or muslin placed over the top of window or door announcing the opening. One eye-pulling method used by a shoe retailer last year was the pasting on of appropriately lettered pennants along both sides of his windows, so that only a blind man could get by without noticing it.

The main thing is to drive home the fact that this is a spring opening and to make it suggestive of spring.

Special advertising should not be lost sight of as it is as necessary as anything else to make the opening a success.

To get people into your store you must let them know of the occasion, and there are half a dozen ways of doing this.

#### Advertising Is a Great Help

Newspaper advertising is the most generally used and in a majority of cases a good ad. will be sure to attract attention. Some dealers however, for one reason or another, do not advertise, and use various other methods. Not least of these is the folder which can be made to look very neat, and is employed extensively by all trades who have occasion to advertise these sales, and they certainly add tone to a spring opening. Another much used method is the hand-bill distributed from door to door and left in a conspicuous position near the entrance of the store.

The newspaper space for this occasion should be enlarged. A full description of entertainment and other features makes the ad. a drawing card, and should be inserted several days before the opening.

### A Factor in the Felt Trade

E. Merner, president of the New Hamburg Felt Boot Company, and the Tavistock Felt Boot Company, has been connected with the shoe trade ever since 1898. In that year he organized the Hamburg Felt Mfg. Co., which in 1905 was taken over by the Hamburg Felt Boot Co., Limited. Previous to becoming identified with the manufacture of felt footwear, he was in the mercantile line. Starting at the bottom rung of the ladder in felt making, he has steadily climbed and is to-day one of the most successful manufacturers. He began making on a small scale, but has kept pace



E. Merner, New Hamburg, Ont.

with the business and has proved himself a careful manager, a shrewd buyer and an excellent salesman. He is a firm believer in the principle that "Eternal Vigilance is the Price of Success," and it is to his untiring efforts and unceasing application that the upbuild of the firm can be attributed. W. H. Umbach is the efficient secretary of the company. The large new plant which will be erected this spring in Tavistock under the name of the Tavistock Felt Boot Co., will turn out similar lines to those in New Hamburg—felt boots, shoes, fancy slippers and leather staples. The capacity of the new factory will be 700 pairs daily which, together with the plant at New Hamburg, will mean an output of 2,000 pairs each day.



## And He "Knows All About It"

A recent edition of "American Shoemaking," under the heading of "A Letter from Canada," contains the following:

Dear Sir:—It is an old saying that, "Where ignorance is bliss, 'tis folly to be wise," and there is one side of your controversy with the editor of "Shoe Factory" that makes one apply the stamp of ignorance to the above editor. I refer to this statement that the better manufacturing conditions in Canada make it possible, or even probable, that Canada will make shoes to ship to the United States.

Wake up, Mr. Editor, from your pipe dream and come across the line and show us where you found those conditions you speak of.

We, who are here, would be willing to give you a welcome hand and enthrone you as an allwise man, if you could even show us that they even "make" shoes here—they simply put them together, but don't really make them.

I am not a knocker against Canada and prefer to praise, but must look at things as they are—not as I would like them to be.

Canada to-day is in the same condition as St. Louis and the West were when they first started to make shoes. They were shoe butchers, not shoe makers. Canada may, twenty-five years hence, be in a class with St. Louis now, but why, Mr. Editor, should you fall out with your brother in the same trade over something that you fear may happen that far off? It is a good motto to "never cross a bridge until you come to it," and also "never hang a man on hearsay evidence." Come over to Canada and see things as they are; don't just look at the samples shown you, but if you are a shoe critic, look at the shoes as offered for sale. Try a pair and see how they stand up; also look into the hundreds of other conditions that could be brought to your attention in the way of labor conditions, labor cost, inefficient machinery conditions, that we contend with here, and indifferent business methods that one finds in all growing countries, then we feel sure you would wake up from your dream.

We are putting shoes together here and expect to continue to do so, but don't look for Canada to gobble up the shoe trade of the United States, for we don't expect to be making them good enough for that, for some years to come, and then we expect Canada will grow fast enough to take care of all the shoes that we can make. Both countries are big enough and should have common sense enough not to fear each other in the sense of trade monopoly by either.

This letter is written by a shoemaker in Canada who is struggling with conditions as he finds them, not as he dreams of them or wishes them to be.

SHOE FOREMAN.

The writer of the foregoing letter is known, for it is impossible for him to conceal his identity behind a pseudonym. With respect to his reflections on the condition of the shoe trade in Canada, no serious attention need be paid to these insinuations and outpourings, considering that they emanate from one who is reported to have held five situations in the United States in as many years, and lost every one through no fault of his (?) of course, but purely on account of being so wretchedly handicapped by labor, business, and mechanical environs that he could not "make good." Now he has come over to Canada and even matters here are so off-color that it will, no doubt, take him a few months to set them aright. He appears to be the only really good (?) man in the factory in which he is employed, and, as he has been on this side of the line but a comparatively short time, he, naturally, understands the shoe conditions in the Dominion very, very thoroughly. He can adequately appreciate the situation better than men who have been engaged in the manufacture of footwear for many years, and seem to be making about as steady progress as the producers of shoes in any other land. It is not unusual to pick up a foreign publication and find

such reflections upon Canadian shoe making. Such effusions are generally contributed by a sore head or dyspeptic, who never finds things "in Kanady" or "the colony" quite as good as "across the line" or "at 'ome."

## New Jobbing Firm Starts



As recently announced, a new wholesale shoe establishment has been started in Hamilton by J. S. Townsend and A. J. Angus. Mr. Townsend has severed a nineteen year connection as traveling salesman for the London Shoe Co., of London, during which he gained a great deal of valuable information and experience. He leaves the company with a great deal of regret and the very best wishes of the house. A. J. Angus, who will be associated with him as warehouse manager, has had many years' experience in the shoe line in the United States and Canada, and for the last two years has handled Blackford, Davies & Co., and Chas. Tilley & Sons' lines in the Ambitious City and vicinity. Their wareroom is located in the new Watkins Building, 43 King William St., Hamilton, and is splendidly situated, being close to the heart of the retail district. The new firm believe they have a bright future ahead. Mr. Townsend will do the traveling for some time for the house.

## Alert Canadian Representative



A traveler who is known as the "slipper man" from one end of the Dominion to the other is Fred P. Beemer, who for seven years has represented H. E. Guptill, of Haverhill, Mass. Mr. Beemer, who is well spoken of and well thought of by a large number of friends, is a shrewd, aggressive representative and during the last few years has built up a large and strong connection for the celebrated slipper maker, whose interests he so faithfully serves. Mr. Beemer was born in the trade, his father being one of the earliest wholesale shoe jobbers in Toronto. For several years "Fred," as he is familiarly known, was identified with the J. D. King Co., of Toronto. In addition to the Guptill goods he also handles the Sorosis Shoe, which is made by Little & Co., of Lynn, Mass., and although he has had the latter line only a few months, he has worked up a very creditable business. Mr. Beemer resides in Toronto and always wears a healthy and happy look and humorously says it is no trouble for him to "slipper" round and see his customers even when the walks are icy.

## Has Been Seeing the Sights



"Ken" Murray, the well known, popular Western Ontario representative of the Murray Shoe Co., has just returned from an eight weeks' trip throughout the West, having visited the leading centres, such as Winnipeg, Calgary, Vancouver, Seattle, San Francisco and Los Angeles. "Ken" looks bigger and better than ever, if such can be imagined. He says the West is certainly some place worth while visiting, and all through his trip he was given a royal good time. He states that he always thought New York was about the liveliest town on the map, but comparing it with San Francisco, he now feels that New York has not quite "woke up." This London, Ont., man must have been going some.



## Handling Stamped Price Shoes

Some Retailers Contend That It Invites Confidence and Trust and Places the Maker On His Mettle

A live question with the retailers during the spring selling season is—does it pay to handle a shoe stamped to retail at a certain figure? Much has been said for and against the shoe that is stamped on the bottom as—the \$3.00 shoe, the \$4.00 shoe, or the \$5.00 shoe. Several manufacturers claim that they have built up their large connection and increasing output by the fact that all their leading lines are stamped to sell at a special figure, and the public have come to recognize that when they buy a price marked shoe—and by this is not meant a shoe with a branded name, but with the selling figure stamped upon the sole—they are getting full value and there is no loophole left for doubt as to whether one customer is charged more than another.

One of the Canadian pioneer makers of a branded shoe, stamped to sell at a certain price, said: "I know what I am talking about, and we find that the great majority of our customers like the idea of the price being placed on the sole. They know that there is a guarantee of worth and workmanship behind it or else we would not put that price and our name upon the product. The idea took from the day that we instituted it some years ago, and we attribute this feature as one of the main contributing causes of our splendid success."

A Halifax shoeman writes the SHOE AND LEATHER JOURNAL that he has for years been in favor of shoes branded to sell at a certain figure. "My customers then know that everybody is treated alike. It leaves no leeway for doubt or price haggling. If the makers are well known, the purchaser is convinced that a shoe so designated would not be liable to come out of the factory unless it was right up to the mark. I have always believed in marking my goods in plain figures. It invites confidence. I use a rubber stamp, and the numerals are plainly seen on the cartons, so that if a customer is wandering about the shop, he or she can at a glance, see the selling figure. You will notice that all the most successful merchants are open advocates of not only the one price, but of the stamped figure. If you see a lot of cabalistic signs or hieroglyphics on any article, you have a lingering suspicion that the seller, unless you know him pretty well, may "do" you. There are many other logical arguments that I could advance in favor of the shoe with a stamped price, and I think that the conspicuous success that has been made in these lines by the manufacturers thereof, should convince any doubting Thomas that the fixed figure placed on the shoe, is one of the most outstanding and conspicuous reasons for the wide-spread sale of these goods."

A Winnipeg shoe dealer doing business on Main Street, takes an exactly opposite view. He writes to the SHOE AND LEATHER JOURNAL saying: "For various reasons, I do not care to have my name used because I want to talk plainly and my thoughts are just as good, if presented anonymously, as they would be with my name at the back. Besides, I may be accused of animus or prejudice. I have the reputation of speaking out plainly and of knowing my own mind, and, while I have no objections to do so in private, I do not care to follow this procedure for the benefit of the whole trade. My reasons are:

"Firstly: I will allow no manufacturer to fix my selling price, that is a privilege I reserve for myself.

"Second: When a shoe is stamped to sell at a certain

figure, as the price of leather and other materials goes up the manufacturer will often raise his figure five or ten cents and yet we are expected to pay him this much more, retail the shoe at the same figure and suffer the loss. Now, on lines without a fixed quotation, if the price goes up ten or fifteen cents, I advance the selling price by at least 25 cents.

"Third: I find there is less profit on shoes made to sell with a stamped figure than on other lines. As to the fact of them inviting confidence, I may say that all my goods are marked in plain numerals on the carton, and the purchaser can see that there is no juggling with figures.

"Fourth: Certain lines take well during the season and are ready sellers. Now if I buy a woman's dongola kid button shoe at \$2.00, under certain circumstances it might have to sell at \$2.75. But supposing these goods are on a pretty nifty last, and come out of the factory looking a little better than the sample, there is no reason why I should not get \$3.00 or \$3.25 for them, if they meet with instant favor. Presuming they were stamped to sell at a certain figure I would not have the leeway to make any extra profit, and reap a good return from this brisk demand.

Fifth: I believe that the selling price of a shoe should be largely determined by what the retailer thinks he can get for it, and what the public is willing to pay. Sometimes a shoe that costs practically little money, will look the part, because of a dignified appearance, graceful lines and smooth workmanship, and if I can make a little more cash out of this popular seller, than on some others, you can depend upon it I am going to do it.

"Sixth: When a shoe is stamped to retail at a certain sum and you have a reduction sale, it is often hard to get the manufacturer's consent to clean out this line at a less figure than the branded price. Now when the former selling price is made by yourself, you can make such reductions as you please to clear out your stock.

"The stamped price shoe may be all right in certain communities and with a certain class of trade. I admit there are some arguments in its favor, but I think the majority of retailers who desire to be independent and to run their own business, will agree with me that the shoe which you can market for whatever you think it will bring, has advantages on the side of the retailer that far outweigh any benefits on behalf of the stamped priced boot. Remember, I am not talking against the branded boot or the named shoe, but only those which have either stamped on the sole, or lining or have it woven in the pull strap as \$3.00, \$3.50, \$5.00, \$6.00, etc."


## Now Represents Ontario Firm




John G. Settle, who has joined the Murray Shoe Co., of London, Ont., and will represent that firm in eastern Ontario and Quebec, is one of the most widely known travelers on that ground. For many years he was identified with the Hartt Boot and Shoe Co., of Fredericton, N.B., and up to 1906 covered the Maritime Provinces for that firm. Six years ago

he was given the territory from Toronto to Quebec city. Among the retail trade he has a large number of friends. Mr. Settle was born in Halifax, but has resided for a number of years at 450 Mount Stephen avenue, Westmount. He is fond of outdoor life, and is an enthusiastic canoeist. He spends much of his time in the warm weather camping in Nova Scotia and in the winter time throws a pretty fair stone at curling. Mr. Settle is also fond of English billiards. He is a thoroughly experienced shoeman and this month enters upon the road for his new house. Just fourteen years ago this month Mr. Settle made his first trip with a sample trunk.





# AMONG THE SHOE MEN.



H. L. Carter, of Trenton, Ont., shoes, is closing this line.

L. S. Odell, of Fisk, Limited, Montreal, was in Quebec recently.

J. Silverstein has started a repair shop at 133 King west, Berlin.

E. J. Tippet, of Weston, shoe dealer, has made an assignment.

Several lawn bowlers have been selected to represent York city.

J. J. Walsh, shoe retailer, of Lindsay, suffered a loss by fire recently.

Charles Vachoux has opened a boot and shoe repair shop in Trenton.

The Dominion Leather Remnant Co., of Montreal, has been registered.

S. N. Sterling, of Sterling Bros., London, Ont., was in Montreal recently.

R. Jones has started in the boot and shoe business at Bruce Mines, Ont.

Mr. Dufresne, of Dufresne & Galipeau, Montreal, was in Quebec recently.

Fred H. Ahrens, of Berlin, was in Toronto this week calling upon the trade.

J. Powe, of Collingwood, is announcing his retirement from the shoe business.

Jos. Daoust, of Daoust, Lalonde & Co., Montreal, was recently in St. Hyacinthe.

F. Harper has opened a harness and leather store at 30 Park street, Niagara Falls.

The Harris shoe repair and shoemaking shop has begun operations in Deloraine, Man.

David McCoy, a widely known merchant, of Midland, Ont., passed away last week.

Henry Lazarus, shoe dealer, Montreal, has assigned. The liabilities amount to \$8,706.

Col. J. W. Miller, of Peterborough, was in Toronto last week calling upon the shoe trade.

C. F. Spaulding has bought a shoe business at 712 College street and is doing a big trade.

Thornton Bros., hardware dealers, of Bradford, Ont., have added a stock of boots and shoes.

T. H. Reider, of the Canadian Consolidated Rubber Co., Montreal, was in Toronto this week on business.

Thos. E. Thurston, of Creemore, has opened a leather and harness shop in the Nelson block, Tottenham, Ont.

Mr. Warmington, of the firm of Ross & Warmington, Chesley, was in Toronto last week for a few days.

Alf. Minister, of the Minister, Myles Shoe Co., Toronto, was in Rochester last week on a business trip.

A recent fire in the factory of the Canada Rubber Company, Montreal, did damage to the extent of \$50,000.

S. C. Cronk, of S. C. Cronk & Co., Toronto, spent the past week in Montreal and other eastern points on business.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., spent a few days recently in St. Louis.

R. M. Beal, of the R. M. Beal Leather Co., was in Toronto this week on business. Mr. Beal is mayor of Lindsay.

Geo. Coulter, representing Thompson Shoe Co. in Toronto, was in Montreal for a few days in the latter part of February.

C. A. Davies, of Blachford, Davies & Co., Toronto,

spent the past few days in Montreal and Quebec on a buying expedition.

Peter Gauthier, of Montreal, is now representing the Parisian Shoe Co. throughout Ontario, and was in Toronto this week on business.

J. M. Petermann and Morris Swartz have left for their western territories with a full line of samples for the Thompson Shoe Co., Montreal.

D. S. Johnston, of Geo. G. Lennox., wholesale shoes, Winnipeg, has returned to that city from a trip to Quebec, Montreal and Toronto.

Horace W. Parsons, of the Nugget Polish Co., Toronto, has returned from an extended business trip to St. John, Halifax and other eastern cities.

Geo. P. Balfre, of Chicago Tanning Co., was in Quebec province last week and also in Quebec city, where he reports most factories as being very busy.

Samuel Oliver, of Warkworth, Ont., where he has been in business for a quarter of a century, was in Toronto this week calling upon the shoe trade.

Warren T. Fegan, of the Big 88, Queen street west, Toronto, has returned from a three weeks' holiday trip to New York, Atlantic City and other centres.

Oscar Vogt, of the Great West Felt Co., Elmira, has returned from a successful business trip to Winnipeg and the West and reports business as good.

J. W. Hendry, of the Granite Shoe Repair Co., 2181 Queen street east, Toronto, entertained a number of his friends recently to an enjoyable "at home."

H. E. Wettlaufer, sales manager of Charles A. Ahrens, Limited, Berlin, left this week for the West on an extended business trip. He will go as far as the Coast.

E. J. P. Smith, of Toronto, is now representing the O. B. Shoe Co., of Drummondville, Que., and the Star Shoe Co., of Montreal, in Toronto and Western Ontario.

W. J. Heaven, manager of the Toronto branch of the Anglo-Canadian Leather Co., has returned from an extended business trip through the Maritime Provinces.

Howard Blachford, of the Blachford Shoe Store, Yonge street, Toronto, has returned from an extended business trip to Montreal, New York, Philadelphia and other cities.

Charles E. Raven, shoe retailer, of St. Thomas, Ont., was in Detroit, recently attending an important function of the Knights of Pythias, of which he is a leading member.

Dufresne & Galipeau, the Montreal jobbers, have taken over the whole building, part of which they are occupying at present, at 276 St. Paul street, and will move in soon.

Harry Leckie, of London, a popular shoe traveler, was married recently in that city to Miss Eva Macdonald. Mr. Leckie and bride have returned from a wedding trip to New York city.

J. Burnett has purchased the boot and shoe business of J. Scott in Galt. Mr. Burnett was formerly in the general store business in Orton. Mr. Scott has removed to the Pacific Coast.

In a recent fire which gutted the Avenue block on Portage avenue, Winnipeg, causing \$150,000 damage, the Nickel Shoe Store was a sufferer, the loss from smoke and water being about \$4,000.

Several lawn bowlers have been selected to represent Canada in Great Britain next summer and the players are expected to sail early in June. H. E. Wettlaufer, of Berlin, has been chosen as one of the visitors from the Dominion.

Among recent visitors to the trade in Toronto were H. G. Middleton, F. Adams, of the Adams Manufacturing



Co., and E. F. Hutchings, president of the Great West Saddlery Co., Winnipeg.

George J. Cowling will represent the Relindo Shoe in Manitoba and part of Alberta and leaves for the West in a few days. H. B. Ohrt will look after the remainder of Western Canada for the firm.

An attempt was made to rob the store of the Fit-U Shoe Co., 1167 Bloor street west, Toronto, recently. Entrance was gained through a window at the rear, but nothing of value was missing except a pair of fur-lined gloves.

In a fire which broke out at 154 King street east, Toronto, recently about \$4,000 damage was done. The Commercial Trunk & Sample Case Co. suffered a loss of \$800, and John Carey, boots and shoes, \$500 damages.

W. F. McNeill, Canadian manager of the Nugget Polish Co., who returned to Toronto recently from a trip to England, has been confined to his home with an attack of the grippe, but is now recovering.

D. A. McKenzie & Co.'s departmental store at Souris, Man., has been completely gutted by fire. The reported loss is from \$50,000 to \$60,000. Mr. McKenzie estimated the loss at \$40,000 on stock alone, with \$23,000 insurance.

The retail merchants of Cobourg have organized an association with the following officers: President, W. J. Maher; vice-presidents, A. R. Sandas and W. M. Fox; treasurer, R. M. Harvey; secretary, A. J. Plunkett.

Tom Stedman, of the Tom Stedman Shoe Co., 719-21 Main street, Winnipeg, has been appointed a member of the Licensing Commission of Manitoba. The Commission now consists of Senator D. E. Sprague, Matthew Morrison, and Tom Stedman.

D. D. Hawthorne, of the wholesale shoe firm of D. D. Hawthorne & Co., Toronto, left last week for the Isle of Pines, which is located about sixty miles off the coast of Cuba, where he will spend some weeks recuperating after his long and trying illness.

The ratepayers of St. Catharines carried the by-law to grant seventeen acres to the B. F. Goodrich Co., of Akron, Ohio, by a vote of 1,223 to 27. The rubber concern will receive a fixed assessment of \$10,000 for ten years and will employ 1,000 hands.

Parrott Bros., late of Chatham, Ont., have opened a fine well-stocked retail shoe store in the Traders Bank stand, Saskatoon, which will be under the management of P. H. Parrott. Parrott Bros. have recently opened a footwear establishment in Regina.

Ed. Stark, of Vancouver, accompanied by Mrs. Stark, was in Montreal, Boston, and Toronto during the past week on a visit. Mr. Stark is a widely known Pacific Coast shoeman and is on a holiday trip, returning home by way of Chicago and other cities.

A. W. Donovan, president of E. T. Wright & Co., Inc., of Rockland, Mass., and St. Thomas, Ont., had a bad fall recently and fractured his hand. He was therefore unable to keep an engagement to address the Canadian Club in St. Thomas on the 25th of last month.

W. G. Fallen, who has covered Western Ontario for the past twelve years for Getty & Scott, has been assigned to the British Columbia and Alberta territory. Mr. Fallen knows the shoe business thoroughly and is looking forward to a very profitable and successful trip for his firm.

J. S. Lovell, of Toronto, one of the veteran shoe travelers of the province, will represent the lines of Corbeil, Limited, of Montreal, in Ontario during the coming season. He is widely known throughout the province and has a strong, active connection with the retail trade.

One of the old landmarks in Dundas went up in flames the other day. The old Lawry tannery which was erected away back in the forties and had nearly always been used as a tannery, fell a prey to the flames. Of late years the building had remained idle and had become an eyesore in the town.

James Heffering, Ontario representative of the Tetrault Shoe Mfg. Co., is confined to his home at 11 Langley avenue,

Toronto, with an attack of pleurisy. He has been laid up since February 18th, but his many friends will be pleased to learn that he is making considerable progress towards recovery.

The Dominion Stores, Limited, a company with a capital of \$1,000,000 has been organized to operate 150 general stores all over the West from Winnipeg to Vancouver. One-quarter of the capital has been subscribed by a group of Coast capitalists and the balance of the stock will be allotted to the different cities where the stores will be located.

Dan MacDonald, in the past representing the Murray Shoe Co. and the Cleo Shoe Co., in the Maritime Provinces, will in the future handle the Cleo line exclusively in Western Ontario. "Dan" was very popular in the East, where his numerous friends will miss his semi-annual good fellowship. They will wish him every success in his new field.

The \$60,000 stock of the P. E. Frank Co., wholesale shoe jobbers, Toronto, who recently made an assignment, has been sold by the assignee, Gideon Grant, to Charles C. Cummings, late owner of the Slater Shoe Stores. The stock sold for 75 cents on the dollar. Besides the goods carried in the Toronto warehouse, \$35,000 worth of goods was bought in bond in transit to the Frank Co. here.

William Murray, second vice-president of the Dominion Commercial Travelers' Association, has been elected president of the re-organized Commercial Travelers' Club, Montreal, which will have permanent quarters. The other officers are: Vice-president, Camile Robichaud; secretary, A. A. Lavoie; treasurer, William Wyse; F. G. Brenton, D. P. Urquhart, Paul Roy, J. Roul Bissallion and H. C. Benoit.

The representatives of the North British Rubber Co., of Toronto, for the present season will be the Scottish Wholesale Specialty Co., of Winnipeg, for the Canadian West; Phoneuf, LaRose & Co., of Montreal, and Roy & Darveau, of Quebec, for the eastern portion of Canada. The Ontario trade will be looked after direct by travelers from the headquarters in Toronto, under the direction of E. L. Kingsley.

It is understood that A. Wellwood, shoe retailer, 1250 Bloor street west, Toronto, has disposed of his business to the McCall Shoe Co., of Toronto, who will take possession at the end of the present month. An extension will be erected to the premises. Mr. Wellwood, who is the treasurer of the Ontario Shoe Retailers' Association, intends retiring from the shoe business in which he developed a large trade.

The Board of Trade of St. John, N.B., have decided to urge the adoption of an Act to be presented to the Legislature dealing with insolvent firms, similar to Acts in force in Quebec, Manitoba and British Columbia. This Act would prevent such firms from selling out their whole stock without giving some return to creditors. It would demand the consent of 50 per cent. of the creditors before stocks can be sold and also provide for the proceeds of such sales being distributed among the creditors.

Charles Fice, of Toronto, who represents J. & T. Bell, of Toronto, in Western Ontario, has returned from an enjoyable trip to New York, Philadelphia and Atlantic City. While in New York he was entertained by S. A. McOmber, President of the New York Shoe Travelers' Association, and representative of Utz & Dunn Co., of Rochester, and Samuel S. Laird, the New York representative of Laird, Schober & Co., of Philadelphia. Both these gentlemen did all in their power to make things pleasant for Mr. Fice, and he speaks of their hospitality in most appreciative terms. At Atlantic City, and other resorts, he says, the popular class of footwear just now has rubber soles and heels.

There will be no shoe and leather market fair in Boston this summer. It has been decided by the Jacobsen company, the energetic promoters of the successful fairs which have been conducted during the past few years to hold the next event in July, 1914. The majority of the shoe and leather manufacturers who have exhibited at previous fairs have expressed themselves in favor of such a gathering every second year and in view of their generous support in the past their request has been acceded to.

John G. Settle and Hazen McGee have associated them-



selves with The Murray Shoe Co. and the Cleo Shoe Co. Mr. Settle will cover his regular ground, Eastern Ontario, including Toronto and Montreal, also province of Quebec, and Mr. McGee will represent them in New Brunswick, Nova Scotia and Prince Edward Island. Both these gentlemen hold an esteemed position in the trade in their respective territories and will undoubtedly continue to have the unqualified success they have enjoyed in the past.

E. E. McIntyre, who represents the Brandon Shoe Co., Brantford, in Eastern Ontario and Quebec, has returned from spending several weeks in Pennsylvania, Ohio and New York states. He visited several of the leading retail stores in Philadelphia, Cleveland, New York and other cities and reports that among the best selling lines in men's high-grade welts are the recede toe on the English last, with broad shank and low flanged heel. A number of button shoes with cloth tops are being featured and bid fair to command a good sale.

W. J. Webster, wholesale shoes, 60 Victoria Square, Montreal, has been succeeded by the Webster-Charles Shoe Co. The new firm is composed of his son, W. Davidson Webster, who has associated with him G. W. Charles, formerly of Kingston. W. J. Webster is one of the veterans in the footwear trade and has retired both from the wholesale ranks and the road, which he followed for forty-six consecutive years, being in business nearly all that time for himself. His many friends will wish him many years of peace and happiness during the evening of a very busy and useful life.

William McDowall, manager of the United Shoe Dealers' store at North Bay, had a thrilling experience recently, when returning to that town from Toronto. The Cobalt flyer was wrecked near Trout Creek, a small station 27 miles south of North Bay. The passengers were all enjoying themselves in slumberland with no thoughts of disaster, when they were awakened by the bumping of the train on the ties. The next moment one of the Pullman cars was hurled against a rock and all the occupants were thrown out with baggage and bedding on top of them. The car caught

fire and was partially burnt before the flames were extinguished. Strange to say, no one was seriously injured, although each occupant received a severe shaking up. Mr. McDowall got off with a bruised side and a cut on the forehead, but is now none the worse of his mishap, although he would not care to go through another experience.

Chas. J. Silver, of the traveling staff of the W. B. Hamilton Shoe Co., Toronto, is able to resume his former ground in Western Ontario, after being laid up for some weeks with blood poisoning in his left arm. He was splitting some wood, when he accidentally made a small cut on his forearm. He paid no attention at first to the abrasion, thinking that it would soon heal. Blood poisoning, however, developed, causing him considerable trouble and pain. Mr. Silver is a director of the Commercial Travelers' Association, and during his absence his territory was covered by W. H. Jardine, one of the Western Canada representatives of the Hamilton Co.

Robert Rogers, Western traveler for P. Jacobi, Toronto, who was on an extended business trip through the Prairie Provinces, was taken ill at Calgary and had to return. He is now confined to his home in Toronto with an affection of the heart and may not be able to resume his work on the road for some weeks. Fred Jacobi left Toronto last week for the West to complete the remainder of Mr. Rogers' route. There are few travelers in Canada better known or more highly thought of than Mr. Rogers, and his many friends hope that he may speedily regain his former vigor.

C. W. Sherwood, who for years past has been connected with the Clafin Company, of New York, is in Regina and proposes to erect a departmental store at a cost of \$1,000,000. Mr. Sherwood is getting every possible support that can be given him by the city, and the Board of Trade has arranged to see that all of the employes which Mr. Sherwood proposed to bring into the city are properly housed. Mr. Sherwood claims that he will not build elsewhere than the capital of Saskatchewan for the time being. As the business increases it is his intention to erect numerous other large stores, using Regina as the headquarters.



# SHOE FACTORY NEWS.

The James Muir Co. Quebec, are removing their plant from Quebec city to Maissonneuve.

Jackson & Savage, Limited, Montreal, have been incorporated with a capital of \$450,000.

E. H. Lightford, manager of the Perth Shoe Co., Perth, Ont., was in Toronto this week on business.

The Barrie Tanning Co., of Barrie, have increased their capital stock from \$100,000 to \$300,000.

N. Tetrault, of the Tetrault Shoe Mfg. Co., Montreal, spent a few days in Toronto last week.

E. O. Russ, of C. S. Hyman & Co., London, Ont., was in Boston last week, calling upon his friends.

Walkerton will vote on a by-law to guarantee \$8,000 bonds of the Canadian Saddlery Hardware Co.

F. Guber, representing the Crescent Shoe Co., of Reading, Pa., was in Toronto last week interviewing the jobbing trade.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, spent the past week in Boston, Quebec and Montreal on business.

J. B. Blouin, Limited, of Levis, report business as being very brisk and the factory is working nights in order to catch up with the rush.

Fred A. Lovell, superintendent of the Cooke-Fitzgerald

factory, of London, Ont., has returned from a two weeks' business trip to Boston.

The J. Leckie Co., shoe manufacturers, of Vancouver, intend erecting a large addition to their factory. They report business as very brisk.

Thos. Gillis, formerly with the W. L. Douglas Co., Brockton, Mass., has taken charge of the treeing department in E. T. Wright & Co.'s factory, St. Thomas, Ont.

A winding up order has been granted in the A. P. Cimon Shoe Mfg. Co., of Montreal. A meeting of the shareholders and creditors has been called for Monday, March 3.

W. A. Marsh, of the W. A. Marsh Co., Quebec, was in Toronto for several days this week calling on the trade. He reports that business is good and the outlook for spring trade is reassuring.

The Reliance Shoe Co. are running along very smoothly in their new premises, 350 Sorauren avenue, Toronto, and announce that their travelers will be out with the new fall line about March 15th.

The annual meeting of the Canadian Consolidated Rubber Co., which was to have been held on February 26th in Montreal was postponed for a month in order to enable the auditors to complete the financial statement.

Charles C. Hoyt, of Farnsworth, Hoyt & Co., Boston, who recently retired from the presidency of the New Eng-



land Shoe and Leather Association, is enjoying a much needed rest in Augusta, Ga., accompanied by Mrs. Hoyt.

K. D. Gahan, who has been employed by the J. & T. Bell Shoe Co., Montreal, for the past eight years as finishing and treeing foreman, has taken a similar position with the Slater Shoe Co. W. Perreault has taken over Mr. Gahan's former position.

R. Dack & Son, 71 King street west, Toronto, will remove to their new stand across the street in a few days, where the retail end of their shoe business will be handled. Work on the new factory of the firm on King street near Spadina is progressing rapidly.

Charles Fogelberg, who has been superintendent for Getty & Scott, of Galt, for the past two years is no longer with that firm, having severed his connection last week. It is reported that Mr. Fogelberg may embark in the shoe manufacturing line in his own behalf in Berlin.

A. R. Clarke & Co., leather manufacturers, of Toronto, have appointed J. A. Scott as their representative in Quebec city. Mr. Scott, who is well and worthily known to the eastern shoe trade, will carry stock. Griffith Clarke has returned from a business trip to the ancient capital.

Eugene LePine, superintendent of the Kingsbury Footwear Co., Montreal, was recently presented with a diamond ring by his business associates and friends in the shoe trade on his forty-third birthday. The presentation speech was made by Mr. Giroux, superintendent of the Regina Shoe Co., Montreal.

Mr. Prince, who represents the Turner Tanning Machine Co., of Peabody, Mass., was in Toronto recently on business. He placed orders with H. B. Johnston & Co., Toronto, for a hydraulic press and an unhairing machine. The Davis Leather Co. also ordered a new hydraulic press and other equipment.

Jos. H. C. Anderson, for the past three years in charge of the lasting and making at Cook-Fitzgerald Co.'s factory in London, Ont., has taken control of the bottoming room at American Gentleman's factory of Hamilton-Brown Co., of St. Louis, Mo. Mr. Anderson has been on a trip to the Pacific Coast.

More than one hundred thousand head of cattle were imported into Alberta from Montana for feeding and breeding purposes during 1912, according to statistics compiled by W. F. Stevens of Edmonton, Live Stock Commissioner for the Province. Mr. Stevens estimates that the importations will be doubled during the present year.

E. L. Williamson, who covered Northern Ontario for many years for Garside & White, Toronto, will represent that firm on the ground from Toronto to Kingston. Eugene Lefler, who has been looking after this route for the past year and a half has been transferred to the Niagara peninsula, and Richard Craig, late of Montreal, will assist H. L. Geene in the Ottawa valley.

Among the visitors to Quebec city during the past few days were: Eudore Fournier, of the Cie des Cuirs & Chaussures, Plessisville, Que.; Geo. Parker, of the Dominion Supply Co., Montreal; R. W. Milzner, of the Cotton Threads Co., Montreal; L. H. Gilson, of the Brockton Rand Co., Brockton, Mass.; E. A. Jones, of E. A. Jones Co., Brockton, Mass., and H. K. Hammond, of Tower Canadian, Limited, Toronto.

Before the Private Bills Committee of the Ontario Legislature in Toronto, application was made from the city of St. Thomas to confirm a by-law already passed by the people for debentures for \$45,000 to provide a site and buildings for E. T. Wright & Co., of Rockland, Mass., who undertake to rent the buildings erected from the city of St. Thomas at a sum sufficient to pay the municipality 6 per cent. on the investment. The bill was passed.

A new line of fancy shoe buttons, to take the place of the glass and pearl buttons of previous seasons, has made its appearance. The new buttons are made of a celluloid composition in all colors and combinations of color. They are practically non-breakable in ordinary handling in the factory. This means large economy for those adopting

them, as under present conditions the percentage of breakage of glass and pearl buttons is quite large.

Beal Bros., whose tannery was burned at Uxbridge, Ont., some time ago, have erected temporary premises in that town to finish up nearly 200 sides of leather which were in the pits at the time of the fire and escaped damage. It is the intention of the firm to rebuild, but where the new tannery will be located has not yet been definitely decided. Several enterprising towns have offered concessions to secure the industry.

A despatch from Detroit says: Dissolution of the Shoe Last Trust was effected when eighteen firms and a score of individuals accepted the final decree of the United States District Court, which ordered modification of their business methods. The government alleged the trust dominated the prices of shoe lasts of all descriptions, both patented and unpatented, through license agreements. The court's decree held that the firms operated the agreements in restraint of trade.

A Hamilton dealer, doing business on Barton street, writes the SHOE AND LEATHER JOURNAL as follows: "I have a great deal of trouble with the manufacturers in filling orders, as they often ship more shoes than I order, and on returning the goods, they will not give me a credit note until I accept the draft for the full amount, and this, too, in spite of the fact that they had forwarded me more pairs than I had booked with their traveler. One firm forwarded me a draft like this and I refused it. They sent it back again and told me they would give me credit on my next order. There was a difference of \$90.00 and they were getting the use of my money in the meantime. I do not know what the experience of other men is, but I find occurrences such as this quite frequent."

A canvass of the shoe manufacturers of Canada which was recently made by the Boston News Bureau for the purpose of ascertaining the investment position of the United Shoe Machinery Co., as measured by the good will of its customers across the border, shows an interesting result. Ninety-two per cent. of the replies received from 175 manufacturers state that their relations with the company have been most satisfactory, while nearly all of the manufacturers declare they have no objection to the machinery lease. Eighty-one per cent. express their conviction that the charges of the company for leases are reasonable and fair. Out of the entire list only 3.2 per cent. declared themselves dissatisfied with the company and its policy. It's a pretty strong showing for the company in the Dominion.

Prof. Frederick Starr of the Department of Anthropology of the University of Chicago, told his class recently that some time in the future hair, teeth and the little toes would be missing from the members of the human race. "Pre-digested foods, hats and shoes have rendered hair, teeth and the little toes useless," he said. "The time will come when the man or woman, or child possessing these will be a curiosity. The natural man needs hair as a defence and protection against the struggles of primitive life. We, with our hats and our civilization, do not need it. Persons with a scant supply of hair seem to die out among primitive peoples, but in civilization they increase. If teeth and hair and the little toes are to be preserved then it will be necessary for the civilized inhabitants of this world to get back to nature as soon as possible."

Most shoe manufacturers have the heels of their shoes too high. A lower heel would be more acceptable and more economical. Cut down the height and improve the quality, says an exchange. The "log heel" is the best heel made for medium grades, at least that is the honest opinion of the writer. The log heel, as the name implies, is first condensed into long form and then sawed off at uniform height for heels on a circular saw. The heels are applied to the shoes and the height determined by placing the shoes in natural position on a flat surface. The ball part of the whole heel surface should rest on the supporting surface, but not to such an extent as to throw the forepart of the foot toward the toe. A heel that is too low is still more desirable than a heel that is over high.



## Breezy Blasts From Winnipeg

F. Jacobi, of Toronto, arrived in the city last week on a business trip.

Clearing sales have been the order of nearly every shoe store during the past few weeks.

Mr. Miller, president of the Avenue Shoe Co., is making a trip through the shoe centres of United States and Canada.

Charles Newton has been making several interior improvements to the shoe department of the Robinson Co. The changes are greatly appreciated.

Harry D. McKellar, of Berlin, the genial and widely known felt footwear man, was in Winnipeg lately, calling on his many friends in the trade.

W. Wilson, manager of the Diamond Shoe Co., has erected a large electric sign in front of his store at the corner of Sherbrooke street and Portage avenue.

R. J. Orr, of the Yale Shoe Store, has moved into his beautiful new home on Rutland street, St. James, where he intends to give a house-warming in the near future.

Mr. Grimason, manager of the retail shoe department of the Hudson's Bay Co., engaged a large dray to take home the many prizes he won at the Boys' Athletic Club masquerade ball last week.

The many friends of Fred. J. Lashbrook, who has made frequent trips to the West, will be glad to learn he will still cover this ground in the interests of Kirvan-Doig Limited, of Montreal. He is one of the best known and best liked representatives who comes to the West.

No shoe traveler will now be compelled to remain in Winnipeg for two weeks awaiting sample rooms, as they frequently have had to do in the past. A large building has been erected for travelers this season, with 100 fine large rooms. An automobile is placed at their command for the transfer of baggage.

The annual re-union of the Peterboro old boys who reside in Winnipeg will be held at the Royal Alexandra Hotel on March 14th. Big preparations are being made for the function. A large number of shoemen, who are former residents of the "Old Town on the Otonabee River" will grace the occasion with their presence.

At his attractive home, 233 Yale avenue, W. J. Devlin, of the Ryan-Devlin Shoe Co., entertained the members of the firm and the staff. Mr. Devlin is a firm believer in bringing closer together the various members of his organization, and intends that the re-union shall be an annual one. All the members of the party were made to feel thoroughly at home, after which a choice repast was partaken of in the beautiful dining room. Then several toasts were indulged in and many a quip and jest were heard from the different speakers. The remarks of Mr. Devlin and Mr. Godbolt were much appreciated. Afterwards games, music and other pastimes filled in a few pleasant hours and then at 12.30, Mr. Devlin, not being satisfied that each guest had enough, again escorted his big "family" to the dining room, where an excellent cold lunch was served. The gathering broke up at an early hour in the morning and all voted the event one of the most enjoyable they had ever attended.

### LONG CHASE AFTER SHOE THIEVES

A visit to a shoe store, the theft of a pair of boots and then a long chase over slippery pavements, were the events that preceded the arrests of Eugene Garratv and Frank Fitzgerald recently. It was early in the evening that four young men sauntered into the store of J.C. Budreo, 1344 West Queen street, Toronto. One of the party purchased a pair of boots and requested that the buttons be moved forward a little. Before returning the change from a \$10 bill the clerk noticed that one pair of boots had disappeared. On looking around the store he also observed that two of the youths had gone. A detective was promptly on the scene and the case was explained. The detective saw two men dashing toward Brock avenue. Near the corner of Brock avenue

and Queen streets the officer sprinted and closed in on the men. The pavements were so slippery, however, that the pursuer could not get a steady footing. He fell on one man and grasped the other by the leg. This fellow kicked and got away. After sending his prisoner to the station the detective chased the other fugitive, who finally eluded his pursuer. One of the men held in the store was also placed under arrest. The police found a boot in the pocket of the youth who was caught on the street. About an hour after the arrests the front door of Budreo's shop store was opened and the missing boot thrown in. The men were remanded. Mr. Budreo puts all shoes back in the cartons as soon as through showing them, otherwise the thieves might have made a big clean-up in footwear.

### AT THE HEAD OF NEW SHOE CO.

The man who is at the head of a company which is establishing a new shoe factory in Coquitlam, B. C., is R. B. Johnson, of Vancouver. He was first initiated into the business in his father's factory at Ottawa, Kansas, in 1898, where he had a thorough schooling in all branches. He worked in one department or another at different times and in 1907 started for himself in Oakland, California, meeting with success. Ill-health however, made it necessary for him to dispose of his business and retire to the mountains, where he remained for nine months under the doctor's care. In September, 1909, Mr. Johnson came to Vancouver, and



R. B. Johnson, Vancouver, B.C.

opened a small place at 50 Water Street, for the manufacture of shoes. Two years later, his rapidly growing business rendered it essential for him to take over the adjoining premises. Last month, a company was formed and a modern factory is now being equipped at Coquitlam. This will greatly increase the capacity of the concern, and the premises are now ready for occupation. The company, who are removing their plant from Vancouver are making a specialty of heavy boots, such as loggers', miners', cruisers', prospectors', etc. It is their intention later on to manufacture lighter shoes and also a full line of boys' and youths' boots. The citizens of Coquitlam have taken an active interest in the industry, which has apparently very bright prospects. At a meeting of stockholders held recently, the board of directors was elected as follows: Mr. R. B. Johnson, managing director; Mr. R. C. Galer, secretary treasurer; and Messrs. J. R. McKenzie, R. Martin, J. Rowland, and R. C. Welch.



## News Notes From Quebec

J. B. Drolet, of J. B. Drolet & Co., has been confined to his house for a few days by illness.

The retail trade has had a fairly good month and retailers report that collections are pretty fair.

J. M. Gillespie, local manager of Frank & Bryce, Limited, was in Ottawa recently on business.

Jos. Langlois, manager of the Laurentide Mfg. Co., Grand Mere, was in Quebec city last week, accompanied by Mr. Gendron, president of the firm.

Alfred Dupere, of Dupere & Garant, has returned from a business trip to Montreal. V. Coulombe, shoe dealer, of Quebec, was also in Montreal recently.

Hides have recently dropped a little in price but the quality is not very good at this tie of year. Every tanner is working hard to fill up contracts. Black box kip is in good demand at 20 to 21 cents, while sole leather is firm at 28 to 35 cents.

The James Muir Co. will remove to Maissonneuve about the middle of April. About one hundred and sixty people were employed in their factory here. The removal is certainly a loss to Quebec city. The building being vacated by the Muir company will be occupied by the new proprietor, L. Duchaine.

At the annual meeting of the Quebec Board of Trade all the officers of last year were re-elected. J. P. E. Gagnon, shoe manufacturer, resigned his position as treasurer. He leaves shortly on an extended trip to Europe. W. A. Marsh, the veteran shoe manufacturer of Quebec, was re-elected chairman, a position which he has very ably filled.

A hockey league has been formed in Quebec among the employees of the various shoe manufacturers. The cup donated by J. A. Scott was won last year by the John Ritchie Co.'s team. Recently there was a lively match between C. E. McKen & Co.'s boys and those of L. Duchaine, the former winning. At the end of the season the winners of the league will challenge the present holders of the cup.

The Technical school has opened a new course in the draughting of shoe patterns, which is very much appreciated by the workers in the factories here. C. Lachance, of Lachance & Tanguay, has taken charge of the practical part of the instruction, which shows the deep concern he takes in the interest of the trade, although he is a very busy man in connection with his own industry, which is growing rapidly.

### RUBBER SELLING STARTS MARCH 10

The rubber selling season, which usually starts on the first day of March will not begin so early this year and the date of Monday, March 10th, has been fixed as the time when the representatives of the different companies will start out for placing orders. The past few weeks have not been as brisk as they might have been in the retail sale of rubber footwear owing to the absence of snow and wet weather in many parts of Ontario and the West. Some shoemen have considerable stocks on hand and sorting business has been only fair. The various companies have an unusually fine line of samples and are prepared for a good placing order business. The reason for the week's delay in the matter of salesmen going out is attributed to the backwardness of the winter season and also to the fact that some of the companies have not yet received their catalogues from the hands of the printers. Regarding prices it is rumored that there will be no very great increases but that the figure on some of the general lines will be augmented by about two per cent.

### ARE YOU READY FOR EASTER?

The progressive shoe merchant is already alive to the matter of being in good shape for the Easter trade. The festival falls this year on March 23rd and the wide-awake dealer will see that his spring goods are in hand and ready for proper display. There is nothing like being prepared for an event of this kind and there is no reason why the

business at this particular season should not prove a record breaking one with all energetic shoemen, providing they take the trouble to go after the trade hard enough by making suitable window displays, well directed publicity and having their stock in good shape.

### WHAT LONDON SHOEMEN HAVE DONE

Writing from London, Ont., on the work of the retail Shoemen's Association in that city, a leading member says:

"When our association was first organized we were to meet once a month. Now we meet on the request of any three members, when there is business to do. We have kept to our agreement as to prices on rubbers, which was not very difficult, as we kept them down to reasonable figures and no one could well afford to cut. All the dealers are in it and none of us wish to make a break which would bring on strife and so lose other advantages which we have gained—early closing, etc. Expenses are higher and larger stocks necessary in order to do a shoe business to-day.

"We cannot afford to cut prices except on old, obsolete lines. However, as prices are steadily going up we have a chance to increase our profit percentage, of which advance we were in much need. For instance, when a shoe goes up 25 cents we can generally get an advance of 50 cents, so the raises should help the dealers.

"This is always our dull period. I don't think it is more so than usual. If the season opens up with early, fine weather it looks much like a tan season ahead, to me. They are moving well now in both men's and women's.

### CELEBRATES INTERESTING EVENT

To be thirty-three years in the shoe business and to witness the numerous changes which have taken place in that period is worth mentioning. Last month Alfred Hand, sample room salesman of McLaren & Dallas, Toronto, commemorated this event. He began his career as a parcel boy in the shoe store of the J. D. King Co. when they conducted a retail branch at 79 King Street East, Toronto, and remained with that firm eleven years. He next spent two years with J. D. Climie, the veteran retailer of Hamilton,



and for six years traveled for Ames-Holden, out of Toronto. Later he was with the Minister, Myles Shoe Co., Boulter, Davies & Co., and Pocock Bros., selling in various parts of Ontario. Over four years ago he became connected with the firm that he is now with. He knows nearly all the retailers of Ontario and can recall many incidents in connection with the development of the shoe trade in the province. Mr. Hand is particularly fond of fishing, spends his holidays every summer in that pastime.



Established Over Half a Century



## Our Brands Of Sole Leather

- ✓ PENETANG Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.
- EAGLE Mellow, yet admirably adapted for general work.
- LISTOWEL For fine and sewed work.
- CUT SOLES** Heels and Counters None Better Shoe Findings Etc.

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - - ONTARIO

### 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**

### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

**POSITION WANTED**—By a shoe traveler; experienced salesman who has been getting A1 results for five years throughout Eastern and Western Ontario. Best of reasons for desiring change. Apply Box 41, SHOE AND LEATHER JOURNAL.

**EXPERIENCED SHOEMAN**, with both Canadian and American experience, twenty-eight years old, desires position as manager of shoe section in Western departmental store. References can be had from several prominent Canadian shoemen. Address "Thomas," care of SHOE AND LEATHER JOURNAL.

**WANTED**—For a Montreal factory, a young man to take charge of the sample room and assist in getting out samples; one with either retail or wholesale experience preferred. Address, with references, P. O. Box 1566, Montreal.

**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.

**WANTED**—Experienced road salesman for Eastern concern to carry line of women's shoes with established trade. Commission proposition. Give references, age and experience. Man with acquaintance among the trade preferred. Address, Box A, care of THE SHOE AND LEATHER JOURNAL, Toronto.

**WANTED**—Position as manager of shoe store. Can give good references. Address, Box B, SHOE AND LEATHER JOURNAL, Toronto.

**WANTED**—Resident agents to handle as side line specialized traveling and house slippers for large American concern in Ontario. Apply Box C, SHOE AND LEATHER JOURNAL, Toronto.

**WANTED**—Experienced salesman to carry our line of ladies' high grade welt and turn shoes in Ontario and Quebec. Address, giving reference, experience, etc., Box D, SHOE AND LEATHER JOURNAL, Toronto.

**FOR SALE**—Boot and shoe business, at a low rate on the dollar; good business. For full particulars write Box E, SHOE AND LEATHER JOURNAL, Toronto.

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

# 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.

## KANGAROO

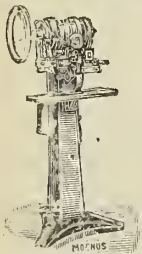
We are Headquarters for all Finishes,  
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

## RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.



**"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

## 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

## PUT IT INTO YOUR FALL SAMPLES

Make a stronger bid for the dealer's favor by using

**LOGAN'S**———*The Leather of Quality*

Union Slaughter and Sweat Sole Leathers that compare with any

LOGAN TANNERIES, LIMITED

PICTOU, N.S.



**The Bonner Leather Co.**

—Manufacturers—

**GLAZED KID**  
(Black and Colors)

**CHROME LAMBS**  
(Glazed and Dull)

---

**1060 Notre Dame St. W., 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.

“La ‘Duchesse’ Shoe Co.  
REGISTERED  
“Successors to 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

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

**They'll Last Longer**

The shoes in your new Fall line will keep their shapes,  
and wear longer if you use these  
Solid Leather Counters. 3½c.  
and 4c. perpair.



**EUGENE GUAY**  
230 St. Marguerite  
Street  
Montreal



**McKay Specialists**

All our energies are being  
expended on making Mc-  
Kays. All our experience  
is being gained on them.  
Why shouldn't we make  
better McKays than  
factories that do not  
specialize?

**DUPONT & FRERE**  
301 Aird Ave.  
MONTREAL

**TANNING RESEARCH  
LABORATORY**

H. C. REED, Manager

Analysis of Any Material  
Employed in the Tannery

OFFICE, LABORATORY AND SAMPLING ROOM  
227-229 ULTON STREET  
NEW YORK, N.Y.

**Woven Labels**

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

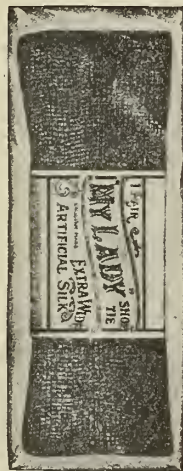
THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL

INDEX

PAGE		PAGE		PAGE
55	Ahrens, Chas. A. & Co.	48	Gauthier, The Louis Co., Limited	34
58	Aird & Son	87	Guay, Eugene	50
30	Ames Holden-McCreedy, Limited	42	Great West Felt Co.	13
55	Appelbee & Newman	24	Gutta Percha & Rubber, Limited	47
86	Beal, The R. M., Leather Co., Ltd.	21	Hartt Boot & Shoe Co.	8
36	Berlin Trunk & Bag Co.	55	Hurlbut Shoe Co.	35
87	Bonner Leather Co.	29	Independent Rubber Co.	55
45	Boston Last Co.	18-19	Kaufman Rubber Co.	26-27
86	Breithaupt Leather Co.	6	Keith Co., Geo. E.	38-39
9	Canadian Consolidated Rubber Co.	54	Kent & Smith	20
53	Chicago Tanning Co.	87	La Duchese Shoe	52
86	Clarke & Clarke	86	Logan Tanneries	37
25	Cleo Shoe Co.	51	Marden, Orth & Hastings	86
87	Colonial Weaving Co.	43	McDermott Shoe Co.	87
22-23	Columbus Rubber Co.	54	McKeen Co., C. E.	87
41	Cook-Fitzgerald Co., Limited	32-33	McLaren & Dallas	87
12	Corbeil, A.	14, 15, and Outside Back Cover	Miner Rubber Co.	17
53	Cote, J. A. & M.	47	Moench, C., Sons Co.	87
49	Davis, A., & Son	86	Moenus Mach. Co.	52
7	Davis Leather Co., Limited	87	Montreal Box Toe Co.	10-11
87	Dominion Die Co.	31	Murray Shoe Co.	88
54	Doyle, Thos. C. (reg'd)	56	National Cash Register Co.	48
86	Duclos & Payan	5	North British Rubber Co.	52
87	Dupont & Frere	16	Nugget Polish Co.	86
86	Dun, R. G.	64	Packard & Co., L. H.	50
46	Elmira Felt Co.	64	Palatine Rubber Heel Co.	13
54	E-Z Walk Mfg. Co.	64	Perth Shoe Co.	47
			Pfister & Vogel	8
			Plant & Co., T. G.	35
			Reliance Shoe Co.	55
			Rena Footwear Co.	26-27
			Rideau Shoe Co.	38-39
			Robinson, James	20
			Ruthstein, N. M.	52
			Sisman Shoe Co., T.	37
			Star Shoe Co.	86
			Staynes, W. H., & Smith	87
			Tanning Research Laboratory	17
			Tebbutt Shoe & Leather Co.	87
			United Shoe Machinery Co., of Canada	28, 40, 44, and Inside Back Cover
			United States Hotel	53
			Williams, Walter & Co.	88
			Williams Shoe Co.	48
			Wood-Milne Co., Limited	52
			Wright & Co., E. T.	10-11
			Young, Richard	88
			Young, W. J., & Co.	49

WE make THE BEST MADE

British Boot and Shoe Laces. These Qualities are Very Popular. Order Now Your Spring Needs. These Sell Well and Carry Good Profits.



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 or tan.



THE DIADEM—BOOT LACE. A good, medium-priced quality, meets with a large sale. 36-inch gent's, 45-inch and 52-inch ladies'. Banded in pairs, 1 gross, fancy boxes. A popular, profitable 5c. lace.



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 1cc. band of 3 pairs.





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 1cc. Big profit.

BROUGH, NICHOLSON & HALL, LIMITED  
Wholesale Only Supplied  
WALTER WILLIAMS & CO.

Leek, Staffs. 112 Wood St., London, E.C.  
All Qualities now in Stock by Canadian Agents  
517-525 ST. PAUL STREET, MONTREAL Telephone M. 7012, 7013  
20 WELLINGTON STREET WEST, TORONTO Telephone M. 2994



# 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



# Wait for the "Miner Man"



Representatives of the Miner Rubber Co. are now out with the finest assortment of rubbers ever produced by this enterprising company.

Soon one will be dropping in on you and you'll be wise to hear his tale and see his goods.

1913 "Miners" and "Sheffords" are going to back up the Miner reputation for fair and square quality goods. They're the best we've ever had the pleasure of preparing for you, and we'll be mightily disappointed if you don't look over the samples.

Then place your order early and you'll have prompt delivery sure.



**THE MINER RUBBER COMPANY, LIMITED**  
**GRANBY      MONTREAL      TORONTO      QUEBEC**



MARCH 15th

TORONTO

1913

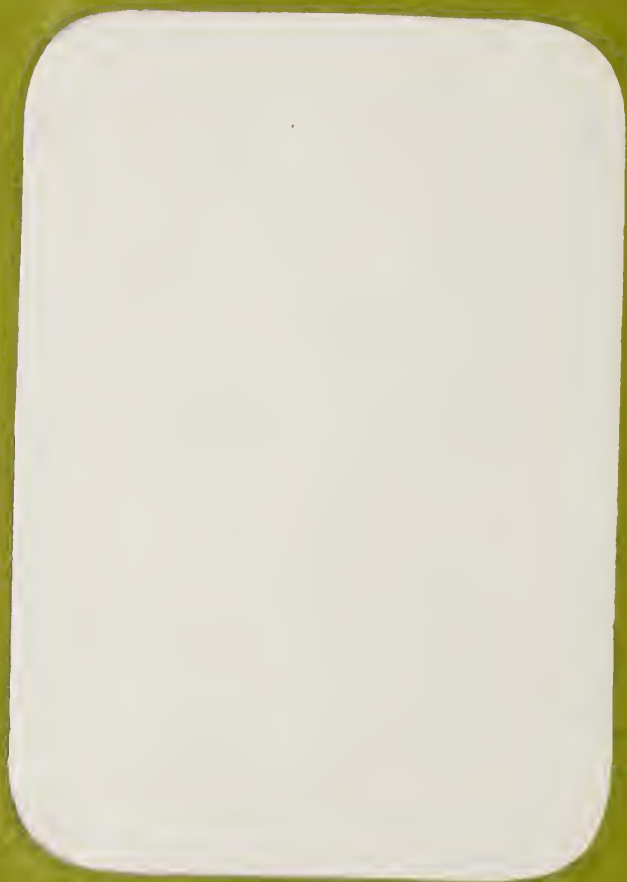
THE  
SHOE & LEATHER  
JOURNAL

PUBLISHED TWICE A MONTH



ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL









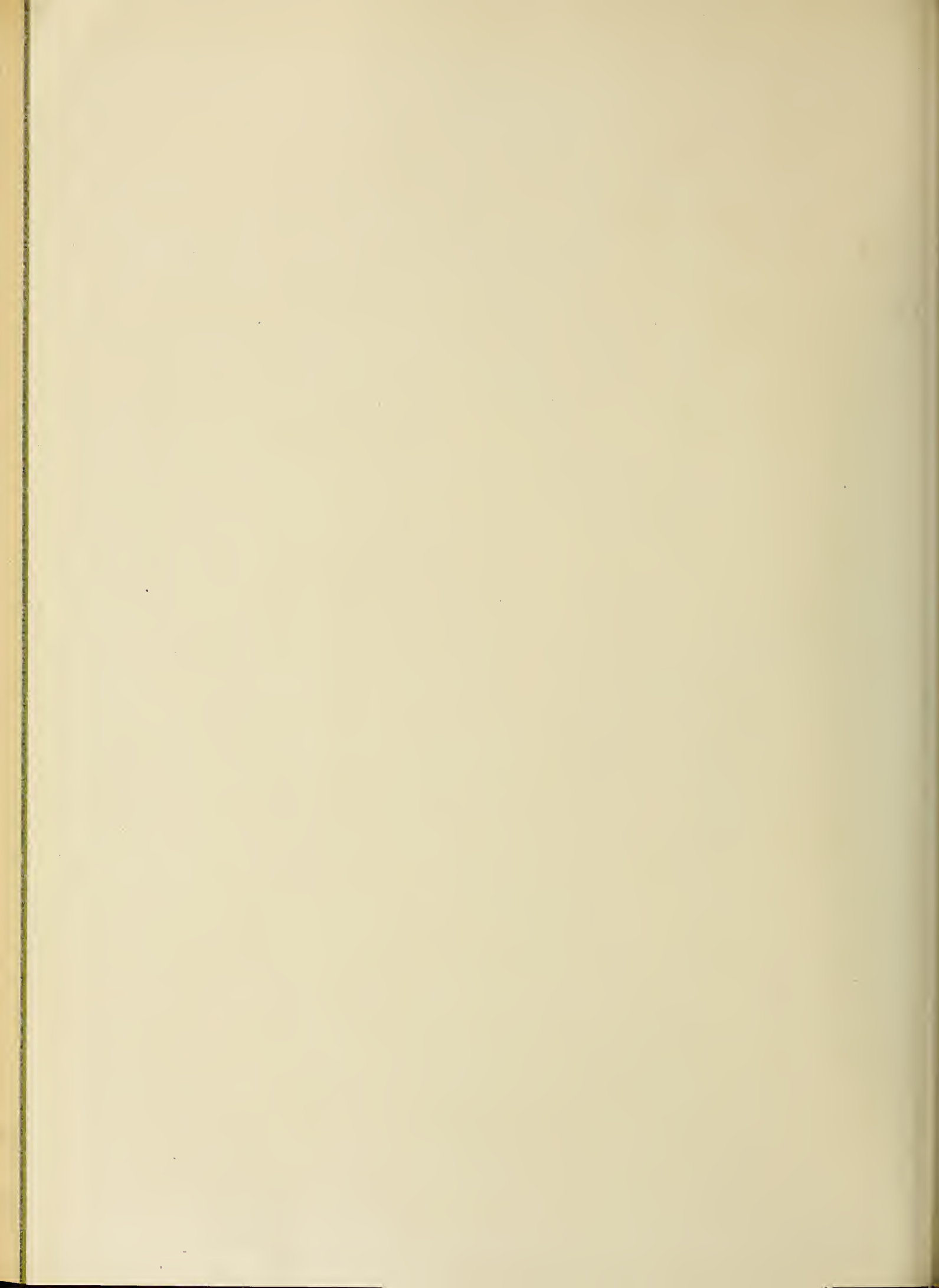
---

---

Tan calf bal., receding toe, blind eyelets, low flat heel, broad shank and plain beaded tip.

---

---







# Absolutely Reliable Patent Leather

Nothing is left to chance in the production of A. R. C. Brand Patent Leather.

Scientific study, specialized experience and painstaking carefulness accompany it through every process from the selection of the hide to the finished product.

Then it must pass a rigid, expert inspection before shipment.

Better Patent Leather is not  
because it could not be made.

## A. R. Clarke & Company

LIMITED

Toronto

Ontario

The largest and most modern Patent  
Leather Plant in the British Empire

Branches:

Montreal

Quebec



Mark of Quality

Your  
Rubber  
Footwear  
Order *for* 1913



These are the brands in popular favor—

“JACQUES CARTIER”

“MERCHANTS”

“DOMINION” “ANCHOR”

“FLEET FOOT”

All the pleasing features so pronounced in these lines during past seasons have been maintained. **Increased Quality, New Styles,** and many other desirable features have been added for 1913.

We promise to give you this year the best service that you have ever had.

Our travelers are now out. They bring a message of great importance to you. **Wait and listen.**

We are mailing you a complete catalogue of these brands. Watch for it.



**FLEET FOOT**



*Sole Selling Agents:*

**Canadian Consolidated Rubber Co., Limited**

Order from the Nearest Branch:

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



**There's to be a big run this fall on  
Colored Leathers in High Shoes for  
both Men and Women**

*Colored leathers will have a great vogue this fall. Style indications point to a big demand for tans and browns, especially in high shoes for both men and women. This means that colored leathers in the desired shades will be pretty scarce before all orders for fall have been filled.*

*"Bestyet" Tan and "Bestyet" Brown are in the two shades that promise to be most popular. Right now we are in a position to ship these leathers as promptly as could be wished, but this condition of affairs will not last long. You will save yourself a good deal of trouble and confusion by getting your order in.*

*A little co-operation now will save a great deal of bother and annoyance later on. Let us have your order as soon as possible.*

**DAVIS LEATHER COMPANY**

NEWMARKET, ONT.

# HARTT SHOES



One of the dressy  
Hartt lasts  
for Fall 1913.

If "genius is an infinite capacity for taking pains," then there's genius a-plenty in every Hartt shoe.

The painstaking workmanship and attention to detail that is so pronounced a feature of Hartt manufacture results in a shoe that shows everything that could be desired by the well-dressed man.

Appearance  
Workmanship

Saleable  
Profitable

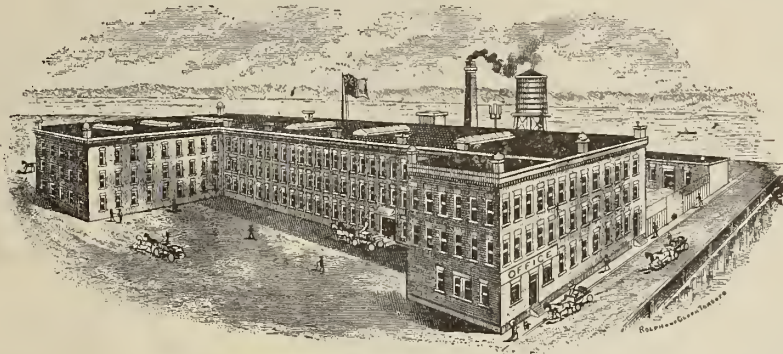
*The* HARTT  
BOOT & SHOE CO.  
LIMITED

FREDERICTON, N. B.

"Canada's Best Shoemakers"



Back up your Fall stock with fifty years of reputation and experience and the best equipped factory in Canada



**A**FTER all, reputation is a very big factor in shoe sales. Just as your reputation influences your customer, so does the reputation of the manufacturer influence you. And it's quite right that it should be so, for unless there is something real and permanent behind the samples you see, those samples are more of a snare than a guide to you.

Behind every shoe with the "Yamaska Brand" is the reputation and experience of over half a century, and the facilities of the best equipped shoe factory in Canada. These facts should weigh with you when placing your order for fall, for they form a practical guarantee of quality and saleability.

Let the samples speak for themselves.

*The Yamaska Brand*  
  
*J. A. & M. Cote*  
 ST. HYACINTHE,  
 CANADA.

La Compagnie  
**J. A. & M. Cote**  
 St. Hyacinthe  
 Que.

*The Yamaska Brand*  
  
 La Compagnie  
*J. A. & M. Cote*  
 ST. HYACINTHE,  
 CANADA.





# Queen Quality

## Business Adventures with Queen Quality Shoes

In this space, beginning with the next issue, will be found a new kind of shoe advertising. It is based on fact and experience of what the Queen Quality line has done for other retailers and what it can do for you.

It will be the story of some of the liveliest shoe retailers in America, of how they made a paying department from a losing one, established the leadership in their line in their town and put their shoe business on a sound, profitable and progressive basis.

It will carry many points of interest to every retail shoe dealer.

Watch for it.

**Thomas G. Plant Company**  
Boston, Mass.

STOCK ALSO CARRIED AT—  
148 Duane St., New York. 1324 Washington Ave., St.  
Louis. 222-224 W. Madison St., Chicago.

If Agency is desired, please write our Canadian Representatives, W. M. Murdoff & Son, Box 478, Trenton, Ont.  
In Stock: Styles carried at all Branches.





NEMO ME IMPUNE LACESSIT



For WALKING  
GOLFING  
SHOOTING  
SKI-ING  
CLIMBING

The "GAEL"  
"KELTIC"  
AND  
"RARA"  
Shoes for Men

WRITE AT  
ONCE AND  
MAKE AN  
APPOINTMENT

SCOTLAND PRODUCES GOOD FOOTWEAR  
SCOTLAND PRODUCES THE BEST FOOTWEAR

"GAEL" and "KELTIC" goods for men's wear are unsurpassed. They are made on models suitable to the Canadian market. We specialize in all classes of Sporting Boots and Shoes, and in Prospector Boots.

Our representative intends spending six or eight weeks in Canada in order to show these goods in the main centres, and shall be glad to book appointments with buyers who may be interested. All correspondence should be sent to our representative, care "SHOE & LEATHER JOURNAL," Toronto.

We are anxious that all in the Shoe Trade should see these goods—it does not involve any obligation on their part to make an appointment to see the goods.

All our lines have distinct character, and are such as to fill a very special place in footwear wants.

MADE IN SCOTLAND

NONE BETTER MADE

THOS. RANKINE & SONS

Cable Address "Crispin"

EDINBURGH



**M**OST of the men in your town will appreciate having shoes that fit their feet. You know how tired they are of making their feet fit their shoes.

Why shouldn't you have this appreciation shown in your store?

Why not get a "corner" on the business of men who want shoes that fit?

*THE  
Professor*

PAT. N<sup>o</sup>. 119409  
GOLD CROSS  
SHOE

**The Tebbutt Shoe &  
Leather Co., Limited**  
Three Rivers P.Q.

**Y**OU'LL find very few male feet that the Professor Shoe can't fit. It's made over lasts that conform strictly to the natural lines of the foot. There is plenty of room, yet not too much; plenty of style, but not so much as to sacrifice comfort—and it's the easiest shoe on the foot that you ever heard of. If you were to try a pair on your own feet you'd soon start selling them.

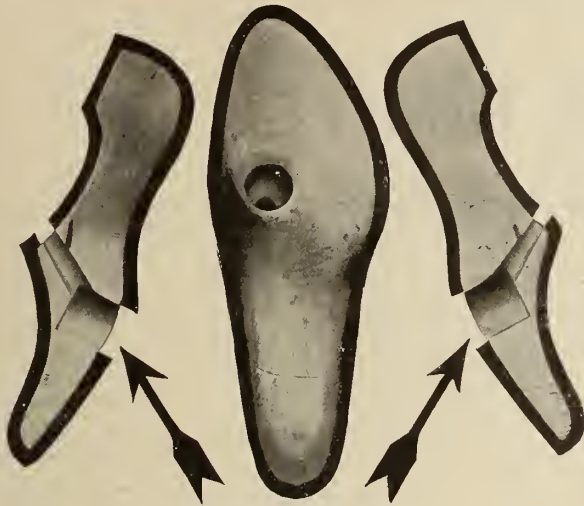
All Jobbers.





# Red Cross Duplex Shoe Trees

(HUMMEL PATENT)



Showing Ventilation

The only Shoe Tree made having all the advantages of a solid last and at the same time permitting perfect ventilation.

Reforms the shoe perfectly after usage in rain or damp.

Doubles life of leather by permitting perfect ventilation and is a foe to "cracking" over vamps.



LADIES:

No. 5—High Heel, French Modc.

THREE STYLES FOR MEN:

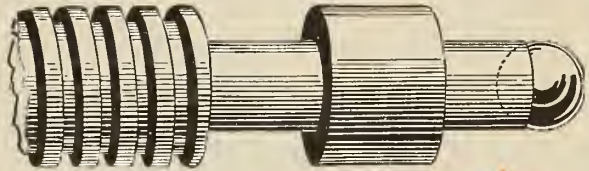
No. 22—Bulldog Toe.

No. 130—Pointed Toe with Wide Swing.

No. 66—French Toe or Custom Shape.

Independent of all combinations  
The Largest Findings House in the World

## Stretchers Which Do Not "Grind In"

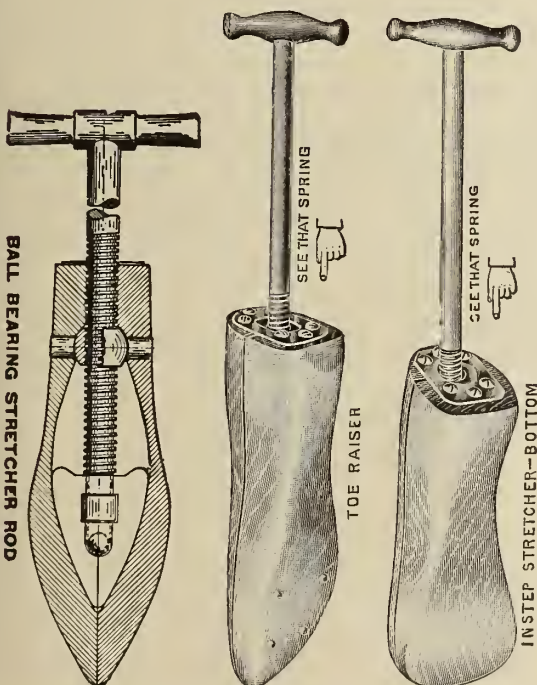


SEE THAT BALL?

Well, that makes

**B**ASSETT'S  
BALL  
BEARING  
STRETCHERS

the famous 3-B Stretchers,  
a five-year proposition.



BALL BEARING STRETCHER ROD

SEE THAT SPRING

TOE RAISER

SEE THAT SPRING

INSTEP STRETCHER-BOTTOM

Yes, sir; we mean just that!

Anyone returning a Stretcher in five years on which the rod has broken or thread stripped gets a new Stretcher. Can you beat it? Got to have confidence when you make a claim like that; and we have, because

Our Stretcher Rod is of roll-hardened steel, the balls are steel, the nut is steel, and it is made in a white man's shop by first-class workmen.

Write for Samples and Prices

"Everything but the Shoe"  
And nothing but high grade goods.

*The House of Krieg*

151-153-155 West 30th Street, New York



None Genuine Without  
this Trade Mark

# CORBEIL LIMITED

Boot and Shoe Manufacturers

MONTREAL, March 15th, 1913.

Mr. Shoe Merchant,  
Everywhere,  
Canada.

Dear Sir,-

The manufacturing business which I have carried on for the past forty years, will from now on be conducted under the name of Corbeil Limited. Corbeil Limited has a capital of \$1,000,000, and was made necessary by the remarkable growth of the demand for "Landover" and "Leader" Shoes. Preparations are now being made to better handle this increase of business.

I heartily thank you for the business you have accorded me during the past forty years, and solicit a continuance of your custom for the new Company on the strength of their ability to give you a good profit and a thoroughly satisfied customer with every pair of their shoes.

For Fall of Nineteen-Thirteen the new Company has added two new Lasts to the already complete line, and these two, I am sure, will prove good sellers. The range of wet-proof, double-sole, leather-lined shoes, in tan and black, you will find will compare favorably with anything on the Canadian market. It will pay you well to see the samples.

*A. Corbeil*

CORBEIL LIMITED



## Most men want them

One of the biggest factors in selling shoes, is proper buying.

If you knew exactly what shoes and what sizes were to be asked for in the coming season, you would see half your troubles disappear.

You know it to be a fact that most men want shoes ranging in price from \$3.50 to \$5.00. That's one buying point settled. You know that if any person or firm put over forty years into some special line of shoemaking they would be most proficient in that line. That's the way with Corbeil shoes. They've been specialized shoes for over forty years.

Doesn't that pretty nearly solve your buying problem for Fall 1913.

See the samples.

# Corbeil Limited

Successors to A. CORBEIL

## Montreal



A. CORBEIL





Satisfaction to the wearer and long profits to the retailer—our policy.

It's a pleasure to wear our shoes and a pleasure to sell them.

## Correct Spring Styles for Your Consideration

These are some of the snappy styles in women's boots that we have placed in stock for the season, recommending that you offer them to your Trade as proper for those who are particular in the matter of style.

You can well afford to place a trial order for any of these shoes, for each represents a sales-pulling power that will mean many more dollars of profit to your business.



No. L0208G—Women's Patent Leather Boot, Crest last, black cloth top, three-quarter fox, fourteen buttons, short vamp, tip, 1 3/4 inch heel, welt, A to D widths..... \$2.60



No. L03080—Women's Patent Leather Boot, Derby last, mat calf top, three-quarter fox, fourteen buttons, short vamp and tip, 1 3/4 inch heel, welt, A to D widths..... \$2.60



No. L0727D—College Girls' Gun Metal Boot, Rugby last, mat calf top, three-quarter fox, thirteen buttons, 1 3/8 inch heel, three-quarter perforated vamp, Perfection welt, McKay, C to E widths..... \$2.25



No. L0108J—Women's Patent Leather Boot, Cub last, Rope stitch, mat kid top, three-quarter fox, fourteen buttons, 1 3/4 inch heel, Perfection welt, McKay, B to E widths.. \$2.35



No. L0127X—Ladies' Gun Metal Boot, Cub last, mat kid top, three-quarter fox, fourteen buttons, three-quarter perforated vamp, 1 3/4 inch heel, Perfection welt, McKay, B to E widths..... \$2.25



No. L0327J—Women's Dull Calf Boot, Crest last, black cloth top, three-quarter fox, fourteen buttons, perforated tip, short vamp, 1 3/4 inch heel, welt, A to D widths..... \$2.60

Shoes from stock shipped at once—a valuable service to you.

Terms—Three per cent. 30 days. Your discount pays the freight.

Send for New Catalogue.

**UTZ & DUNN CO.**  
**ROCHESTER · NEW YORK**





## “Such a dandy fit”

That's what every wearer says about COLUMBUS and MINTO Rubbers.

There is one of these rubbers for every shoe regardless of style or shape.

Consequently COLUMBUS and MINTO Rubbers always look well; and for wearability they cannot be beaten.

Write for our new catalogue. It's free for the asking.

Watch for our traveler. He has a special proposition that will interest you.

**Columbus Rubber Company**  
of Montreal Limited

J. I. Chouinard, Selling Agent

# Kant Krack



## An increase of sales that

Every season has seen a wonderful increase in the sales of the Independent Rubber Co.'s Brands. And this season's sales promise to break all records.

There is a reason for this phenomenal growth.

Merchants are getting as good prices for Independent Brands as for other makes. So it can't be the price that has pushed the sales up.

It must be quality.

Of course, each year a larger number of merchants are handling these rubbers. But that's because they know the public wants them. Still the biggest increases are coming



## JAMES ROBINSON, 13







*Dainty Mode*

strongest proof of quality

From merchants who have had experience with these brands, showing that Kant Krack, Dainty Mode, Royal and Bulldog Brands have made good with the general public.

These big increases in "Independent" sales form the strongest kind of proof and guarantee of quality. Without quality there could have been no such increase, and unless the quality is maintained the sales cannot be.

So you see the reason for the growth of sales is the reason why you should order these brands for Fall, 1913.

Let my salesman have your order when he calls

McGill Street, Montreal





## Rideau Lines Are RIGHT

Whether the wearer considers them from the standpoint of style, appearance, workmanship or wearing qualities, the verdict is the same — COMPLETE SATISFACTION.



Our Fall Samples are the best that have ever left the factory, and the "Rideau" brand assures you that the shoes you order will be equal to, or better than, the samples you order from.



*Our Travelers are on the road  
with a full range of Fall Styles*

The Rideau Shoe Co.  
LIMITED

MONTREAL





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:**

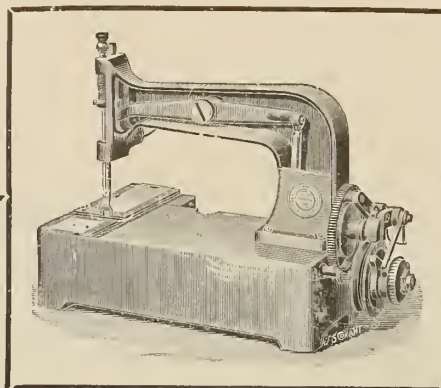
\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

**Tilly Haynes,**  
Prop.

**James G. Hickey,**  
Manager.

The  
Greatest  
Labor  
Saver in a  
Shoe  
Factory.



One  
Machine  
Does the  
Work of  
Nine  
Hand  
Operators.

**REECE Buttonhole Finishing Machine**

Collects the thrum ends and the stay cord, and stitches them to the inside of the button hole pieces, without showing through on the right side and without folding the work, thereby avoiding any marking or creasing.

Saves 40 to 50 cents a case.

Capacity, 15 to 20 cases per day.

Far superior to hand work. Buttonholes so finished keep their shape better and wear longer than any other.

WE SEND SAMPLES OF WORK AND TERMS IF DESIRED

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**

L. D. Phone Up 2415 L. D. Phon. Ade. 1093

Representing—

INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
 REECE BUTTONHOLE MACHINERY CO.  
 WILCOX & GIBBS SEWING MACHINE CO.

**LET LOGAN'S MAKE MORE SALES**  
 Put more Sales-force into your Fall shoes by cutting them from  
**LOGAN'S—The Leather of Quality**  
 These Union Slaughter and Sweat Sole Leathers cut profitably and look good  
**LOGAN TANNERIES, LIMITED**  
**PICTOU, N.S.**



**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 new home of Palmer Moose Head Brand Oil Tanned Shoepacks, Larrigans and Moccasins.

Genuine Palmer Oil Tans are stamped "MOOSE HEAD BRAND." The goods with a world wide reputation.

MANUFACTURED BY

**John Palmer Co. Limited, Fredericton, N.B.**  
LARGEST MANUFACTURERS OF OIL TANNED FOOTWEAR IN CANADA



# 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



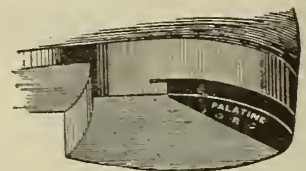
Write for prices and samples



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

Quartered 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 AND LONDON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT.





# 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.



Women's Patent Button, welt, grey buck top, plain toe, close edge, Cuban heel—on No. 16 Last.

Doesn't This Shoe Look Like  
a Big Seller?

- ☞ It does not need a prophet to predict a big demand for such a natty specimen of shoe making.
- ☞ Absolutely right from heel to toe.
- ☞ And our travelers are carrying to you now many more McDermott shoes just as classy.

THE McDERMOTT SHOE CO.

Women's Shoe Specialists

MONTREAL



## Seventy years of solid leather

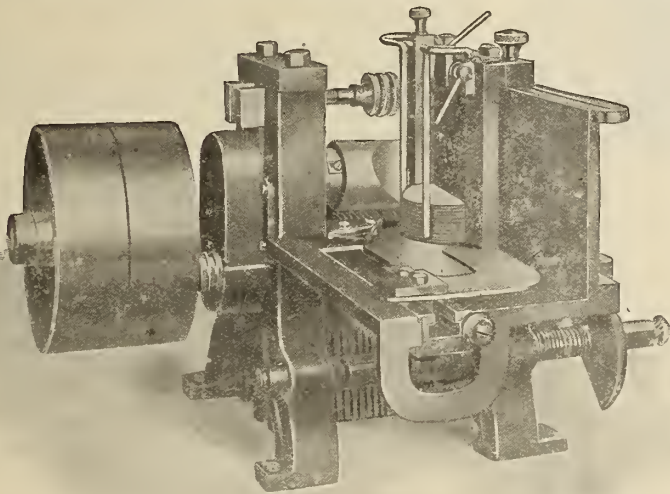
For nearly seventy years "Dayfoot" Shoes have been traveling over Canada. In the rocky mining country, in the forests, on the rivers, on the farms, in the towns—wherever hard service is required—they have been making a reputation for exceptional durability.

"Solid leather clear through" has always been the Slogan of the Dayfoot factory and is the foundation of this enviable reputation.

Every shoe bearing the Dayfoot Brand, whether a high cut Welt for the surveyor or hunter, or a finer shoe for city trade, bears the impress of this long experience, which means dollars in trade-holding qualities to every dealer that handles the Dayfoot Shoe.



**C. B. Dayfoot & Co. - Georgetown, 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.

Wait for the Dunford's  
Elk Salesmen. They're  
on the Way to You

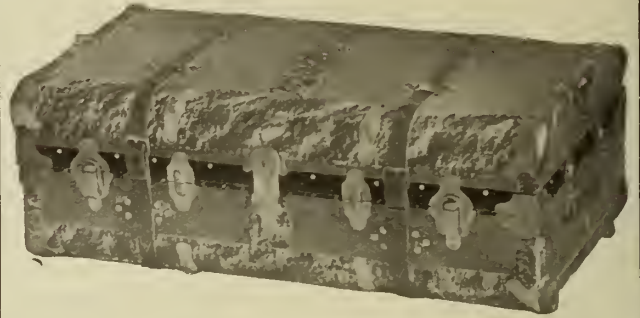


**S**OON a Dunford's Elk Salesman will call on you with the finest line of prospectors', outing, work and boys' shoes you've ever seen. These will range from the light, flexible boys' outing shoe to the heavy wet-excluding 16-inch Hunting Boot, as illustrated.

All uppers are of the celebrated Dunford's Elk Tannage, and the soles are Goodyear Welt, Pegged, or Standard Screwed. See the samples and judge for yourself.

**Dunford's Elk Shoes**  
Limited  
STRATFORD, ONTARIO

*BFB*  
TRADE MARK



Order from our  
nearest agent

Steamer Trunks will always be popular, and this one is a particularly good seller.

No matter how light or how heavy your traveling goods stock may be you should add this one to it.

Your order to any of these selling agencies will receive immediate attention: C. H. Griffith & Co., Calgary, Alta.; Thos. J. Spence, 559 Banning St., Winnipeg, Man.; H. T. Johnson, 253 St. James St., Montreal, Que.; W. C. Mullins & Co., St. John, N. B.

**The Berlin**  
**Trunk & Bag Co., Limited**  
Berlin, Ontario

*BFB*

*BFB*



## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

Get quotations and samples.

**C. MOENCH SONS CO.**

117 Beach St., Boston

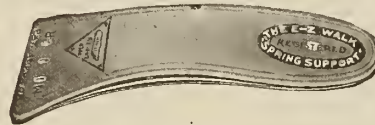
GOWANDA, N. Y.  
SALAMANCA, N. Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.

## 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.



ORDER FROM YOUR JOBBER

The Self-Adjusting E-Z Walk with side lip, steel spring and German silver bottom plate.

HNDLED BY ALL JOBBERS IN CANADA

**THE E-Z WALK MFG. CO.**  
133 W. 14th Street - New York, N.Y.  
L. H. PACKARD & CO., MONTREAL, CANADA  
OUR CANADIAN AGENTS

## Cravenette Cloth for Topping

Every manufacturer should write us for samples and quotations on above lines.

This cloth will not bag, stretch or crease. Guaranteed all pure wool, firm, yet mellow, full rich black.

Sells at a lower price than the grey-black cotton mixtures which in so many cases spoil fine shoes to-day.

All weights. Stock in Montreal



**Solomon & Spielmann**

22 St. John St. - Montreal



A FEW  
INSIDE FACTS  
ABOUT  
EYELETS

**B**ETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and nickel non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

You will readily realize the importance of establishing the identity of these two classes of eyelets and there is a sure way.—Fast Color eyelets have a small diamond  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



## It's a better woman's shoe because it's specialized

It stands to reason that the shoemaker who is kept altogether on women's welts is going to put better work into them than would he who was being changed from welts to turns, and from turns to McKays.

The Perth factory works exclusively on Goodyear Welts for women. Every shoemaker there is fast becoming a veritable expert on women's welts. He turns out his work more expeditiously, gets more "swing" and "snap" into it, and finishes it up better.

Moreover, the brains behind the Perth shoe are concentrated on one line. Because they are not wandering from line to line they are enabled to evolve more saleable, more profitable shapes and styles. These things you should consider when you're examining samples of Perth shoes for Fall, 1913.

**PERTH SHOE COMPANY, Limited**  
**PERTH, ONTARIO**



# Vassar Shoes

---

---



*The Mark  
of Quality*



---

---

*Vassar Shoes have the  
snap, style, finish and  
individuality that dressy  
women are looking for*

---

---

**Minister Myles  
Shoe Co., Limited  
Toronto**



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 6

TORONTO, MARCH 15th, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Fancy and Plain Cloth Tops Coming to the Front

The Narrow, Pointed Toe Seen in Women's Most Aristocratic Footwear—The Semi-Recede Will Still Lead with the Masses and That is What the Average Dealer Caters To—Tans Will Be Strong—Walking Boots on English Lasts are Seen in All Samples—Nature-Shaped Shoes for Children Abound

What will sell and what will have the call in the way of fall styles? This question is one of much interest to Canadian shoemen, and further observations are presented in this issue on the subject which was dealt with at some length in last SHOE AND LEATHER JOURNAL.

As stated, the general opinion of manufacturers is that no striking changes will be evidenced in fall showings, although many new lasts are being used.

### Popular Leathers

For both men's and women's shoes tans will be popular for fall and winter wear. About the same, or even more, patent leathers will be used as last year, particularly in shoes for dress occasions. Gunmetal is also proving as strong a favorite as ever, and velour calf and vici kid will be fairly active.

### Fabric Tops Increasing

"Fabric tops are coming into their own," is the way one manufacturer puts it and he expresses an opinion held by practically every shoe manufacturer in Canada. During the last two or three years this type of footwear has been gaining in popularity steadily, varying from whipcord to satin finish. In women's shoes suit effects are being

carried out extensively and are bound to prove big sellers in the coming season.

In men's lines, the demand for a button shoe is growing, a heavy call also being shown for the cloth top effect, par-



FRENCH CALF BLUCHER, BLIND EYELETS, PLAIN TIP, LOW BROAD HEEL, RECEDING TOE, ENGLISH LAST  
—BY SLATER SHOE CO.



MEN'S ENGLISH GUN METAL BAL, WITH MEDIUM RECEDING TOE, LOW FLANGE HEEL, WIDE SHANK, FRENCH EDGE TRIM—BY EAGLE SHOE CO.

particularly by the younger generation, as it makes a very stylish and natty appearance.

The receding toe in the more expensive lines is very strong, and many different types are being made as every manufacturer has his own distinctive last in this style. A medium or semi-high toe is expected to have chief call this year although the high toe or bulldog effect will be worn to a certain extent. Heels will be much lower the coming period, particularly in the medium height toe and receding toe shoes. Blind eyelets, too, seem to be used more extensively. Edges will be medium in width and tips will run to plain effects. Manufacturers also report that they are showing a strong line of heavy weather water-proof and rubber soled shoes.

### Leaders in Women's Shoes

In women's lines for the new season button boots are in the majority. Although a lot has been said by the

manufacturer and retailer on the merits and advantages of the laced over the button boot, the demand for button shoes does not diminish, but rather increases. This does not mean, however, that no laced productions will be worn, for there will be any number. It just shows that a woman seems to regard a button boot as a woman's shoe for the same reason that a man looks on a laced shoe as the proper shoe



WOMEN'S HIGH CUT DULL CALF BLUCHER, DOUBLE FANCY STITCHING DOWN EYELET ROW AND QUARTERS  
—BY GETTY & SCOTT

for his own sex. High tops will continue to flourish, running from fourteen to eighteen and even twenty buttons. The standard height in women's shoes is about seven inches. Some manufacturers are easing up on the slanting tops and are making a straight top as they say the slanting top; especially towards the back of the shoe, causes some dissatisfaction, as a boot slanting to the back is a poor fitter due to the peculiar build of that part of the foot. The medium high toe and Cuban heel will probably again create a large demand. One manufacturer has a new last, which he expects will be a money maker, in a tan bal with a low receding toe, broad heel and shank fitted for a walking shoe. It is making a great hit in the cities. Vamps on women's shoes remain about the same as last season. More bals are being shown by manufacturers of women's fine goods. The prevalence is towards slightly lower heels. The average height will probably be around from  $1\frac{1}{4}$  to  $1\frac{1}{2}$  inches. Most women prefer a shoe with a short vamp as it gives a natty appearance, which is almost impossible to get with a long vamp.

The really highest class shoe in women's has quite a narrow pointed toe with the drop effect and is getting dangerously near the old razor toed variety.

#### In Children's Shoes

A staple line of children's shoes are being shown for the fall season. In babies' and infants', vari-colored shoes are shown and will likely prove very popular. Both button and lace with fancy tops will sell well. In children's, gunmetal in button and lace and a number of patents will have a ready demand. Many are shown with slipsole for fall

and winter wear, in natural shapes. Boys', growing girls' and misses' styles are verging more and more on the adult pattern. The style shown last year in children's shoes with a low heel and high cut will be as popular as ever this season. Different manufacturers feel that they have something for boys which will defy rough wear, but the outcome remains to be seen, as it will take a pretty strong shoe to come out victorious after a month's tussle with the average Canadian lad. Fabric tops with moderate toes and heels for growing boys and girls will also be displayed.

#### New Styles for Misses

Several new lasts are seen in shoes for girls and misses for the fall season. It is predicted, however, that there will be no general change other than those noticed in the different women's lines. Samples are being shown in gunmetal calf with cloth tops, and in patent with cloth and leather tops. Gunmetal pumps are also shown in several different patterns. Fabric tops are becoming more in vogue among misses and girls, some styles being shown with tops of whipcord, buck, etc. Tops to match a suiting are also very popular for misses and girls and will be among the big sellers this season. White nubuck will be worn quite extensively. Fawn colored nubuck boots will also be seen to some extent although not as much as the white leather.

#### Young Men Well Looked After

For young men, the roomy, thick, abrupt toe, some showing a receding effect has evidently come to stay. Winter calf is largely employed linked with viscolized soles. There appears an increasing desire for something that will shed water, and wet resisting soles and uppers are more and more coming to the front.

There are a large number of males who will not be bothered wearing a rubber or who do not feel comfortable



ALL PATENT BAL. RECEDING TOE LAST, CLOSE TRIM,  $\frac{3}{8}$  HEEL  
—BY COOK-FITZGERALD CO.

in a rubber, and for this class there are any number of heavier goods.

#### Impossible to Prophecy

No one can predict the extent of the vogue of any of the particular styles or tendencies that have been discussed

(Continued on page 49)



# Credit Drives Many a One Away from Your Store

The Strictly Cash System is the Only Proper One, Declares a Leading Ontario Firm—They Specialize in Hosiery, Findings and Traveling Goods, and Have Doubled Their Business in Last Two Years

"We have been doing a cash trade for three years and find that it is the only way to do business. We have been in the shoe line for six years and three years of credit was enough for us. We believe that credit will drive people from your store. A person owing a bill for a considerable time will not come in to buy for cash, evidently being afraid of being hit up for their account. We have several parties dealing with us now who had quit on account of their growing credit amounts," said Andy Russell, manager of Russell Bros., shoe retailers of Fort William. Mr. Russell took hold of the business when only twenty years old and with only fifteen months' previous experience in the footwear end. Prior to that he had been selling groceries.

"Yes," he added, "it was an uphill grind for a while, but by paying attention to business, following advice given by reliable travelers, and watching stock we have managed to pull along fine."

The firm always order all lines as soon as possible and have goods shipped early and never cancel an order unless the shoes are not up to mark or other valid reason. They make it a rule to push goods in season and push them hard, and when the season is over they go after something else. They do not believe in shoving lines which are unseasonable. Speaking of approbation, Mr. Russell said, "We always try to have callers fitted on the premises. We impress upon them that we can give them better satisfaction and comfort and we find that women are the worst offenders in the approval game. Many people have shoes sent on approval and thus try to work you for credit. They use it as the thin edge of the wedge. We adopt a rule to have all parcels so sent out returned or must be paid for inside of three days."

Another line that this progressive firm specializes in is hosiery. They find this department a good line to work in with shoes. They have tried both the staple and high priced and fancy lines and have found the staples more profitable for



ANDY RUSSELL, FORT WILLIAM, ONT.

their trade. The stock in ladies' varies from twenty-five cents to one dollar and seventy-five cents per pair and in men's the prices range from twenty-five cents to one dollar.

Another thing that the firm go after hard is findings and they intend to feature such accessories of the footwear trade a little more vigorously in the future. They find that there is no line that requires so little space, capital and attention and yet yields such a percentage of profit as findings. With them the firm couple infants' soft sole shoes. The soft soles being prominently displayed induce ladies to come into the store and footwear is thus often disposed of to other members of the family. "This line is just as necessary to a shoe store as are laces, brushes, daubers, and polishes," added Mr. Russell.

Russell Bros. have a neat store at 141 Simpson Street and carry an excellent assortment of traveling goods, which they find a profit-making side line. They believe there is no other adjunct that is a better trade bringer and yet

does not require a great deal of capital. They do not believe in conducting a repair shop on the premises and get all such work attended to on the outside. Two special sales are held twice a year—one in March and the other in June or July. They think this is necessary to keep the stock cleared up. The store closes at six o'clock during eight months and at eight the remaining four in the year, except, of course, on Saturday nights.

Only Canadian made shoes are handled by this Fort

William house. They think such lines are as good and stylish, if not better than American shoes at the same price. "Of course other people may view matters differently," remarked Mr. Russell, "and they are entitled to their opinions. We can not help that. We have more than doubled our business in the last two years with Canadian shoes exclusively although we are up against American lines every day."

An enthusiastic over the business prospect of Fort William



THE INTERIOR OF AN ENTERPRISING FORT WILLIAM SHOE STORE



is Andy Russell. "We have," he added with emphasis, "the best little city in Canada, bar none, and already have 25,000 people. With the new industries that are locating here—five new ones this year—which will employ at least

three thousand men—we confidently look forward to at least nine or ten thousand more people in 1913, and will get them too. You cannot keep the Irish down. The majority of people in Fort William are Irish, so watch us."

## Do You Sell Under Maker's or Your Own Name

If a Brand Means Anything it Should Carry Weight and Possess Value, say Advocates of Factory Named Shoe—Opponents Declare that the Advantage in Retailing Shoes Under Your Own Title Are Many—The Individual Advertising Tallies and Constant Hammering Home a Dealer's Name Tells.

Does it pay to sell a shoe branded with your own name or that of the maker? This is a live topic with the average retailer, and opinions are apt to vary according to the class of trade, location of store, lines handled and individual circumstances of the speaker.

In last month's issue of the *SHOE AND LEATHER JOURNAL*, there was presented several divergent views on the question of handling a shoe to sell at a stamped price. Several of the readers of this paper were strong advocates of carrying shoes on which a selling price was branded, while others maintained the average shoe man is more independent by fixing his own selling price and not submitting to the arbitrary demands or dictation of any maker. There was much logic and cogency on both sides and the problem as to whether it is best for the average shoemaker to handle priced stamped stock is one that he will have to solve individually. Experience will have to teach him lessons of value, or otherwise, on this matter as well as other perplexing problems.

For any medium to set himself up as a final authority would appear preposterous. One might as well tell how long a man should wear a hat, or how often he should wax his moustache,—whether a woman should use a bird of paradise or an aigrette in her headgear; whether she should wear a lace jabot or a very severe stock and tab of bishop's linen with her new spring frock. These are questions for individual consideration.

But, to return to the question of a branded shoe or a private brand. The *SHOE AND LEATHER JOURNAL* has received a number of letters from dealers on this important topic and opinion is about equally divided. Instead of presenting the personal views of the writers, an attempt has been made in this case to give a symposium of the opinions, pro and con, and here they are.

### Good Brand Is Worth Much

For the branded or named shoe of the manufacturers, the following points are urged. If a name stands for anything, it has a certain weight and value. There is much in a name, particularly if it is widely advertised. If it is a title that is easily called to mind and has associated with it the idea of service, comfort and fit, it will at once loom up when a man or woman thinks of purchasing a pair of shoes. The stamped shoe is like a trade mark, and all trade marks are valuable, varying in worth according to the way they have been exploited. When a maker's name goes on a shoe, there is generally a guarantee behind of worth and workmanship. After a name has become associated with a certain make of shoe and a certain price, the goods will sell themselves, or at least the customers will ask for them. It is an asset and also part of the good will of a progressive shoe house to have the exclusive selling agency of a widely known brand. If this were not so, why are certain stores opened in various parts of the country under the name of the Brown Shoe Store, the Underwood Shoe Store, the Vann Shoe Store, etc? If branded shoes are not the leaders in all lines, why is it that practically all the large manufacturers stamp or advertise their goods under a name?

When a shoe is widely known, it is easy to push it—in

fact—it practically sells itself. In advertising one's self as the selling agent of the Scanlon Shoe, the Bryce Shoe, the Hodgens Shoe—or any such name—prestige and dignity are added to one's establishment and immediately the idea is reflected that Mr. Smith or Mr. Jones is a superior sort of retailer or the manufacturers would not have confidence enough in him to give him this line exclusively.

The points advanced against handling branded shoes indiscriminately, are presented in this light:—

"It may be all right to handle one or two nationally known and advertised brands," declares a Winnipeg shoe merchant, "but as for me, I am not going to spend all my money, time and talent in making known somebody else's goods. The majority—in fact nine-tenths of my shoes are sold under my name—as the — shoe. I have this stamped on the sole and on the top facing in some cases, and in other cases, woven right into the pull straps. You may work for a manufacturer for years and finally have some disagreement with him, or he thinks that you are not pushing his branded lines hard or fast enough. The result is that the agency, which you may have controlled, is taken from you and given to Jenkins, across the street. Then what have you reaped for all these years in pushing, say the Harlow Shoe? You have to mournfully confess after this little dissolution or altercation with the manufacturer, that you formerly handled his line. Then, perhaps, you are asked where such a shoe can be secured now, and you either have to confess that a competitor has it, or try to foist some other make on the customer, which is often very difficult, especially if she is a woman. It is not pleasant to admit that you formerly handled a certain line or such a shoe for you cannot very readily turn around and knock that line, because people will say, "If it is no good, why on earth did you sell such a brand for so many years?" If you start to tell the ins and outs of why you have severed your connection with it, that does not interest your patrons. They have enough woes of their own without your retailing your trade troubles.

### Tied Up to No Make or Name

"This is only one of the possible phases that loom up, and there are many others. I do not believe in being tied up to any one manufacturer, or to any one house or any one organization. The widest measure of liberty is attained by not being financially allied to or commercially bound up with any specified article or maker. The customer who pays cash can always obtain the best value, for he or she can select just what suits best and meets his or her individual taste. The same condition applies very largely to the retailer who is in a position to handle just what it pleases and to deposit an order large enough with any manufacturer to have him place a name of his own make and call the shoe the Cameron shoe, or the Smith shoe, or the Rogers shoe, or whatever the cognomen of the merchant may be."

A St. Catherine Street firm in Montreal wrote this paper, stating that they have always sold the better grades of shoes under their own name and will continue to do so. They have built up a wide connection by this means and have not been at the "merry beck" and call of any manufacturers.



They have indissolubly associated their own name with their shoes, and their shoes with the name of the firm. The two have formed a strong combination and the result has been building up one of the best businesses in the East.

#### In Highest Class Lines Only

Speaking on this topic, the head of the men's department said:—"Of course we handle one or two exclusive and very high-class lines, selling for six, seven and eight dollars, on which we allow the makers to have their own name stamped, but on the average shoes that we retail at three fifty, four and five dollars, we have our own name. The reasons for this are many. We think that this has been the most satisfactory and we have tried both plans. We regard it as a fine advertisement for our own establishment, better than having the selling agency for some manufacturer,

who may think his shoes are widely known because they are branded, but at the same time, it must be remembered that there are hundreds and hundreds of branded, stamped or named shoes, whatever you like to call them. They are, in fact, getting to be like a new kind of breakfast food or furniture polish, cough mixture or sweeping composition. A new kind appears almost every week and it is only three or four brands that are backed up by millions of dollars and which are nationally advertised, that count for a great deal. Why, I will venture to say that half of the branded shoes in Canada are not known nearly as widely as our own shoe, which we call after our own name. If there is not a great deal of merit in having your name on your own shoe, why does the average retailer put his name on a sign at his door, or have it on his wrapping paper, his labels, his stationery, his booklets, and his advertisements?"

## WINNING BUSINESS BY A CATCHY DISPLAY



AN ARTISTIC AND EXPRESSIVE HOLIDAY WINDOW BY T. DUSSAULT OF MONTREAL



# STRAY SHOTS FROM "SOLOMON."



Are you giving to fretting against the prosperity of evil doers? Are you asking yourself, "What's the use?" as you see people scrambling into wealth over all kinds of back fences and side paths? It does look just now as though the plodder had little but his plodding for his pains. Fellows are making thousands by jacking up real estate and millions by rounding up stocks and mergers, while it is all a business man can do these times of "high living costs" to keep his wife and the Church going without anything to the good. We need the gospel of content preached to-day more than ever before. Money isn't everything. "Man shall not live by bread alone." If you are running an honest business or following an honorable calling you are doing more for your day and generation than all the get-rich-quick artists from here to the Klondyke. "Better is a handful with quietness than both hands full with travail and vexation of spirit."

It is a comforting thing for a man who is not rich to read that "the abundance of the rich will not suffer him to sleep," but most people would take their chances on sleep if they could get the abundance. We say in effect, if not in words, "Give us the root." Yet none of us fail to realize the blessing of hard work and simple fare. The trouble with the money god is that it is a relentless taskmaster. It never lets up. When we make a thousand we want five thousand ten times as bad, and when we get ten we must have twenty, and like the fellow who thought he would stop when he got fifty, we hold up our hands and say, "Let it all come!" The meanest business in the world to-day is money getting. It deadens the soul of a man quicker than drinking or immorality.

There are enough clean ways of making money to-day without a man making a dog of himself to get a dirty bone. There is honey to be got without robbing another man's hives. There are men so strangely made up that they would rather make a crooked dollar than get one straight from the mint for the asking. There are men who adulterate goods and manipulate stocks to make a turnover that they could get much better by putting their brains to decent uses. A burglar was disturbed the other night after he had drilled three holes in a safe and put off two charges. A man who could get into a store and go about a job like safe cracking scientifically like this man could easily make a fortune by putting his talents to legitimate uses. Are you using your abilities for just such base purposes.

Are you hunting with the wolves and running with the deer? Are you going to Church on Sunday and gouging your brother on Monday? Are you figuring in missionary subscription lists and getting your benevolent fund from skin mortgages and shady business deals? Are you "shocked at the growth of immorality in our midst" and at the same time quietly sneaking into low down shows? There are people who will move and

second resolutions of protest at public meetings who will go out and beat the very devil at his own game on the side. They carry a bible in one pocket and a pack of cards in the other. The meanest kind of a fox is the one that condemns all kinds of poultry as food. Go a mile out of your way to avoid the fellow who is "all things to all men" in order to further his own interests and who fears the priest or minister more than he fears God.

If prospects seem poor don't dump cartloads of woe on your neighbors. Put a few loads of fertilizer on the right spot and go to it with plow and harrow. Hard work raises strawberries where whining gets nothing but pigweed and twitch grass. Get down at it with your hands if the hoe fails and run the scuffler through the patch until the ground is as fine as silk and clean as a baby's head. Good seed even won't grow a good crop of corn, and apples at five dollars a barrel are not gathered from scrub oaks and haw trees. Business is always good to a business getter. You can make money selling shoe laces and lead pencils if you sell enough of them. The trouble with lots of business men as well as farmers is, they leave too much to Providence. "Whatsoever thine hand findeth to do, do it with thy might."

Canada seems to be living on easy street just now. Men are making money so fast they are asking themselves how it happened. There is a healthy crop of millionaires in sight and some to come. Everybody, from the office boy to the "master of finance" is counting more plunks per than ever before. Yet it seems that with all it is "come day go day." While some are piling up the stuff faster than they can shovel it out most of those who are doing well at the game are getting rid of the proceeds as easily as they get it. The high cost of living is caused by the cost of high living. Any fool can make money; the wise man is he who knows how to nail down a few dollars as they slip through. Yes, men are giving liberally to charity and religion, but hunt up the Church that is prospering spiritually in proportion to this financial "revival" that is in progress.

Whatever a man may be he can be straight if he wants to. He may be pulled by the sleeve into a saloon, be cajoled or dragged into the house with the red lights, or be tempted to take a flyer at stud poker or the stock exchange, but the fellow who cheats his neighbor has to sit down and do the thing in cold blood. Now there are men who wouldn't rob a bank in daylight or hold a pistol to a man's head in the street who quietly carry on the business of thug in a respectable way behind counters and at mahogany desks. We have our moral senses sadly twisted to-day. What is the difference between the hold-up man and the fellow who to-day puts a competitor out of business because he is strong enough to put prices down where others can't make a living? Play the game square or quit. Leave the fellows with stolen shoes to blister their heels and those who draw the sword in commerce to perish by it.



# 100 Per Cent Profit Propositions For The Dealer

You Will Not Believe It Because the Opportunity Lies Right at Your Door—How to Boom Findings in the Spring—Certain Lines of which the Public Know Little—The Way to Make Them Known

By GEORGE E. GIRLING, Edmonton, Alta.

Spring is here, and you are doubtless prepared to cope with the increased business that you hope will come your way. What steps are you taking to improve your findings business this year over 1912? What new ideas have you in the way of bringing these small but necessary items of merchandise before the public? Have you made preparations that will net you 100% more profit than you made last year?

Don't feel just because you sell shoes that you must carry findings and yet continue in the same old-fashioned, slipshod manner. You must get away from this idea—that you are obliging the public and that findings are a kind of necessary evil about a footwear merchant's premises. Away with that fallacy!

It is right here where you fail. There are a number of things, useful and necessary things, that the public know nothing about. There are a number of things the public do know about and would buy them if you were to carry them in stock and display them, and create interest by telling your customer all about them.

Suppose at the commencement of the spring of 1913, we make a special effort to increase our sale of shoe findings by placing near the door of the store, a silent salesman or a show case or a round pyramid of shelves or a table to exhibit shoe findings exclusively. Better still is it, if the store is large enough to have an exclusive shoe findings department with a special clerk in charge, who would study the requirements of the customers by first of all studying the uses of the various finding goods. He should be able to advise a customer instantly the right kind of polish or dressing to buy to suit any particular kind of leather. This is where a findings clerk can specialize and make sales by giving the necessary information and time to this part of the business. Shoe findings is a business of itself, and requires lots of intelligence and application in making a success of it.

Another point in selling findings is, that while the shoe clerk can devote more time to selling shoes, the findings man will probably have new ideas or suggestions that will tend to interest the customer. Then it might be as well, when we have our display ready to have a catchy sign over the department or show case something like this:

SPRING IS HERE, IT'S FOR YOU  
TO BE CLEAN AND CLEAR, SO GOOD FINDINGS  
HERE ARE OUR SHOE FINDINGS, YOU NEED SOME POLISH.

You will need to show an assortment of good shoe laces. For laces sold in bulk or that are not already knotted in pairs, a good idea is to use a lace holder. There are very few of these seen considering how useful they are. They hold the laces in good shape by a spring. A pair can be drawn out without any untidiness and it makes an attractive display. The old system is to hang them over a nail so that invariably a few laces are usually under foot. This is a simple and inexpensive contrivance, yet it is surprising what a few there are in use. The idea is to attract and draw attention, even though it be only a shoe lace. Don't forget to display black and tan silk low shoe laces. These are one hundred per cent. profit goods and are worth attention.

Then, there are different polishes, combinations and dressings. These make a fine display if neatly arranged. Tan and white should be shown prominently. Do away with the old fashioned idea that people will ask for what they want. Do not forget that illustration is truly the art of selling.

## Bring Forward Live Lines

Foot powder should be a seller in the coming months. Bring this forward. It eases the tired and aching feet and makes them comfortable. Some good shoe brushes should be shown, also polishing outfits. These are very useful and should sell well if they are attractively displayed and introduced by the findings clerk. Arch supports ease the feet, and the well known foot easer is a hundred per cent. profit proposition. These alone would add considerably to the profits of this department if their use and benefits were better known. The writer himself did not know the real value of these until wearing a pair some nine months ago. This is a line you can confidently recommend and know that you are offering a square deal.

Another very useful findings line is the shoe holder. This also is a contrivance at present carried by few shoe men. Its usefulness and its existence is very little known to the general public. Here is another one hundred per cent. profit proposition waiting to be taken up by the progressive shoe man. Fix one in a prominent place in your findings department. Illustrate with it and prove to your customer how clean it is to use and how quickly and conveniently they can shine their shoes over the old system of putting the foot up on a chair or holding the shoe in one hand and the brush in another when both hands could be used to better advantage. Now is the time to introduce specialties. Every one likes to look trim and clean as the spring breaks in on us.

There are numberless other things that can be brought out and sold if you yourself knew the value of them. Don't forget to bring out your slow sellers; the goods that did not sell last year. Make up your mind to make them quick sellers. There must be some good points about them and there must be a reason for them not selling, so find out that reason in the springtime of 1913 and when the end of the year sets in you will be surprised at the business you have been doing with the slow sellers.

## His Success Due to Hand Work



Melville Wark, who is the manager of the United Shoe Dealers' store at Port Arthur, began his mercantile career in the Hub Clothing store of that city, which also handles boots and shoes. Mr. Wark took an interest in the footwear end of the business from the beginning, and entered the employ of the United Shoe Dealers of Port Arthur a few years ago. He has been a hard worker in the interest of the firm, and last October was made manager. He has developed a fine trade for the store, and is also an expert window dresser, paying special attention to displays of every kind. He believes that the space available at any store front for the purpose of exhibiting the different kinds of footwear is the best and cheapest advertisement that a retailer can get.



# You Cannot Get Co-Operation With a Flat Salary

The Commission Plan is the Only Equitable and Satisfactory Basis of Paying Clerks, Says President of National Shoe Retailers' Association—Fixing the Percentage on Sales of Particular Styles

"You cannot get co-operation with a flat salary. I don't care how much education you hammer into your salesmen, I don't care how much your older knowledge is, I don't care of what advantage that is to them or how to do it, or why they should do it, if you don't give them an opportunity to make other than a salary. That is a solution of the difficulties of proprietors."

The man who uttered these words is A. C. McGowin, of Philadelphia, president of the National Shoe Retailers' Association of the United States. He is the manager of the shoe department of the great Wanamaker stores in which no straight salaries are paid to salesmen. Everything is regulated on a commission basis. It is claimed by Mr McGowin that shoes are retailed at Wanamaker's in Philadelphia at a lower selling cost than is done at any other place in the world, and that the selling outlay in their New York store is less in the footwear branch than that of any other similar establishment in the great metropolis. "There must," says Mr. McGowin, who was on the road for seven years, "be mutual co-operation between the employer and the employee. You cannot overpay a man, if you have brains to figure out what it should cost you. Now, there are bases for figuring that are absolutely safe. If your opinion is not safe, if it is costing you too much to sell your goods, then you have got to experiment and find out what it should cost you on a commission basis, and therein is your protection. Say to your salesman or your sales people, 'It is costing too much money. We are not doing what we ought to do.' We all have too much old stock. And when is a thing 'old stock?' An article is old stock the day after it comes into your store, if it doesn't begin to move. Now, then, to move that class of old stock, how about the shoe that is finally losing its selling qualities and is not paying its rent any longer?—that is, paying rent for the space occupied, though it be a shoe you have had in your stock ten years?"

"It is your business as proprietor to know whether it is going to go finally out. And my method will move it, because you put upon that old stock which came in yesterday, and that shoe that is dying out and which would naturally become broken stock, as well as the old stock,—you put upon them a higher rate of commission than the average cost of your business in past years.

## How the Percentage is Based

Mr. McGowin explained his plan of basing all salaries on commissions ranging from two to six per cent. on the sales price of the shoes. In fixing the percentage on any particular style, the percentage is not fixed on the usual P. M. basis, that of the largest percentages on stock which the store merely wanted to close out. The largest percentage is placed upon those shoes which it was to the store's best and broadest interest to sell the most of. It might be an entirely new and popular style, if it was a thoroughly good and business-building style. Wanamaker's is not a one-season or a one-purchase store. It has thousands of customers who have been customers for a generation.

"Let us take an example. Supposing your rate was from three per cent. to six per cent., which is about what shoes ought to be sold for in Philadelphia. In New York it is

from four to seven per cent. In the West for a while it is considerably more. Now, suppose a sales person sells only your six per cent. stock, the high grade shoes. It takes them longer to sell it. Therefore they may draw a smaller amount of money than the person who is selling the stock all along the line; but you have only a certain quantity of your six per cent. stock, and that is equalized by the three and four dollar stuff that is sold below the average percentage, which would be  $4\frac{1}{2}$ , if your regular commissions were three to six.

"It takes considerable study by the owner of the business, because he must have some records of how many \$6 shoes, \$8 shoes, \$5 shoes, \$4 shoes and \$3 shoes.

"In a general way, I will say the system is, pay about according to the price. That is, 3 per cent., we will say, on the \$3 shoes, 4 per cent. on the \$4 shoes, and so on—not literally, but always about the same.

## Small Commission on Low Prices

"Now, why do you put the small commission on the lower priced shoes? Because it is casier to sell the lower priced shoes, and a person will sell twice as many of the three per cent. stock in the same time that a person sells six per cent. goods. That is something that you can't get over. That person that buys the fine stuff requires more attention and more care, and it does work out absolutely. This reduces the cost in my Philadelphia department about one and two-tenths per cent. over the best and lowest years we have had under the old flat salary system.

"It is simply taking your people into partnership with you, and it doesn't take a whole lot of hours after their business hours are over and a whole lot of their time to educate your sales people, for the simple reason that you have only got to say to them one thing:—state the commission rate which is on the high rate goods.

"We get in, for instance, two lines of shoes as much alike as these two pieces of paper, absolutely, and we have a comprehensive stock in each one—and I am speaking now of new shoes and not talking about the old stock. Now we will say, for instance, that we have a complete stock from double A to E and from  $2\frac{1}{2}$  sizes up to 7's, 8's or 9's, or what ever they run. The factory has made a mistake and the C's in the one style have been delayed and we are short in one size or width. Then, ten days later your stock man takes a line on the shoes and the sales, and he notes that the one style is piling up, and is not selling; that is the one that has the one letter missing. It is evidently dying a natural death; the sale of it has discontinued.

"Each style is \$5, one looks as good for \$5 as the other, but they can pull down from the shelf this other style shoe and know that they have all sizes and widths in it.

"Now, what happens when we find a case like this? We change the rates on the two shoes. Suppose these shoes have each the 4 per cent. rate; that is, for each pair sold for \$5 there is 20 cents added to the salary credit account of the sales person. We can start those slow-goers in just one day. On the bulletin board there is posted a change of rate. We change the fast sellers to 2 per cent. and the slow sellers to 6 per cent. or, if the case is not extreme, perhaps make it 3 and 5. The results are instantaneous, because the difference of 10c. to 20c. is an extra inducement in favor of selling the slow moving shoes. At the same time they recognize the fact that their average is just as good if they sell one of the others at 2 per cent. for every one of the 6 per cent. they sell."



# The Proper Time Now to Stock Traveling Goods

A Profit Making Side Line That Will Net Money for You—Increasing Number of Shoemen Selling These Goods—Publicity Necessary—Every Opportunity Offered by Manufacturers—Windows Important in Making Sales

Seven or eight years ago a shoeman could be excused for hesitating to install a trunk and bag department, but since that time this line of goods has been given thorough tests by different retail shoe dealers and proved just as paying a proposition in its own way as the shoe end of the business. Especially during the last three or four years has this line been taken up seriously, and plans made to make it a success. The majority of shoemen who do not stock trunks and bags fail to realize what a good thing so many of their brother shoe dealers have in this branch.

A large stock for a beginning is not necessary. A good stock can be put in an average store for less than a hundred dollars. One sample of each style is ample, as shipments are received a very short time after ordering. Many orders can be taken also through the catalogue, for a customer who is unable to find what he wants, by looking through a catalogue of one of the Canadian factories as well be given up as a bad job, as manufacturers are now showing lines wide enough and varied to please everybody without exception to class or position.

The average person, when buying a trunk, suit case or club bag generally considers the question for some time before making any move towards the purchase, and if he knows his shoe store stocks this class of goods, he will naturally turn in that direction. Some dealers think it impossible to make this department pay, figuring that a great deal of room is necessary for the proper showing of a stock. This is erroneous as a presentable stock will not only sell itself but will also sell a great deal from the manufacturer's catalogue. Therefore, it can be seen that quite a business may be done in the trunk line without any real outlay, as a dealer is acting as a kind of agent for the maker, receiving a handsome percentage on all goods he sells.

Why should not the shoeman have this business? It belongs

to him just as much as it does to the saddler or haberdasher. If a man wants something he will be more likely to go to a shoe store than a saddler's, with whom he has no acquaintance. And yet such places in an average town get the bulk of trade not handled by the city merchant or a mail order

house. In the cities also, how many buyers are acquainted with the location of a purely traveling goods store? If a customer sees your line of trunks and bags, and he cannot fail to, he will certainly keep this in mind when he contemplates a purchase.

As regards space, many objections are made on this score. One man will claim that owing to the small available space in his store, the question of installing a department is not to be thought of. There are many ways in which this objection can be overcome. If your store is long and narrow, they may be run down the centre. A platform could be built over the

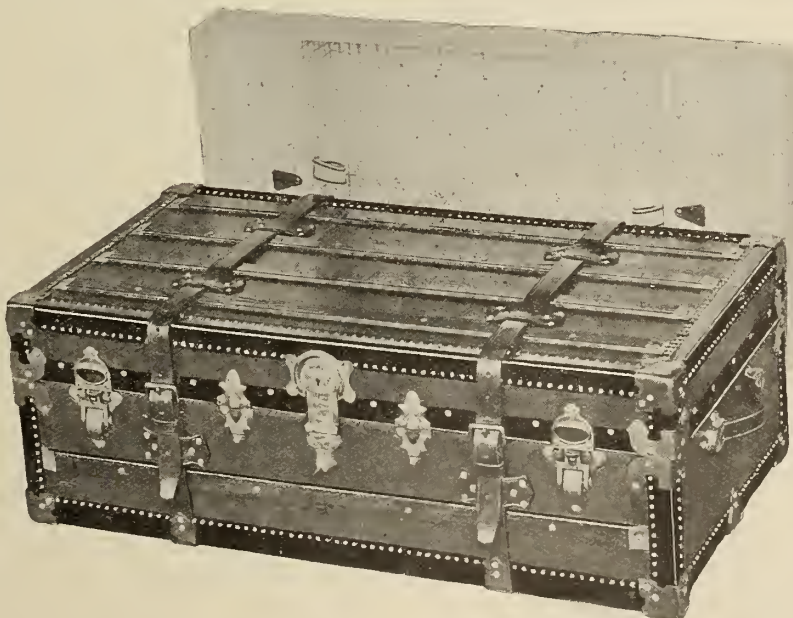
office if the ceiling is high enough. Generally, some corner can be found in every store to make a presentable display. Suit cases, hand bags and other leather goods can be kept on spare shelves, preferably with glass fronts, or in any space corner fitted up for the purpose, provided it is clean and is in a position to catch a customer's eye while he is in the store.

To make this department pay, advertising or publicity is needed, particularly at the start. Use every means possible, and use them intelligently. Impress the public with the fact that you can give them a little better service than anyone else. The public wants information, not mere general claims. Let the goods talk for themselves and be sure you know their strong points yourself. Give your trunk department a fair amount of advertising space in proportion with that given to shoes.

One of the best methods of advertising this department is found in the store's windows. A special trunk and bag window once in a while will



GENUINE WALRUS LEATHER CLUB BAG



HEAVY PAINTED DUCK STEAMER TRUNK



be sure to pay. At any rate, if this is impossible a few suit cases and bags can be set in different parts of a window in a shoe showing, and enhance rather than deteriorate from the value of a display.

A great deal of transient trade will come your way through the window, just as in shoes, and for this reason alone, it pays to give a certain amount of window space to this department. Very little attention is paid to the average leather goods display. Instead of piling goods in the background, have something novel if possible. Good display schemes should be thought out, showing some of these leather goods put to use. Traveling luxuries and necessities can be grouped systematically, making a strong telling display, utterly different from the usual traveling goods window. A good show card in a conspicuous position in the background, will greatly aid in making the window a business getter. Circulars and folders will also be found to be great helps in creating a demand for these goods, when a new department is opened. It is needless to say anything about newspaper advertising as every shoe merchant has his own ideas on the subject, and through past experiences, is generally able to form an opinion as to what it has done for him, and how it will help his traveling goods department.

To interest the feminine element of your trade is one of the essentials for the success of this branch. What woman does not like to be presented with, or to present one of the other members of the family with something in the leather goods line? This department is worth while cultivating, if only for the profits procurable at holiday seasons, as these lines are ideal for Christmas, birthday gifts, or presentations.

#### Use Care in Buying

The leather or traveling goods line offers so many different styles and varieties of goods that extreme care should be exercised when buying. In opening, this new feature or any new feature, it is always better to go slow until you get the "feel" of things, and gradually go further into the matter, as your judgment warrants. Avoid tying up too much capital, but above all things be sure to have a sufficient stock to interest your customers, as it is useless to stock two or three suit cases and a trunk, and introduce it to the customer as the traveling goods department. As regards what class of stock to carry, this depends a lot on the class of trade to which a dealer caters, but it is always necessary to keep a good strong general line. An increasing demand is being made for the better class of goods.

Now is an especially good time to install a department this kind, as the most of the selling in this line of goods

is naturally done during the months of June, July, August and quite a bit in September, these being the months when all the traveling and sight-seeing is done. The same might be said of December, when a great deal of these goods are being bought as presents and the railways carry thousands of people bound for a pleasant holiday. It is then that the shoe retailer who has energy and foresight enough to equip a proper traveling department reaps a harvest by featuring all the new things he has to offer in this line. Of course, there are constant and steady demands for traveling requisites all the year round and they should never be lost sight of, but the traveling seasons are the proper times to push traveling goods.

#### Some Spring Styles

Styles in traveling goods, unlike those of footgear, are very seldom changed, and a shoeman is never left with any of "last year's stock" on his hands, so to speak. During the last two or three years, traveling goods have been made much stronger than formerly, as on account of rough handling received by baggage nowadays, a strong demand for a heavy, lasting line of goods has been shown, the public seeming to prefer paying a little more, and getting a better class of goods. For this call the fibre trunk seems to be one of the big sellers. The output in this type is growing steadily. The fibre trunks look better than the ordinary wooden, tin, and burlap covered trunk. What is more important, they wear better. The fibrous covering is almost as hard as granite and as strong as steel. They are made in all colors, of course, and make a very natty appearance. Steamer trunks will be in great demand again this year. They are light and strong, occupy small space, and are being more and more used for general traveling. This type of trunk is just the thing in a case where a person requires something larger than a suit case, and not so large as a regulation sized trunk, and is used a great deal by persons on vacation trips of short duration, particularly ladies and girls.

Another thing much used for vacation trips along with suit cases is the club bag, which for appearance, capacity and comfort in carrying, cannot be equalled. Fitted bags are becoming more and more in demand as time goes on, as are also fitted suit cases.

#### To Get a Start

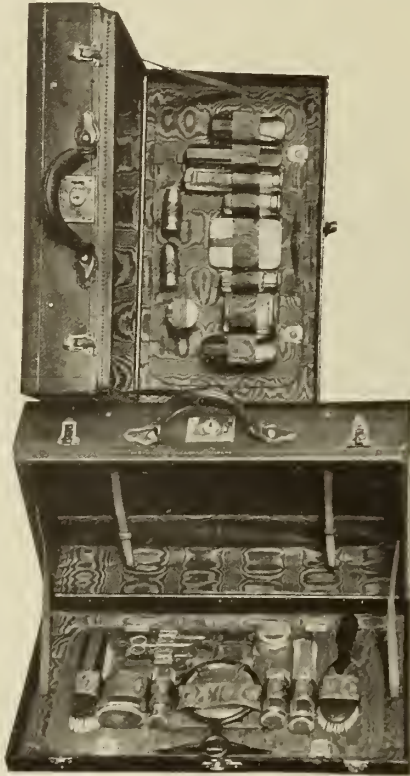
More shoemen are handling these lines every year. The first thing to be done when contemplating opening a department is to consult the traveling representative of one or more leather goods manufacturers. From their long acquaintance with these goods, with trade conditions, with the experiences of others who have taken this step you are contemplating, they can furnish you with invaluable advice. This, taken into consideration with your knowledge of local conditions, will enable you to order wisely and effectively.

You may be sure of fair treatment at their hands, as it is in their own best interests to boost your traveling goods department, giving them, as it will you, future trade.

If impossible to talk with a traveling salesman representing this line, send to one of the numerous firms manufacturing the class of leather wares you require. These catalogues will furnish you with funds of information showing clearly the appearance of every type of goods sold, along with information which will enable you to put up a first class line of selling talk when showing goods to a customer, and a careful study of their contents will enable you to come to a fairly clear decision as to what and where to order, as retail prices are plainly stated—off which a liberal trade discount is allowed.

Illustrations are shown here through the courtesy of J. Eveleigh & Co., Limited, Montreal.

Brampton is talking of granting a bonus of \$15,000 to a new shoe manufacturing concern capitalized at \$200,000.



WOMEN'S AND MEN'S FITTED SUIT CASES,



# How Lack of System Causes Retailers to Fail

Keep Your Eye on the Expense and Income Accounts—When the Former Jumps Dig Into it and Find Out Why—When the Latter Decreases Delve Once More and Ascertain the Cause—Know All the Facts

By A. M. BURROUGHS

"Yes, all these things are true," says the retailer, "but how am I going to stop those leaks. I may be so busy fitting a lady customer that I don't know if a clerk in the men's shoe department is not disposing of a six dollar pair of tan buttons to a bosom chum for five dollars."

That is just why this article was written. No proprietor who may be selling in one department can keep track of all the leaks unless he is in a one-man business and is selling everything for cash to those who carry the shoes home.

Then, the goods on the shelves, and the cash in the bank and in the cash drawer, are his assets.

He may be able to sell the goods, or make a physical inventory, in a single day—and count his money in a few minutes.

What he owes are his liabilities.

## All Under Eye of "the Boss"

Everything is under his own physical eye; he could tell in a short time just what he is worth.

When he begins selling on credit, enlarges his business by adding one or fifty employees, buys goods that are stored below and above, and starts a repair department, then he no longer has all details of the business under his eye. Hence he must have a system that will keep a record of the results of all the activities of his people—of the incoming and outgoing of the goods (which represent his money)—that will tell him the true value of all this activity.

Any system is just a method by which the Boss may keep his eye on the results of his business. With an adequate system he can have in one place an accurate reflection of all that goes on in his business.

The system is an accounting system, because it accounts to him for every penny that he gets and every penny he pays out, in time, work or goods.

According to the thoroughness and efficiency of the system in searching out and telling the whole truth about the activities of the business depends whether the Boss's Eye has a chance to see the things it ought to see.

If the System is right, then it is up to the Eye to see the facts, and the Judgment to use them.

The System will not do anything. It will only show the Eye what ought to be done.

It all comes back to the Boss with the Eye.

No matter how handsomely bound, or prettily ruled the pages of the account books—no matter how bright and new his pens and blotters, or how polished the cash register—these alone won't make a business successful.

They are the most efficient means by which to attain an end.

## The Advantages of System

No matter, on the other hand, how clever the merchant—if he has no books of account, or if he has incomplete accounting books and inefficient methods of handling them, he can't make the profits of the man who is his equal in merchandising ability and who had a thorough system, efficiently handled.

All businesses are "different"—because each one has an individuality—just as all horses are "different," but there are certain horse qualities common to all.

So all retail businesses are alike in the things which make them retailers and not manufacturers, or railroads or even wholesalers.

All accounting principles are the same—always; but the methods of applying them may vary.

You may have loose-leaf books or card-ledgers, but your debit and credit will be the same; you may use a cash register, but you'll have to have a double entry set of books, or your credit won't be as good as the credit of the man who does have such a set of books.

### Assets

Delivery Equipment  
Furniture and Fixtures  
Inventory of Stock (By Depts.)  
Freight on Purchases (By Depts.)  
Customers Ledger Controlling Account  
(Individual accounts may be kept in the same binder with the general ledger, but should be grouped by themselves)  
Bills Receivable  
Cash in Bank  
Petty Cash  
Prepaid Insurance  
Proprietor's Personal Account

### Expense Accounts

Salaries  
Rent, Light and Heat  
Store Supplies  
Advertising  
Insurance (These Accounts to be kept by Depts.)  
Printing and Stationery  
Postage  
Telephone and Telegraph  
Discounts, Allowances and Exchange  
Bad Debts  
Taxes  
Depreciation  
Miscellaneous Expense

### Liabilities

Capital Account  
Audited Vouchers  
(Controlling Voucher Record)  
Accounts Payable  
(Controlling Individual Accounts of Shippers.)  
Accrued Taxes  
Bills Payable.  
Reserved or Doubtful Accounts  
Reserve or Depreciation Profit and Loss

### Revenue Accounts

Sales and Cost of Sales  
(By Departments)  
Cash Discounts Received  
Other Income (Itemize)

### Chart of Accounts

(Showing the records it is necessary to keep in where a business is headed for and where the profits come from.)

The other day a retailer who had been doing a fair business, said: "My business has been increasing right along year after year, and very much more than expenses have increased. So, it seems to me, that I ought to be making quite a little more money than I am."

He consulted an old business friend about it.

They looked over his books, which had been carefully kept by a young man who had "picked up bookkeeping."

It soon appeared that the retailer's books were not

kept so he could show how the gross profits of any month compared with any other month. The books could not show for any particular period whether expenses had increased out of proportion to other things.

#### What the Expert Found Out

Then his friend's expert bookkeeper was put to work—and he soon found that a trusted employee had been stealing the profits.

The ineffective accounting method couldn't show that fact—therefore the Boss's Eye could not see it.

It is not the purpose of this little article to show a retailer how to install a system of accounts. He should



—THAT THE BOSS MAY KEEP HIS EYE ON THE RESULTS OF HIS BUSINESS—

have that done for him by a man who studies his business and its requirements. It is our purpose to show him why he should have all the facts.

Elsewhere is a list of accounts which a retailer who rents his store, makes his own deliveries and has, or has not, a perpetual detailed inventory, must have, to intelligently manage his business.

This list is offered merely to show the kinds of information which a retailer must have to be safe.

Remember there are three things you must answer:

1—Where is your cash and how much have you?

2—How much do you owe?

3—Where's the stock you bought, how much have you sold, and how much have you on your shelves?

If you have a system of accounts that tell you these things, you have:

1—Protected yourself in knowing what you are doing and by knowing the value of your activity.

2—Protected your family—your wife and children—so when you are called away, your administrator or executor won't have to report that "he left his estate in a badly tangled condition." Neither will they lose through most of what you leave being eaten up in the process of untangling of your affairs.

3—Protected yourself against fire loss, because without a system of accounts, you would probably be unable to prove more than 60 or 70 per cent of your loss.

4—Given yourself a chance to use all the credit you are entitled to at the bank, by having an accounting system that shows what you are doing, and that you know what you are doing.

#### Don't Fool With Makeshifts

Now, get started right in this matter of an accounting system.

Don't fool with make-shift systems—short-cut ideas that cut the essential facts out of the statements you get.

A great manufacturer of accounting systems largely used by retailers wrote the other day:

"I have from my experience come to know that the rank and file of small retail merchants care little or nothing

about system in their business and this accounts for the large proportion of failures. Even after we succeed in installing one of our systems very few of them will use it correctly: therefore, their success with it is limited. They merely want a system or device that will relieve them of the book-keeping, yet they are not willing to do the little extra work necessary to compile the comparative statements of their business which would enable them to more intelligently determine just what progress they are making."

Get the facts. Hire a bookkeeper who knows how to help you. Get started right. Then have an expert come in once in a while (say every three months) and check up your work—just to keep you on the right track.

#### The Two Vital Spots

Then keep your Eye on the Expense and Income accounts.

When the former jumps, dig into it and find out why.

When the latter decreases, dig again and find the reason; when it increases, find out what produces the effect, and push that good thing for all you are worth.

Keep your Eye on the facts of the business. It can't see too many, and you can't know too much about what those facts really mean.

That is why the big business has an accounting system; and why no permanently successful business, big or little, has ever gotten along without an adequate bookkeeping system.

No business man has ever been a failure because he had a bookkeeping system. No business man has ever been successful because he didn't have one.

A chapter from "A Better Day's Profits," copyrighted by the Burroughs' Adding Machine Co.

## Rubber Selling Opens Up Well

The rubber selling season started on March 10th and all the companies now have their representatives on the road. Good business is being booked, and the recent snowfalls helped along the sorting trade considerably. Retailers are being urged to place their sorting orders as early as possible. While the advance in prices over last season is very small, there is every indication that the lists will be revised about the first of May. The advance on all the lines considered averages only 1.6 per cent., the increase being principally on leather top goods, on which there have been raises from ten cents per pair for the seven inch leg up. This has been rendered necessary owing to the soaring figure for leather. On jersey goods and on certain juvenile lines there has also been some advance, but in the main quotations are about the same as last year. There are no changes in discount terms or other selling conditions from 1912. It is urged by all the companies that all retailers place orders for next season early as they have everything to gain by such a course and nothing to lose.

#### FULL OF GOOD POINTERS

I find the "Shoe and Leather Journal" is a good paper and I get many valuable suggestions from its columns. Any shoe merchant who is not a subscriber, does not know what he is missing.

Wishing you every success,

Sincerely yours,

B. D. MENZIES.

Sudbury, Ont., Feb. 14th, 1913.



# When a House Fails to Back Up Its Travelers

Men On the Road Know the Situation and Bear the Brunt—With Two Forces Pulling in Opposite Directions Things Become Disrupted—Why One Man "Chucked" His Job and Got Back Into the Retail Ranks

To the Editor of the SHOE AND LEATHER JOURNAL.

Sir.—Retail clerks and employers seem to have been having a "little set-to" recently in your paper, with reference to the way they are used or abused. I see that representatives of each class have been hurling back and forth certain charges of short comings and misdemeanors. Now, there is a lot of deficiency on both sides of the fence. None of us are perfect, except the Ontario shoe manufacturer that I traveled for until last November. He had not a single fault, in his own estimation. He engaged me three years ago on commission, and painted everything in a roseate color. The harder I worked, the more I was to receive, and, of course, it is a very natural feeling, that when one shares in the profits, he does not object to taking his share of the burdens or shouldering added responsibilities. Well, I stood it all as long as I could, and then I pitched the job, as I told you a few months ago. I am now back in the retail ranks, having charge of the men's department in one of the larger stores in this city. Of course, a large number of readers would like to know who I am, but it is not necessary to disclose my identity, and a great many of your subscribers will be able to spot the shoe maker to whom I refer.

I was to be given the usual five per cent. for selling, out of which I had to pay my expenses. Now, my territory was virtually all of Quebec province, and a few towns in Eastern Ontario. In the first place I had not been long on the road before this man attempted to lay out my route, telling me what towns I should cover on such and such a week, and what merchants I should call on. I naturally followed his instructions for a while, not being as wise as I am to-day. I found that he was trying to steer me clear of certain places in which there were always good accounts for our firm and a fat order generally awaiting the traveler. He wanted me to do a lot of missionary work in a number of non-progressive places and to call upon small dealers who did not buy perhaps \$3,000 worth of footwear in a year. Of course, I could not make my revenue on this pioneer basis, but I endured it for a while in the hope that all would come out well.

## Turned Down Some Orders

Again I have often secured orders from new men, which would be turned down on my reaching the factory. I knew these men to be honest. I would be told that these chaps were no good, that we would never get pay for the shoes, or if we did, that the cost of collection and the smallness of the order did not pay for the getting out of the few dozen pairs.

Another thing that I have cause to complain of is, that the capacity of the factory was represented to me as so many hundred pairs a day, and I took orders actually for \$9,000 more of shoes than the plant could fill. We were stocked up for so many orders, that there were complaints of delayed deliveries all around, and some of my customers did not get their stock of spring shoes until away in June and even July. The natural result was that there were several cancellations, and on this I was allowed no commission. Then, on the business which we were unable to fill, I lost \$450, and I had been to a considerable expense in securing these bookings. Now there is only one way in which a traveler and a factory can get on well together, and that is by co-operation and harmony of interest, a mutual policy of give and take. When the credit man or the salesman pulls one way and the traveler the other, there is going to be some agitation all round.

I was speaking to another man who represents a Toronto house and he told me that he was well satisfied with his

firm, because they allowed him a good deal of latitude. He was held down strictly in the matter of prices and terms. These he could not alter under any circumstances, but in respect of having certain lines made upon certain lasts, of changing the tops, tips, heels and foxing, when the goods were to be shipped, how routed, etc., he was able to confer little favors upon his clients. With me it was vastly different I had to go along as best I could in the dark, and if I attempted to grant any little concession to make a good friend for the company, I was called down by the head of the house.

Some of our men's and women's welts were not trimmed as well as they might be, and the finish bore marks of being hasty and superficial. I told the manager that several customers were complaining and threatened to make returns, but he said that Mr. So-and-So was nothing but a d— crank and did not know a good shoe when he saw it. Then when I brought up the name of another man in Sherbrooke, who also said that the appearance of our goods was not as smooth as it was a few years ago, I was met with the retort that I appeared to be looking around for grievances

## A Progressive Young Official

One of the prime movers in the organization of the Berlin Trunk & Bag Co., of which he is secretary, is H. D. Huber, of Berlin. He is a young man of excellent business training and progressive ideals. He began his career with The Berlin Rubber Mfg. Co. in 1901. It was there he first



H. D. HUBER, BERLIN, ONT.

became acquainted with the shoe trade throughout Canada in his capacity as accountant for the company. He remained with the concern for seven years and was then transferred to the Merchants Rubber Co. In the spring of 1908 Mr. Huber left to take a position with the Star Whitewear Co., which post he still retains, along with his duties at the Berlin Trunk & Bag Co. He has many friends in his native town who are pleased to learn of his success.



against the house rather than trying to defend it and uphold its interests.

### House Should Back Him Up

To my mind, a traveler is virtually the firm, outside of its manufacturing location. By this I mean, he is a movable part of the organization and should be endowed with sufficient power to act in its behalf as his judgment dictates, and the house should have the necessary confidence in him to permit him to carry out what he says, and stand back of him in all his promises. It makes a fellow feel like a Canadian nickel to tell a customer that his goods will be on hand at such and such a time or shipped by such and such a route, etc., or certain specifications followed, and then find out that none of these pledges are kept. It also makes the purchaser feel sore. The traveler has to bear practically the brunt of all these kicks, the house conducting any correspondence or negotiations at a long distance range. If it cannot amicably arrange matters, then the complaint is handed to the salesman with the request that he go down and "fix things up" with Mr. Jones or Mr. Brown. He generally has to obey instructions and do a monumental amount of lying, for which he gets no thanks, and, like the ordinary peacemaker, but little reward.

One year I sold \$73,000 dollars worth of shoes. I expected that this would be a good fat season for me, I had managed to keep my expenses down and so arrange my trips that I was banking on a good income. Well, with cancellations, delayed deliveries, errors on the part of the factory, and returns from customers, this amount was cut down to \$53,000 for twelve months' work. Thus you see, one can never tell where he is at. He may be all right and his goods may be all right, and his customers all right, but the facilities at the factory, the temper of the manager, the process of operation and the daily output may be altogether wrong. I know that manufacturers have a great deal to put up with, broken machines, labor trouble, scarcity of help, the costly character of leather, the constant changing of lasts and other causes, but a traveler has equally as many burdens to bear.

### What Selling Goods Means

After all, I contend that the man who sells the goods is the one to whom the largest amount of credit should be given. It is easy enough to produce an article, or in other words, manufacture it, but what earthly good would all the production in this hemisphere be if no sales were effected? It would simply be an accumulation of junk that would fill the warehouses of the whole inhabited globe. I plead, therefore, for a little more liberty, a little more appreciation and a little more co-operation on the part of the proprietors with their travelers. We are the men who are in the forefront. We do the fighting and carry on the warfare. We dig the trenches, throw up the breast works, build the fortifications and equip the battlements. I have actually grown eloquent on my own behalf. Let me tell you sir, that the next time that I link up with a house, I will find out what its capacity is and its ability to implement all promises before I start out. Some factories have an output of about six or seven hundred pairs of shoes a day, and represent their figures as twice this amount. It is well for the traveler to know just where he is at. I have known other houses to have exceptionally costly goods and wonder why they were not doing the business, when they were being undersold by other firms who offered shapely styles, quality and build at a less figure. Then they find fault with their men because their sales were not as large as on the previous year. The result has been that instead of having a friendly conference on the matter and adjusting little points of dispute, several of these travelers have gone with other concerns.

There is many and many a man who will suffer in silence and let on that he is getting along all right, but some

day when he gets a thorough distaste of the place, he will unbosom himself. Then you will know that his apparently pleased smile has been but a mask and that, deep down, there has been smouldering the embers of rancor and dissatisfaction. Some men have the characteristics of a Sphynx; they simulate good nature and contentment.

I am not one of this kind, and this is the reason that I have written this letter, partly to get rid of a "grouch" and partly that my words may have the effect of opening the eyes of certain producers, that they may "see themselves as others see them."

Montreal, Feb. 19th, 1910.

Sincerely, "GRIP."

## A Mammoth Findings House

One of the latest and most modern buildings erected on this continent is the new home of the House of Krieg, 151-153-155 West 30th St., New York, in which the firm moved recently. The company are expanding considerably since they have secured the increased facilities for handling business from all parts of United States and Canada, and they are going right after Canadian orders. The concern,

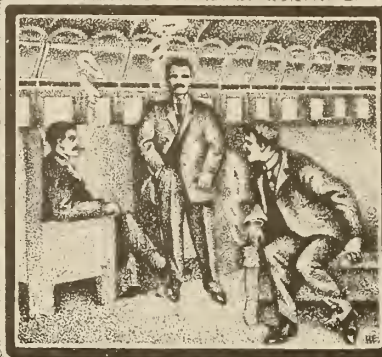


which is one of the best known in the shoe business in the United States carries an immense line of findings including a great many specialties which are either very useful in the shoe store or quite salable to patrons of the shoeman.





## On the Road



### BLESSED IS HE WHO CAN SMILE, SMILE, SMILE

"Talk about your rough treatment," said a traveler for a well known rubber manufacturing company. "I certainly have had it handed to me some months ago in a Northern Ontario town. I was making my first call on a probable customer and knew nothing personally about the man, although told he was 'a chump.' I walked into a large store in a village which shall be nameless, and the manager had a small office at the rear. He saw me enter, and evidently thinking that I was a traveler, closed the door. Now the door had a frosted glass, and I walked to the rear of the shop—knocked gently—no response. Knocked again a little louder, and still no answering echo, or the usual words, 'Come in.' The fellow did not even say 'Get out.' I came back to where one of the clerks was standing and asked him if he would mind taking my card to his boss—that I had seen him enter the office and shut the door.

"Oh, that is nothing," he said with a grin. "He does that when any of you fellows who have anything to sell come around. I guess he wants to get rid of you."

"Well, I said, 'Take in my card anyway.'

"So the youth obligingly went back to the office of the manager and presented the pasteboard. He returned in a minute and I asked him what the boss said.

"He says he cannot see you, that he is busy."

"What is he doing?" I asked.

"Not a d— thing," replied the clerk.

### And He Walked Right In

"I had got off at that town and determined that I was going to see this man, so I walked boldly back to the office, again knocked, and entered, threw my hat on one chair and sat down on another. He paid no attention to me whatever, but kept on writing. I guess I must have sat there fully fifteen minutes and he gave no heed to my presence. Then, as the place was a little warm, I got up and took off my overcoat. Still he did not look up. I sat there a few minutes longer and took out a cigar and lit it. Now that office was only a six by eight affair and the place was soon thick with smoke. It was almost impossible to breathe. Finally my man looked up.

"Who are you?" he said.

"I told him I represented the — Rubber Co.

"Well," he said, 'what do you want?'

"I replied, 'I have called on you to see if I could not interest you in some of our goods.'

"I have no time to talk business," he retorted. 'I do not want to see you.'

"Well, I want to see you," I rejoined. 'And here I am.'

"Well, you have nothing I want.'

"How do you know?" I asked.

"Well, I guess I know. Besides, I am very busy to-day."

"What at?" I inquired, noting meantime that his writing had been of a purely formal character.

"It is none of your business what at. I am busy and don't want to see you."

"Well, you have got to see me," I rejoined.

"To make a long story short, he finally gave me a very cold and listless hearing. I told him I would call again when coming through that town. No, this chap did not thaw out one bit. He was not quite so aggressive when we parted, and I said, 'I believe you are a local preacher.'

"Oh, yes," he said, and his face fairly sparkled. 'I occasionally do hold forth on a Sunday.'

"Well," I declared, 'if you do not accord your congregation better treatment than you do travelers, may Providence have mercy upon your hearers.'

"I still call on this fellow, but he is a tartar. I have learned, however, to know how to take him and he sometimes sends his order into the house. This is the formula I go through now.

"Do you want anything?" And he answers either 'no,' or 'yes,' and that is all the conversation we carry on."

### Almost Came to a Scrap

"But I had even rougher treatment in a town, not very many miles away. We were selling certain lines of rubber footwear about ten per cent. lower than our competitors. I wanted to make this a strong talking point with my man in order to secure a hearing. I did not get an order at that time, but when I was back a little later this fellow told me that I had been lying to him and he had found out that all our goods were not ten per cent. cheaper. I told him plainly that I had not said so, neither had I intended to convey that impression. I explained again that on certain lines we were that much less, but taking it as a whole, we were very little below others, if any. Well, a young lady, a relative of his, who happened to be in the office also, chipped in. She said: 'Yes, and you were over to T— and sold my father goods at what you said was your closest price. Then you went across the road and gave a competitor of my dad's five per cent. discount and to another man up the street, you gave a month's extra dating. If you call that a square deal why I don't. You are just playing a sharp game, that is all.'

"Are you quite sure that it was I, who was in T—?" I inquired.

"Yes, it was you all right, or a fellow who looked very much like you."

### Was Never on the Spot

"Well," I replied, 'I have never been in that town and therefore could not have sold these people that you



have spoken of, so I fear that your charge at once falls to the ground.'

"Her uncle then spokc. 'You are taking orders any way under false pretenses.'

"I beg your pardon, I am not,' I observed.

"Well, you are.'

"Well,' I said, 'I am not, and I want you to understand that everybody gets a square deal from me and my house.'

"What did you come here for?' he asked. 'Did you come here to do business?'

"I said, 'Yes, and no.'

"Well, you had better get out,' he replied.

### Would Go When He Was Ready

"I do not know about that,' I declared, for I was as big physically as he was, and I thought in a scrap I could hold my own. One word led on to another and I added that I would make for the door when I was good and ready. He told me to go at once. I said, 'No, I am not here to sell goods now, 'I am here as a buyer.'

"Oh, you cannot land me like that,' he said.

"Yes,' I answered, 'I want to buy something.'

"What do you want?' he inquired.

"I want five cents worth of gum.' He stepped around to the grocery department to get me the gum, and after he had got there and taken it out of a jar, I said, 'Oh thank you, never mind, I have changed my mind now. I guess I won't buy.'

"He came around to the front of the counter more furious than ever.

"Have you any uncles?'

"Yes, lots of them.'

"Any aunts?'

"Yes.'

"Well, bring them all around. It will take the whole caboose of you, the entire family connection, kith and kin to put me out of this store until I am ready to go.'

"Then I told this self same dyspeptic a few plain facts as I did not care whether I sold him or not, for we had a good account in his town. Before I got through with him I read him a lesson on politeness and consideration that will take him many a day to forget. Perhaps I was not altogether gentlemanly, but no man can virtually call me a liar without getting some of my estimate of him in return."

## In the Game of "Making Good"

BY J. R. WORDEN

In the game of making good there is a time limit.

When we were seventeen the future to us was a world unexplored, with time unlimited.

But at thirty-seven or forty-seven our perspective has changed.

We look into the future through wiser eyes and are startled—time has acquired boundary lines.

We look back at opportunities lost—at things done which we ought not to have done—at things left undone which we ought to have done—at long hours and well meant labor which proved profitless.

And it shows in our score.

We stand at the crest of the hill—the game is half over—to win we must capitalize the future with experience gathered from the past.

But we cannot afford to put off till to-morrow.

We cannot afford to miss even one opportunity.

There is a limit—a time limit—and every day, every hour, every minute is reducing just that much, our chance of rolling up a good score in the game of making good.

We can't afford to go through the year not knowing whether we are winning, playing even, or going behind.

A year is 365 precious days—8,760 hours—the best days and hours of our life—and we can't coax them back.

If we are losing we want to know to-day so that to-morrow we can "change the trump."

And next week we want to know how much we profited by the change.

If we investigate we find that a large percentage of all failures are due—not to lack of ambition, ability or hard work—but rather to each man's ignorance of the actual condition of his own particular business.

Further investigation convinces us that the great majority of small retailers are capable, hard working business men—working in the dark—waiting for the end of the year to find out if their score has gone up or down in the game of making good.

But we find the man who is making a "killing"—the man with the best score—is the man who labors less and thinks more—the man who systematizes—who installs a proper accounting system—the man who knows which clerk deserves a raise and which should be fired—who knows which lines should be discontinued and which pushed.

He is the man who knows this week what he made last week.

He is managing.

We have the same opportunity.

What he is doing we can do—we have the same ambition, ability, and energy.

But, we must be up and doing—we've reached the crest of the hill and—

In the game of making good.

There's a time limit.

## A Popular Young Shoeman



An Owen Sound boy, who is making his way to the front by means of the northern route is Wm. McDowall, who was born in 1892 in Owen Sound, where he received his education. He entered the employ of W. F. Gray & Co., of that town at thirteen years of age as parcel boy in the dry goods department. He had always had a great desire to become a shoe clerk. In a few months, so enthusiastic did he become, he was put in that department and was kept busy for some time hustling cartons to various parts of Owen Sound. He was soon given a position on the floor and was later made manager of the bootwear section. He left Owen Sound a little over a year ago to join the staff of the United Shoe Dealers and opened the North Bay branch in March, 1912. An enterprising business has been worked up under his direction. Mr. McDowall is fond of the northern country and speaks in glowing terms of the growth of North Bay. He is a young man who evidently has a bright future ahead of him, and, although only twenty-one years of age, has already won a desirable position as a manager.

### APPRECIATES A GOOD THING

"The Shoe and Leather Journal" is a great instructor to any one in the shoe business. I find it of great interest and read its pages regularly from cover to cover.

J. McGillivray.

Amherst, N.S., March 4th, 1913.



# Why You Should Hold a Spring Styles Shoe Show

It Possesses Many Advantages Over a Set Formal Opening—A Reminder of the Change of Seasons and an Educative Factor for the People—It Marks the Store Holding It as a Leader in its Line

By "OBSERVER"

## THE REASONS WHY

First, to advise the public that the new spring styles are on show; that you are ready for spring trade.

Second, to remind the public that it is time to change from winter footwear to spring shoes.

Third, to draw the public to the store.

Fourth, to show the public, as far as is practicable, as many styles and as great a variety of lines as possible.

Fifth, to disseminate the idea that your store is "it" in every particular, especially in the early showing of new styles.

Sixth, to create a good impression upon all who visit the style show.

Seventh, to have people visit the store who have never done so before.

Eighth,—but why go any further. If these are not sufficient reasons why you should have a style show, seventy times seven reasons will not move you.

Every shoe merchant who has any pretensions to being among the top-notchers in the business centres of his own town or city should have some kind of a spring opening or style show.

The early coming of Easter this year puts us in rather a predicament. In years when Easter is later we can have an Easter and spring opening combined. This year Easter comes so early that it is sure to be here before spring. We can have an Easter opening early enough to feature Easter styles, but in the localities where winter still lingers at that time of the year there is little likelihood of many sales. For that reason we would advise a style show this spring in place of a formal opening.

## Chance to Reveal Ingenuity

In advertising a style show the shoe dealer has an excellent chance to reveal his ingenuity. He will have an entirely new field to work leaving the hackneyed phases of the older spring opening to his lazier brother.

Preparations for a style show to be held late in March, or early in April should be well in hand. There is a lot to do to make the effort worth while and profitable. The advertising should be laid out; the style and extent of the interior and window trims and decorations must be decided upon; the particular styles to feature as "assured styles" must be selected. In fact, the whole establishment should be carefully gone over to make as good a showing as possible. A few new cartons, some new labels and a little paste will work wonders in the appearance of the stock. All painting and decorating should be over with. Everything should be made spick and span.

## How to Advertise It

In advertising a style show we would advise the purchase of suitable illustrations for the newspaper advertisements. Have these of generous size, say, on two occasions use extra large spaces, and on two others use double your ordinary space. This increase applies to localities where there are dailies. When there are only weekly papers the issue

of the week before should be used for the announcement and at least a half page should be employed.

We do not think it is necessary to confine the advertisements of the style show to mere announcements and invitations to be present. We believe it is good business policy to show, by picture and by word descriptions, some of the newer spring styles. These, of course, should be selected from the novelties in stock and should be new.

## Mail Neatly Printed Booklet

There should be a neatly printed booklet showing spring and summer lines. These should be mailed so as to reach the head of every household. Some of them may be reserved for distribution at the style show, or they may be used then and the mailing done after. If the style show is held early we advise the later course; if late, we think the former course more advisable.

This booklet may be as simple, or as elaborate, as the purse will stand. A simple booklet may be made effective by tasty arrangement of the pages and good printing. But every dollar put into this booklet should bring in many dollars in profits and every extra dollar expended will mean that much greater business. Shoe merchants do not realize the value of a well written booklet properly distributed. It is a winner.

The advertisements may all be written out and arranged in advance. It is better if they are. In the hurry and bustle of the final arrangements the merchant will not be hampered by having this to do, and the advertisements are not so apt to show the earmarks of haste that might creep in where they are hurriedly prepared.

## The Drawing Power of Flowers

The decorations come next. Flowers and plants and foliage should, of course, predominate in the decorations. These can be secured, in most cases, from the local florist. Artificial flowers and foliage may also be used. These latter should be in the background or distant from the view. The real thing should be in the foreground where people will come into immediate contact with them.

Bunting, felt, and other materials may also be used in decorating for a style show. If the store is very large and roomy and a booth may be set up, then these materials might be used for decorating or as an addition to the flowers. The colors used should be white and apple green, unless other tints are used to harmonize with hangings or fixtures.

White ribbon streamers and bows of generous size are very effective additional trimming to flowers and foliage for a spring display. Don't overdo it though.

Window cards should be used freely, but not to overshadow the goods. Each prominent style shown should be named in such a manner as to distinguish it from an ordinary style.

The windows may be put in a day or two before the date set for the actual opening.

## Spread It Out a Little

Some merchants favor a very formal opening for a day, or a half day, and make no sales at that time. This usually draws immense crowds who pass along, view the styles and more particularly the decorations, and depart. If the opening is spread over several days it is all more leisurely taken in and sales are made. The clerks have more time to devote to each visitor and may the more effectively talk to

each one. This is the better plan for most shoe merchants to adopt.

Whether or not a merchant will give souvenirs must be settled by himself. It is an expensive practice at best, but it has the sanction of some of the best retailers in the United States as well as in Canada.

If the souvenir is some article of use that will be preserved and frequently referred to or used, it may prove an excellent advertisement. If it is some trifle that is soon thrown away it is an expense incurred for nothing.

#### A Souvenir That Is a Winner

If a shoe dealer wishes to boost his findings trade he can do so in connection with the style show and at the same time pass out a souvenir that will be a trade winner. Let him secure the very best grade of rifle lace he can in 4-4 and 6-4 lengths. Let him have printed a leaflet showing the different lines of laces, polishes, button-hooks, arch supports, etc., that he handles and folding this neatly put a sample pair of the laces inside and put all in a good stout envelope. This will prove a souvenir worth while and will result in boosting the findings department.

Samples of foot powders, corn plasters, and even polishes, etc., may be secured for distribution and inserted with the circular and laces. A hint to the wise is sufficient.

The goods placed on show should be selected for their perfection in style and workmanship. It is not necessary to show large quantities, but the quality should be of the highest. Every shoe should be shown on a form or shoe tree so that there are no unsightly lines or wrinkles to detract from the general appearance.

By all means have style show and show the people of your locality that you are alive and ready for business.

### Historic House Holds Re-union

What has come to be an annual feature, looked forward to with pleasant anticipations by the various members of the different staffs, is the banquet tendered by the well known firm of Waterbury & Rising, of St. John, N.B., to its employes. These annual staff gatherings give pleasure to all alike, from the president down to the office boy, and a general invitation is extended to all departments, and to the members in the different branches, in all about fifty being in attendance. The banquet was held recently two days after the annual business meeting of the firm, at which reports were presented showing that the last year had been a most successful one. The president, E. L. Rising, occupied the chair and after the regular matters of routine interest were dealt with, officers were elected as follows: Edward L. Rising, president and general manager; William C. Rising, vice-president; Harold W. Rising, secretary-treasurer; Richard J. Walsh, C. H. Smyth, and P. M. Rising, board of directors.

It was a jolly crowd of merrymakers who sat about the festive board in Bond & Scott's restaurant in King street on the night of the banquet, and all present had a truly delightful time. E. L. Rising occupied the chair, while the vice-chair was taken by C. H. Smyth, manager of the Union street branch store, who, a month ago, celebrated the thirty-fourth anniversary of his connection with the firm.

The post-prandial exercises were begun after the desires of the "inner man" had been fully satisfied and cigars passed, with the toast to the King, honored in music. C. H. Smyth then proposed the toast to the "President and General Manager," to which Mr. Rising responded happily and fluently. The speaker dealt with the harmony and general good feeling prevailing amongst the members of the different staffs and the bonds of hearty co-operation which had existed at all times. He referred to the faithfulness of many trusted employes and feelingly offered some valuable advice to the younger men, assuring them that the goal of success was only to be achieved through patient industry, unfaltering energy, and rigid adherence to the virtues of

sobriety, honesty and faithfulness. He was proud to see this large gathering all stimulated with the desire to exert their best endeavors in the interest of the concern with which they were connected, and trusted that as their efforts proved availing the gatherings at these annual dinners would so increase as to necessitate the procuring of even larger quarters. In guiding the destinies of a rapidly growing business house, he felt proud to have associated with him men who had been trusted employes from youth, many of whom had grown grey in the service, and after paying to them a very graceful tribute of appreciation, he called upon James J. Gillies, a popular member of the traveling staff, and presented to him a valuable gold watch, chain and emblem in recognition of his twenty-five years of faithful service.

The recipient was greatly surprised, but made a pleasing speech expressing his gratitude. The present which he received was a handsome one. On the inside cover of the watch was inscribed: "Presented to James J. Gillies by Waterbury & Rising, Limited, in recognition of twenty-five years' service. February 27th, 1913, St. John, N.B."

Cheerful speeches were given by C. H. Smyth, H. W. Rising, Arthur Stillwell, J. C. Featherstone and Percy M. Rising. Amongst those taking part in the programme were E. C. Girvan, vocal solo; Ronald Edwards, flute solo; Willie O'Connor, recitation; Miss Jean Walsh, reading; Miss Gladys Fowler and Miss Nellie Short, vocal solos, and Richard Ingleton, mandolin solo.

### Will Look After Western Ground

W. G. Fallen, who will represent Getty and Scott, of Galt, in British Columbia and Alberta this season, has been with the firm for some twelve years and formerly looked after Western Ontario. He is one of the most successful salesmen on the road to-day and his business has increased rapidly from year to year. Previous to traveling he had a thorough factory training and it is confidently expected that he will make a record mark in the West. Mr. Fallen is an



ardent shoe man and also an enthusiastic supporter of all kinds of sports, being one of the warmest backers of the Getty & Scott baseball team. He is also a distance swimmer of note and has won several medals. When not on the road in the summer he can generally be found during his leisure hours on the green of the Galt Bowling Club. He possesses a genial and energetic disposition. Percy Waugh, an experienced young shoe man who has had several years insight into the retail line in Brantford and Hamilton, succeeds Mr. Fallen in looking after Western Ontario for Getty and Scott.



## Fancy and Plain Cloth Tops Coming to Front

(Continued from page 32)

here. Shoe styles are similar to those shown by the milliners, dressmakers, etc., viz., having to catch the public fancy to sell. 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 ad-



TAN BLUCHER, 3/8-HEEL, PLAIN SINGLE STITCH ALONG EYELET ROW AND ON QUARTERS—BY COOK-FITZGERALD CO.

vantage. If he does not study his own local conditions very carefully and draw upon his past experience for help and guidance, he will likely have quite a few shelf-warmers when he starts to take stock at the end of the season. 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, it is best not to lose sight of the "old reliable" tried and true lines when buying fall goods.

A general summing up indicates all lines of Canadian manufactures for the fall season as showing dignity and distinction, combined with more quality and style than at any previous period in the development of Canadian shoemaking. The models are calculated to meet the tastes of the most fastidious. Expert designing and workmanship are recognized, avoiding flashiness and ostentation on the one hand and on the other being correct and faultless from the viewpoint of snap, appearance and materials. Below, some showings of Canadian manufacturers are given.

### What is Offered the Trade

The Slater Shoe Co., of Montreal, are presenting a fine line of heavy goods for miners, prospectors, etc., also a complete line of waterproof boots with viscolized soles for fall and winter wear. A great many new lines are in evidence for city wear. One ladies' balmoral in particular, is expected by the Slater Co., to become very popular in the coming season. It is a Russia calf, whole fox with blind eyelets, low flat heel, broad shank and plain beaded tip stitched with two close rows of silk. This is a walking shoe, made for comfort and presents as neat and pretty appearance as is possible to be got. Another last which the Slater people expect big things of is one of their new men's boots, a French calf blucher with a matted calf top, blind eyelets, new style plain tip, no perforations, stitched two rows close silk on a new English last with a low broad heel and wide shank. Here are given a few things of

what Slater Shoe Co. think will be popular the coming fall. Among the many lines are: A slightly raised London toe for the conservative gentleman who likes a straight last which has a slightly raised effect to do away with the old low London toe. Marathon: a great wide toe on a medium raised receding line for the gentlemen of Canada who require large full fitting shoes; Bantam: medium high toe effect, Dignity: a smart medium raised toe for the young men who require a snappy shoe. Bulldog: a medium raised with a slight outside swing. Critic: a shoe for the young man which has snappy and high and full fitting qualities and others. On women's lasts they are showing 201, medium high raised toe, slightly pointed; No. 200, medium high raised toe on the wide effect; No. 204, low receding toe, broad heel and broad shank specially fitted for a walking shoe. This style is making a great hit in New York and Boston and Chicago, and should suit the most fastidious Canadian customers. They are showing these lasts in all leathers and a great variety of fabric tops and suit effects.

### Some Fine Showings for Men

The Cook-Fitzgerald Co., Limited, of London, are showing a remarkably handsome range of samples for fall. The shoemaking and style quality of this establishment have always been noteworthy but for the coming season they have surpassed all previous efforts. The range of 110 lines is so complete that the taste and requirements of the most discriminating patron may be satisfied. For those who maintain that the day of the high toe has passed there are shoes made over lasts of the receding type, while, for the conservative element, there are samples of moderate style, which still possess ginger and attractiveness. There are also medium high toes and high toes for the many who declare that the doggy example of shoemaking still possesses charms, especially for the young man, while for the man who knows what he wants and must have the same year after year, there are broad, foot-easy types that spell comfort. Among the latter type must be classed the "C-F Archease" a shoe designed to relieve fallen or broken arches. This shoe is a boon to those who are tortured by this trouble. It is built on scientific principles, over lasts which conform to the lines



MEN'S PATENT LEATHER BLUCHER, FANCY PERFORATIONS ON TIP AND FOXING, MILITARY HEEL—BY AMES-HOLDEN-MCCREADY

of the naked foot accurately. The shoe is very flexible and is made with a narrow shank, the material at the waist hugging closely and gripping the arch, affording instant relief. It is a revelation to those who have worn steel plates and other supporters, to find such comfort without the use of artificial appliances. The line also embraces another shoe with a long counter and orthopedic heel, designed for the

same purpose. Superintendent Lovell has put many pretty touches in the line, that convey a distinctive quality. There is a new pull strap, aptly named "Nupul" by Vice-President John V. Flanagan. It is a short leather strap with a small knob at the end and affording a good hold for the thumb and forefinger. There are some smart tan and patent leather shoes with fancy leather and cloth tops. In the heavier doubled soles there is a "double decker" in tan that is massive yet conveys a certain air of nattiness that well dressed men term "clas." Many heavy lines have a harness stitch on the vamp, while a number have a handsome crush stitch effect on the sole. A neat and striking waterproofed shoe is shown with a cork sole. The shoe is welted twice, once with cork by hand. There are several lines of tan and black shoes with rubber soles and heels, and some samples have full linings of felt that make a luxurious shoe, when combined with vici or kangaroo. Pumps are shown in both leather and cloth, the latter being a decidedly unique departure in men's footwear. The pumps are made on lasts that ensure a snug ankle fit and they are attractive in the extreme. Among the many new lasts are four. One of them, known as the "Stampede," is a cross between the "Roundup" and the "Itsit." The "University" is another that will win many friends.

#### Favor Moderately High Toe

The John Ritchie Co., of Quebec, believe that the prevailing style and last for the coming autumn season will be the moderately high toe in both men's and women's with a limited quantity of lower and receding toe. They report that button boots are growing steadily in demand, particularly among the ladies. The firm look forward to an increased call in dongolas and kids, although calf in gun metal, velours and tans will hold its own. The Ritchie Co. report that patents are coming back and will be a strong feature for the coming season. White and colored buck will be in large requisition for the summer, and owing to the high price of



MEN'S GUN METAL BLUCHER, HIGH TOE, 10-8 HEEL, STRAIGHT FOXING—EAGLE SHOE CO.

all leathers, cloth tops, plain and fancy, are likely to gain a considerable measure of favor with the trade in both men's and women's.

The Brandon Shoe Co., of Brantford, have completed as fine and comprehensive a line of men's fine Goodyear welts as they have ever turned out. In fact, it is considered to be the most attractive range the firm have ever shown and on the most up-to-date lasts. Their travelers are now on the road, and it is expected that Brandon and Monarch lines

will be booked to a greater extent than previous seasons. Several new lasts have been added. One particularly striking shoe is the men's gun metal blucher, with blind eyelets all the way up, receding toe, plain whole quarter and deep, plain stitched tip. Several other attractive models in tan and gunmetal are shown on plain English lasts. Some samples in button boots for men with five, six and seven buttons, and dark or light cloth tops, receding toe and low heel are decidedly snappy and fetching. A number of bals in gunmetal, tan and patent are also presented along with heavier waterproof lines with full double, viscolized or rubber



MEN'S TAN CALF BAL, BROAD HEEL, RECEDING TOE—BY E. T. WRIGHT & CO.

soles in storm and winter calf. The line is right up to the minute, and one that reflects credit upon the trade. The new factory of the Brandon firm is being operated to capacity.

#### Growing Favor of Patents

The Murray Shoe Co., of London, state that their fall samples are more conservative of style than in the past as they feel that the tendency with the trade is for a more quiet, genteel design. Their new samples show five of the latest lasts in Brockton and New York. Two of these are models in the very latest city English effect being adopted by the most exclusive shoe manufacturers across the line. Two others represent a medium high toe with a low heel for the young men's trade. These are exceptionally attractive. The company are also showing something entirely new in a last especially designed for winter shoes, where heavy leather and soles are desired. The Murray Shoe Co. think that for next season the demand will be very strong for gun metal and velour. Tan calf will still be in favor, but they look rather to a decline in that line, and for a considerable increase in patent leather and vici kid. The straight lace boot they are certain will have considerable interest for the trade, and while in some sections, and in some trade, the moderately high toe will still be briskly in demand, they cannot but feel that the quieter last and the English effect will be purchased in considerable quantities in all of the large cities.

#### The Narrow Pointed Toe for Women

The Minister Myles Shoe Co., of Toronto, are showing a representative and comprehensive range for fall. In the men's, four new lasts have been secured. The "Army," as its name implies, is a walking shoe, and is the last which is used by United States soldiers, typifying comfort and ease rather than any fashionable effect. This shoe has a full round toe with fairly flat tread, low square heel and viscolized sole. It comes in gun metal, tan and box calf. The "Navy" last is somewhat similar and has a wide and high toe with a



10-8 heel. Then there is the English last and City last, both with the receding toe, low square heel, wide shank and a flat tread. They are provided with the "dicky" back strap which is replacing the usual pull strap, and the pyramid stay with the loop. A number of bals are shown and in the high priced line the receding toe is again prominent. A range of men's button boots is also displayed, some with cloth tops, and it is expected that this line of shoes will be popular for a large number of men this fall. There are besides the heavy lines in winter and storm calf. The new ferro tan is very popular, the leather being washable and stainless.

In women's, buttons and bals are particularly represented, although there is a fair quantum of bluchers. Fancy cloth tops in such materials as cravenette, whip cord, etc., are shown as well as some button lines with white buck and champagne tops, the latter having patent vamps. One uniquely attractive model is a woman's English walking boot with low heel, broad shank and straight lines. Another new last for the highest class trade consists of a receding toe that is rather narrow, and in fact, quite pointed. This style is the one raging on Fifth Avenue and other fashionable thoroughfares in New York. The models on this last come in pretty nearly all leathers, and the heel is medium height, being from 12-8 or 14-8. This boot reveals a distinctly smart and dressy appearance. In the better line of women's buttons will still be the strongest, while bals are coming pronouncedly to the front. In pumps a number of lines are shown in gun metal, tan, and patent. The flat bow of silk or leather is being more prominently displayed than steel buckles, and in button boots those of twelve, fourteen and sixteen inches are the favorite, the height of the top being from six to eight inches.

#### Some Finished Shoemaking

The Hartt Boot and Shoe Co., of Fredericton, N. B., are in the vanguard with a representative and decidedly select line in men's fine welts. The showing is unusually strong, and for the coming fall gun metals and tans are being featured. The firm believe that these two leathers will prove to be in the future as they have been in the past season or two, by far the largest sellers, although it is predicted by some that patents will be stronger than they have been for the last year or two. They are of the opinion that medium high toe lasts will have the largest call, carrying slightly lower heels than formerly. There will be among the high class trade

for gentlemen an active requisition for the receding toe, on lasts that have a wide shank and carry wide broad heels, in some cases with flange effect. The line of fall samples represents about 25% in tans, while buttons, some with cloth tops, and carrying five, six and seven buttons, on both recede and semi high toe lasts, are bright features of the display. One decided novelty is a cushion sole, covered throughout and welted so that it cannot wrinkle in any way. This is being featured in certain lines. Another strong characteristic of the lines are shoes with rubber soles, and also others in French wax calf with plain quarters and receding toe and low heel. The Hartt Co. also make a line of felt sole shoes for the West. Their quota of sporting boots in viscolized calf, cresco calf and black winter calf, with legs 16 to 18 inches in height, are exceptionally well represented. These boots have all the style and finish of the finest shoe, and one particular black winter calf has chrome tanned upper and sole leather and is remarkably light. The Hartt line this season evidences the acme of smooth, finished shoemaking. During the past year seven new lasts have been added.

#### Presenting Medium High Toes

The Rena Footwear Co., of Montreal, are showing a number of new lasts in McKays and have a particularly natty shoe in their women's dull calf blucher, with a medium high toe, Cuban heel, and perforated foxing. They are also displaying a men's medium high toe last with a low heel and narrow shank for medium class trade. This firm have only been operating for something like a year and a half, yet the attention they give to their new styles shows that they are up-to-date in every way. They have a fairly large factory, yet even now they are cramped for space and will be forced to move into larger premises within the next year or so if their business continues to grow as it has during the past year.

Dupont & Frere, Montreal, are showing a number of lines embodying nice effects. They think the high toe will still be in demand for fall and winter. The firm are also showing a medium high toe which has a great call, and finds general favor with the trade. They state that help is scarce, and think they will be kept busy right up to the fall season. They will, however, due to the extension added to their factory since last year, be able to handle their fall orders much more expeditiously.

The Eagle Shoe Co., of Montreal, are showing a select



WOMEN'S VELOUR CALF BUTTON CUBAN HEEL, PUP LAST—BY RELINDO SHOE COMPANY



MEN'S GUN METAL BLUCHER, MEDIUM HIGH TOE, PLAIN QUARTERS—BY RENA FOOTWEAR COMPANY



WOMEN'S PATENT BUTTON MAT TOP, CUBAN HEEL—BY RELINDO SHOE COMPANY



new line of shoes for fall and winter wear. This firm has four new lasts in men's and three in women's shoes, which they think will please their customers more than anything they have yet shown. They are sending out a classy men's English medium receding toe bal, French edge trimmed and invisible eyelets with a wide shank and low one-half inch flange heel. This shoe is for high class trade only. Another of their creations is a men's medium high toe with a narrow shank and one and one-half inch Cuban heel, plain effects (no perforation) for medium and high-class trade. They are showing lasts running from the medium recede toe, to the modified high which will be as popular as ever with their trade, and which, used in combination with several shades of cloth uppers, will make it one of the strongest lines shown on the Canadian market.

#### Featuring the Cushion Heel

The range of fall samples by the Relindo Shoe Co., of Toronto, embraces an up-to-date selection in all kinds of feminine footwear. Buttons are strongly represented in tan, gun metal and patent, many with neat cloth tops. The medium high toe and lower heels are favorites in the models shown. Bals. are displayed in a number of pleasing patterns in both welts and McKays with graceful lines and artistic finish. The cushion heel is a feature in a number of the offerings and is taking well with the trade. In buttons the fourteen button line is mostly seen. The range is characterized by simplicity of design, conservative ideals and good fitting qualities. The company believe that cloth tops will prove a winner and that patents are returning to their pristine popularity. Travelers are now out with samples.

#### Believe Dongola Will Increase

J. A. & M. Cote, St. Hyacinthe, report that they are not manufacturers of shoes of style so much as they are for comfort and quality in solid leather goods, mostly for the working classes. They are making these goods in standard screw, McKay sewn, pegged and Goodyear welt, especially in the high lace shoes for miners, prospectors, surveyors, etc. They do not cut any color leather except in high cut sporting bluchers from eight to fifteen inches in altitude, and the demand for these goods is about divided between black and tan and chocolate. The Cote firm find that the demand for button boots is increasing in all lines, and they intend to make a full line of these for next spring's trade in box calf, gun metal and dongola. They believe that the demand for dongola is increasing all the time, and will make a great variety of samples in this leather for next season's trade. They are changing lasts every season, and more especially in the finer lines, although do not claim to specialize on fine goods. They believe that next season's trade will rather be for heavy goods so far as they are concerned, and that the Yamaska brand, which means quality in heavy staple footwear, will be to the forefront.

#### Going Strong on Welts

C. B. Dayfoot & Co., of Georgetown are giving prominence in their fall samples to the Goodyear welt line. Their trade in these lines was double that of the previous one, and shows every evidence of further increase. The company are giving special prominence to their high cut sporting boots which are used by sportsmen, prospectors or hunters, or any class of people who require a high cut class of shoe that will resist water and stand hard service. In this class of footwear the finest line of samples ever displayed has been turned out. Some new lasts and patterns have been added in order that the firm may cater in the lighter lines to the town and city trade.

Be on the lookout all the time for information about the business, and to nail a fact just as a sensible man nails a mosquito—the first time.

## Will Be Made Branch Manager



A new branch will be opened in London by the Kaufman Rubber Co., of Berlin. It is expected that the warehouse will be ready in September next where a complete stock will be carried, enabling the firm to give all sorting orders prompt and efficient attention. The manager of the London branch will be S. G. Amero, who is now representing the company in western Ontario and has proved himself a capable salesman. Mr. Amero is well qualified for the duties of his new position and, previous to going on the road for the Kaufman Co., was for ten years with the United Shoe Machinery Co. at their home office in the United States and also in Montreal and Toronto. Mr. Amcro is familiar with the whole process of footwear manufacture and, judging by his past experience, the right man has been selected to look after the London warehouse. Mr. Amero is a young man of energy, application and pleasant address, and his many friends in the trade will be pleased to hear of his promotion.

## May Start New Shoe Factory

It is learned on good authority that a new shoe company may in the near future begin the manufacture of footwear in Brampton. A large portion of the stock has already been subscribed and a charter is being obtained. The capital stock will be \$200,000. Among the incorporators of the new concern are W. G. Downing, a widely known western shoeman of Brandon. Gideon Knechtel, a traveler of several years' experience and a brother of A. Knechtel, shoe retailer of Stratford, and Mr. McFarlane of St. Catharines. It



G. KNECHTEL



W. G. DOWNING

is probable that the building will be erected in Brampton, but in the meantime the old tannery on Queen Street will be employed. It is understood that a distributing office will be opened in Brandon, under the direction of Mr. Downing, who has for years been in the business in that city. The lines made will be men's heavy goods and special attention will be paid to the needs of the West. Several places in western Ontario are after the proposed industry, among them being St. Thomas and London, but Brampton, according to the latest advices, seems to have the call.

## Will Clean White Shoes Instantly

Frank Mercer, 215 Davenport road, Toronto, has been appointed Canadian selling agent for Nu Bucko for cleaning buck and canvas footwear. No matter how soiled the white shoe becomes it can be effectively cleaned in a second or two with this preparation, which is easily applied. It does not mat the leather like some liquid preparations but raises the nap and quickly obliterates all dirt or stains. It is supplied in white, brown, grey or imperial shades and is commanding a wide measure of favor among the retail trade, who have welcomed Nu Bucko as a most satisfactory cleaner. Mr. Mercer reports large sales.



## SHOE NEWS IN PARAGRAPH

O. Paquin, shoe dealer, of St. John, N.B., passed away recently.

W. M. Carroll has opened a boot and shoe shop in Kentville, N.S.

The assets of Ben Slater, shoe retailer of Montreal, have been sold.

G. J. Galarneau, shoe dealer, of London, has discontinued business.

M. E. Henry has opened a boot and shoe business in Wainwright, Alta.

J. A. Johnson, of J. A. Johnson Co., Brockville, was in Montreal recently.

A. W. Vermilyea, of the Belleville Shoe Co., was in Montreal recently.

Geo. A. Slater, Montreal, spent a few days in Toronto last week on business.

Mrs. C. Couture, shoes, Montreal, had her premises damaged by fire recently.

Mr. Karn, of the Karn Shoe Co., London, was in Montreal recently on business.

F. W. Bishop, of A. W. Redden & Co., Sydney, N.S., was in Montreal recently.

Backus & Dennis, harness and leather dealers, of Chatham, Ont., have dissolved.

J. Roston, shoe retailer, Montreal, spent a few days in Boston last week on business.

Joseph Lefton, shoe dealer, of Port Arthur, was in Toronto on business this week.

Frank McKenna, of Ames-Holden-McCready Co., Montreal, was in Boston this week.

Philip Pockock, of the London Shoe Co., London, was in Toronto last week on business.

E. G. Trick & Bro., of Winnipeg, shoe dealers, have been succeeded by C. S. Trick.

J. H. Begin, wholesale and retail shoes, Quebec, has sold the retail branch to J. A. Fortin.

P. A. Trudeau has opened a new shoe store in Waterloo which is known as "The Ideal."

Mr. McGovern, of the Western Leather Goods Co., Toronto, was in Montreal recently.

J. F. Shea, the widely known King street shoe retailer of Hamilton is retiring from business.

J. J. Haines, shoe retailer, of Belleville, has gone on an extended trip to the Old Country.

Hugh White, Toronto, spent the past week among the shoe factories in Montreal and Quebec.

Oliver Paquin, of St. John's, Que., dealer in shoes, has registered to do business in that place.

J. H. Porter, of the Robt. Simpson Co. shoe department, Toronto, was in Montreal recently.

J. M. Clark has purchased the shoe business of J. J. Reid, of Teeswater, and has taken possession.

A new warehouse is being erected in North Bay for the Canadian Consolidated Rubber Company.

R. Dolphin, of Cedarville, recently bought out the stock of E. E. Hockridge, of Hopeville, Ont.

Alteen & Co. have embarked in the shoe business in Cobalt and have put in a representative stock.

Aird & Son, of Montreal, have removed into their new well equipped factory premises on Ontario street east.

R. F. Foote, manager of the Independent Rubber Co., Merritton, was in Toronto this week for a few days.

L. E. Gowing, of Burk's Falls, Ont., has embarked in the shoe business and put in a well selected stock.

J. Huycke, of Cobourg, Ont., has put in a stock of men's shoes in connection with his furnishing business.

F. Scott, of the Montreal office of the United Shoe Machinery Co., has been transferred to the Toronto office.

D. McDermott, of McDermott Shoe Co., Montreal, was in Toronto, Hamilton and other Ontario centres recently.

W. H. Gordon, of Acton, Ont., has put in a stock of boots and shoes in connection with his saddlery business.

C. S. Corson, of the Regal Shoe Co., Toronto, is able to be around again after a few days' illness from pneumonia.

Norman Leach has opened a new shoe store in the Marsh block, Smith's Falls. He has put in a well selected stock.

E. O. Weston, of F. J. Weston & Sons, Toronto, spent a few days recently on a buying trip to Montreal and Quebec.

W. G. Hardie is now traveling for the firm of Hardie & Moore, wholesale shoes, Toronto, and is covering Eastern Ontario.

The partnership of A. F. X. Beaudry & Fils, leather dealers of Montreal, has been dissolved. J. H. Beaudry continues.

L. E. Martin, of Belle Rivier, Que., was in Toronto during the past few days on business connected with the shoe trade.

Work will shortly begin on the new felt boot factory which will be erected in Tavistock, Ont.

M. R. Rennie, shoe dealer, of Hensall, Ont., was married recently in that town and many friends are extending congratulations.

The Toronto branch of the Boot and Shoe Workers' Union held a very successful entertainment recently in the Labor Temple.

J. B. Kinghorn and R. J. McAllister, of Geo. A. Slater, Limited, Montreal, were in Boston and other American shoe centres last week.

H. B. McGee, sales manager of the Minister, Myles Shoe Co., of Toronto, spent a few days in Montreal last week on business.

B. F. Potts, of Smithfield, Ont., has recently added a stock of shoes to his business and was in Toronto last week making purchases.

A. Langlois, shoe merchant, Montreal, is removing from his present stand at 641 Ontario street east to 685 Ontario street early in May.

Alfred Winn has joined the traveling staff of the Williams Shoe Co., of Brampton, and is covering Western Canada for the firm.

J. H. Hamilton, of J. B. Blouin, Limited, Levis, Que., was in Toronto this week on business and called upon several members of the trade.

F. Kibler, of Berlin, president of the Ontario Shoe Retailers' Association, was in Toronto during the past week calling upon the trade.

W. C. Myers, Western Canada representative for the Rideau Shoe Co., of Montreal, left Toronto last week with a full range of fall samples.

Mr. Pearse, of Montreal, general superintendent of the plants of the Canadian Consolidated Rubber Co., was in Toronto last week on business.

H. Megginson, shoe retailer, of Sault Ste. Marie, Ont., spent a few days in Toronto this month and called upon several members of the trade.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., London, was in Toronto this week on his way home from a trip to New York and other shoe centres.

W. Foster, who some time ago opened a modern shoe store in Medicine Hat, is meeting with splendid success. He has recently installed several more new seats to accom-

modate his customers and has removed the wrapping counter to the rear of the repair department.

L. M. Stoek, Western representative of Walker, Parker & Co., Toronto, left this week for the Prairie Provinces with a fine line of samples for fall.

Jas. Lawther, who was formerly with a Toronto house, is now representing the Hartt Boot and Shoe Co., of Fred-erieton, throughout Western Ontario.

R. L. Savage, of the firm of Jackson & Savage, Mont-real, was in Toronto, London and Peterborough last week showing a nice range of fall samples.

John Vallary, of Toronto, who now represents the Thompson Shoe Co. throughout Western Ontario, spent a few days in Montreal recently on business.

W. E. Short, Western Canada representative of the Kingsbury Footwear Co., Montreal, has left on his fall selling trip. He will go as far as Vancouver.

H. E. Thompson, of the Thompson Shoe Co., Montreal, was in Toronto for several days last week calling upon the trade. He reports a good outlook for business.

W. L. Beier, representing the Cross shoe, welts and turns, manufactured by John H. Cross Co., of Boston, Mass., was in Toronto last week calling on the retail trade.

E. Hutchison, secretary-treasurer of Eyeleigh & Co., Montreal, is at present on a vacation trip to Nassau and will be back in Montreal around the end of the month.

"Pete" Cowan, western representative of the Brandon Shoe Co., of Brantford, Ont., left a few days ago for the Prairie Provinces with a full line of fall samples.

J. Heffering, of Toronto, Ont., representative of the Tetrault Shoe Mfg. Co., Montreal, who has been seriously ill for the past three weeks, is able to be out again.

W. J. Duncan, manufacturer of Fit-Rite leggings, Seaforth, Ont., is doing a large business in that line and is now selling to the trade as far east as Quebec city.

Wm. Lindley, of St. Catharines, formerly with Getty & Scott, of Galt, is now with the firm of E. T. Wright & Co. and will represent them in the Maritime Provinces.

J. Brandram, late of Toronto, has bought out the busi-ness of D. I. Seigle, Mount St. Louis, Ont. The latter is opening a new shoe store on Bloor street west, Toronto.

L. S. McKindsey, W. H. Jardine and H. W. Roberts, who cover Western Canada for the W. B. Hamilton Shoe Co., of Toronto, leave next week for their respective terri-tories.

F. Underhill, of Underhills Limited, Aurora, has returned from a trip to Washington and other points. He had the pleasure of witnessing the inauguration of President Wilson.

J. L. Trethewey, of Toronto, Western Ontario traveler for the Brandon Shoe Co., has returned from an enjoyable sailing trip to Georgia, Florida and other points, being one of a jolly party.

Geo. G. Gales & Co., the Montreal shoe merchants, are opening a branch store at the corner of St. Denis and St. Catherine streets and will start business as soon as altera-tions are completed.

Mr. Elliott, of Hamilton, has opened what is known as the Palace Shoe Store on Barton street, Hamilton, which is under the management of Mr. McFarlane, late with Robert Wilson of that city.

J. H. Shinnick, shoe retailer, 311 Roncesvalles avenue, Toronto, has been appointed second vice-president of the Toronto branch of the Retail Merchants' Association which met last week.

C. F. Rannard, of the Rannard Shoe Co., Winnipeg, was in Toronto, Montreal and other eastern cities on an extended business trip. He also visited New York, Boston and other shoe centres.

James Houston & Son, 424-426 Talbot street, St. Thomas, held a very successful spring display of men's shoes during the past week. Neatly printed note paper invi-

tations were sent to the gentlemen of St. Thomas request-ing that they call and inspect the exclusive range of gentle-men's shoes.

Harvey E. Graham, of Toronto, left last week for a trip through the Prairie Provinces in the interest of Jackson & Savage, of Montreal, with a full range of Boy Scout shoes and other lines for the firm.

Getty & Scott, Limited, of Galt, have been appointed selling representatives in Canada for the widely known line of women's evening slippers manufactured by A. & A. W. Flateau, of London, England.

The Rapid Shoe Repairing Company now have five branches in Hamilton: 255 King street east, 451 Barton east, 1094 Barton east, 201 James north, 260 King west, 107 James north, also at Brantford and St. Catharines.

Charles Bayford, who has been with A. Wellwood, 1250 Bloor street west, Toronto, has bought the shoe business of A. Chadwick, Gerrard street east, Toronto, who is retiring to go into the contracting line with A. E. Cudmore.

G. J. Scott, of Toronto, leaves in a few days for the West and will travel as far as the Coast. He will handle the lines of the O. B. Shoe Co., of Drummondville, Que., and the Adams Shoe Co., of Toronto, for the coming season.

J. Lamont, of Winnipeg, late with Getty & Scott, of Galt, will be out this season for fall with samples of the Eclipse shoe manufactured by the Galt Shoe Co. Mr. Lamont has many friends in the West and is a most success-ful salesman.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., J. A. McLaren, of McLaren & Dallas, and John Abernethy, of D. D. Hawthorne and Co., Toronto, were among the eastern visitors to the trade in Montreal and Quebec dur-ing the past week.

J. D. Palmer, president of the Hartt Boot and Shoe Co., Fredericton, N.B., was in Montreal and Toronto during the past week on business and met a large number of friends in the trade. He looks forward to an unprecedentedly busy season for his firm.

Frank Downs, who was for several years with McLaren & Dallas, Toronto, has rejoined the staff of that firm and is now covering his old territory in Eastern Ontario. His many friends are pleased to welcome him back after a season in the West.

Among the callers on the trade in Toronto during the past week were E. A. Wootton, of Maynooth, Ont., Mr. Abraham, of Abraham & Aboud, Cobalt, George Stanyon, Unionville, J. L. Thompson, Port Hope, W. J. Burns, Oshawa, and others.

The annual meeting of the Ontario branch of the Retail Merchants' Association of Canada will be held in Toronto on April 29th and 30th. During the week a Business Systems show will be conducted in Massey Hall, where the gatherings of the association will take place.

At a meeting of the creditors in Montreal of the A. P. Cimon Shoe Manufacturing Co., Limited, Alexander Des-marteau was appointed curator and Edward G. Chartier, Paul E. Lamarch, Jean B. Morin, William Davidson, Hor-misdas Sauve, Edward Still and Frank A. S. Deland appointed inspectors.

Alf. Neale will devote his whole time to the management of the shoe store of Neale & Merner, Bloor street west, Toronto. John Merner, who retains his interest in the store, will leave for the West in a few days, where he will spend some time as one of the selling representatives of the John McPherson Co., of Hamilton.

M. H. Clapp has taken possession of a fine new store in Vancouver, at the corner of Seventh avenue and Main street, having secured a five years' lease of the premises. Five different lines of street cars transfer at the door and Mr. Clapp now considers that he has one of the best cor-ners in the Pacific Coast city.

F. J. Lashbrook, of London, will represent the Mac-farlane Shoe Co., of Montreal, and the Williams Shoe Co.,



of Brampton, in Alberta and British Columbia during the coming season. He leaves shortly for the West. The samples of both firms have been much improved for fall, each having added several new lasts.

The many friends of J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, the noted slipper manufacturer of Waterfoot, Eng., are congratulating him on being the father of a bright baby daughter. Mr. and Mrs. Ashworth and child will leave for the Old Country in a few weeks to spend a portion of the summer months.

The premises of the Spanish Leather Co., Waterloo, Ont., used as a tannery and upholstering factory, were destroyed by fire recently. Groom & Carlan, the proprietors, sustained a heavy loss. The damage done was \$4,500 and the firm, which began business only a few months ago, carried no insurance on the building or stock.

After carrying on a successful shoe business for thirty-five years in the same stand, J. Twitchell & Son, of Clinton, Ont., have sold their stock to Harry C. Borbridge, of St. Thomas, who intends removing it to the latter city. Mr. Twitchell will live retired and his son Harry will remove to Western Canada, where he intends starting in the footwear line.

H. E. Gross, of Moncton, N.B., has joined the selling staff of the Relindo Shoe Co., Toronto, and will represent that firm in British Columbia; H. B. Ohrt and G. J. Cowling are covering the Prairie Provinces; F. J. Jackson will look after Northern and North-western Ontario; Frank Meicer Southern and Eastern Ontario; E. B. Snow, of Shediac, N.B., the Maritime Provinces, and G. J. Smith, the city of Toronto.

A. F. Kierstead is again covering Nova Scotia, Prince Edward Island and part of New Brunswick for the Hartt Boot and Shoe Co., of Fredericton. N. S. Steeves is looking after part of Quebec and a portion of New Brunswick; W. L. Jones, Eastern Ontario and eastern Quebec; James Lawther, Western Ontario; L. Farewell, Manitoba and part; of Saskatchewan and W. M. Jardine, the middle West; while British Columbia will be supervised by George H. Ferguson.

The annual conference of the branch managers of Ames, Holden, McCready Co. is being held in Montreal this week and next. Plans for the coming year are being discussed and views exchanged on important topics. Among the managers in attendance at the gathering are: A. B. Erskine, Vancouver; A. L. Johnston, Winnipeg; Frank Morgan, Edmonton; E. A. Dagg, Calgary; Charles Bonnick, Toronto; W. M. Angus, St. John; Alex. Angus, Montreal, and W. S. Louson, general sales manager.

The esteem in which Frederick P. Lawson, who has been a member of the warehouse staff of Ames, Holden, McCready Co., Limited, for some time in St. John, N.B., has been regarded by his fellow employes was attested recently when the manager, W. M. Angus, on behalf of his associates, presented to him a valuable case of silver. Mr. Lawson is severing his connection with the company to enter the Dominion Customs' service, and his departure from the employ is regretted.

J. G. McDiarmid, who represents the Cook-Fitzgerald Co., of London, in the larger cities of Western Canada, left for the West this week. W. G. Downing, Limited, of Brandon, will also have five men showing the line in points not covered by Mr. McDiarmid. James T. Sutherland will as usual look after the ground from Toronto to Quebec, A. A. Orendorff in Western Ontario and L. W. Johnston, the Maritime Provinces and part of Quebec. With nine men in the field, the Cook-Fitzgerald Co. are looking forward to a bumper season.

At a recent meeting of the Toronto Shoe Retailers' Association considerable business of importance was done. T. H. Bigwood, vice-president, was in the chair and a requisition has been sent to all the wholesalers in the city asking that the practice of selling retail be stopped entirely. The agreement has been signed by all the jobbers. On the other hand a petition is being presented to all the retail shoe men requesting that they cease sending customers with

orders to the wholesalers to secure shoes. This document is also being largely signed by the trade. A grievance committee has been appointed to investigate any complaints that may be made.

Leonard Barber, bookkeeper for Beal Bros., leather and findings merchants, Toronto, who recently pleaded guilty to the theft of about \$37,000 from his employers, was last week sentenced by Judge Morgan to two years less one day at the Guelph Prison Farm. The prisoner obtained money from the bank by means of forged signatures on the representation that it was for salaries. Barber had misappropriated funds at the rate of about \$2,000 per month, which he gambled away. He came from England about two years ago and his sentence was made lighter than it otherwise would have been, owing to the highly nervous disposition of the young man.

The members of the office, warehouse and traveling staffs of the local branch of the Canadian Consolidated Rubber Co., St. John, N.B., enjoyed themselves to the limit recently in a sleigh drive and supper. They drove to Barker's place, in the Loch Lomond road, where they had a very tempting supper to which full justice was done. After the supper had been partaken of, there was a fine programme. Walter R. Stewart presided and gave an address of interest, while others taking part in the programme were: F. J. Hunter, solo; J. Walsh, speech; Scottish dance, Wm. Bell and Lloyd Young; solo Thomas Drake; reading, Andrew T. Rainnie, and piano selections, Roscoe Bond. The latter acted as accompanist.

Among the shoe merchants in Western Ontario who have purchased the adjustable display fitting which is being turned out by the Brantford Show All Window Fitting Co., of which A. C. Clark is the head, are: Ludlow Bros., Brantford; H. Hotson, Tavistock; A. G. Gahagan, Woodstock; A. Judelson, G. J. Clayton, J. H. Hodgson, A. E. Reos, of Hamilton; H. C. Clark, Dundas; W. H. Brigham, Chesley; J. P. Cook Co., London; J. P. McCullough, College street, Toronto; A. Levy, Yonge street, Toronto; J. Brotherton, Yonge street, Toronto; M. B. Young, Bloor street west, Toronto; St. Leger Shoe Co., 542 Queen street west, Toronto, and Chas. Allan, Queen street west, Toronto. Many other merchants in the hardware, drug, jewelry and other lines in various towns in Western Ontario have also placed orders for this window fitting, which is very popular with the trade.



"Dan" MacDonald, who for some years has been representing the Murray Shoe Co. and the Cleo Shoe Co., of London, throughout the Maritime Provinces will this season handle the Cleo line exclusively in Western Ontario. Mr. MacDonald has many friends in the trade and is an efficient and energetic salesman.



## HAPPENINGS IN FACTORIES

Harris shoe factory has opened in Deloraine, Man., and is meeting with good success.

J. Niekle, superintendent of Kirvan-Doig Limited, Maisonneuve, Que., has resigned.

Charles Robson, of the Robson Leather Co., of Oshawa, was visiting the markets of Chicago recently.

The Superintendents' and Foremen's Association, Montreal, cleared about \$150 on their recent euchre and ball.

The Sardon Shoe Co. are negotiating with the town of Maisonneuve for the purpose of erecting a large new factory there.

Armand P. Kimmel, superintendent of the Elmira Felt Co., Elmira, has been appointed vice-president of the Kimmel Felt Co., Berlin.

Louis Pion has resigned his position as stock room foreman with the Rideau Shoe Co., of Maisonneuve, and is now in business for himself.

C. O. Shaw, of Huntsville, Ont., general manager of the Anglo-Canadian Leather Co., was in Toronto and Montreal during the past week on business.

John Ryer, who has lately been employed by James Linton & Co., of Montreal, in charge of the bottoming room, is now with the O. B. Shoe Co, Drummondville.

The Robert Taylor Co., of Halifax, have recently added several new machines to their factory which will result in considerably increasing their output of shoes.

B. Labelle, who has been assistant foreman of the finishing department of the Rideau Shoe Co., of Maisonneuve, for the past few years, is now foreman of the finishing department.

E. C. Dorr, making room foreman for the Ames, Holden & McCready Co., of Montreal, has resigned his position and has accepted a position with the Pontiac Shoe Co., of Pontiac, Ill.

The employes of the U. S. M. Co., Montreal, recently presented Thos. Scott, who has been superintendent of the company for sixteen years, with a gold watch and chain as well as an appreciative address.

John Stephens, of Rena Footwear Co., was in Toronto and other Ontario cities last week. Considerable new machinery has been installed in the Rena Footwear Co. factory, Montreal, by the U. S. M. Co.

A. A. Durkee Co., Limited, manufacturers of Security Footwear, Truro, N.S., intend to largely augment their output and will increase the authorized capital stock of the company from \$50,000 to \$400,000.

Chas. N. Holmes, for the past six years superintendent of the Selz Schwab Company's factory at Elgin, Ill., has resigned his position with this firm and on April 1st will become general superintendent of the factory of Getty & Scott, Limited, Galt.

J. T. Tebbutt, of the Tebbutt Shoe & Leather Co., Three Rivers, Que., has been elected president of the Northern Quebec Goldfield and Exploration Co., which is capitalized at three million dollars. Work this spring and summer will include a prospecting party who will follow the range

of mineralized hills through the Grand Lakes and Victoria district following information given in a report by the Quebec government expert, work will be commenced on the properties immediately after the break-up.

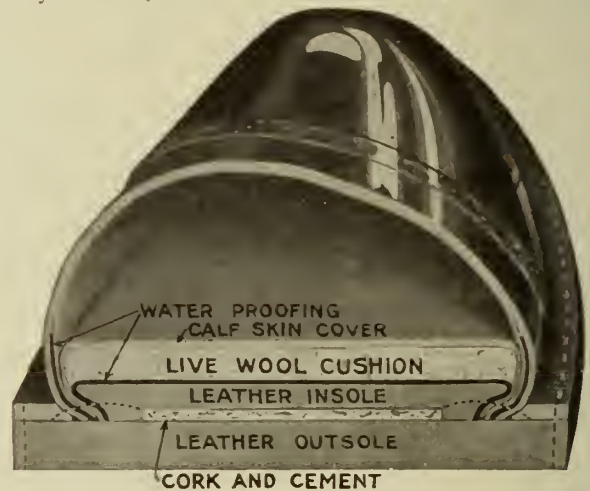
The B. F. Goodrich Co., of Canada, Limited, has been incorporated with a share capital of \$500,000 to manufacture, buy, sell and deal in goods, wares and merchandise of all kinds. The head office of the company will be in Toronto and a large factory will be erected at St. Catharines.

The hockey team of A. R. Clarke & Co., have won the championship in the Riverdale Manufacturers League, Toronto. The final game with the Imperial Varnish Co. was a battle royal. The leather exponents finally captured victory by a score of 6 to 4. The struggle was witnessed by a large crowd.

J. Vaundell has accepted a position as foreman of the making room for the Slater Shoe Co., of Maisonneuve. Mr. Vaundell was formerly employed in Boston, Mass. A. Fontaine formerly held this position recently accepted by Mr. Vaundell. Mr. Fontaine has taken a situation with the Whalen Shoe Co. in Montreal.

P. W. Symonds, who has had an extended experience in the factories across the line, has been appointed superintendent of the Western Shoe Co. at Berlin and has entered upon his duties. He succeeded Alex. Inrig, who some time ago was made superintendent of the new factory of the Woelfle Shoe Co. in Berlin, which is now in full operation.

The Minister, Myles Shoe Co., of Toronto, are putting on the market in Canada a real new feature known as Hawthorne's Seal'd Sole Shoe, an illustration of which is presented. The black line over the insole and extending part way up the sides between the lining and vamp shows where the damp-proof material is placed in the shoe. This material is so compounded that neither heat, cold nor perspiration has any effect upon it. It is claimed for Seal'd Sole Shoes



that they are different from others in that no dampness penetrates the soles or the seams of the soles. These shoes have an insole that conforms to and fits every curve of the foot, thus distributing the weight evenly and admitting of perfect blood circulation. The insole is always dry and smooth as velvet. Any shoe desired can be equipped with these soles which relieve perspiring and burning feet and prevent and cure many pedal afflictions. Neither is style sacrificed to secure comfort and ease. The insole cannot break or curl up and the cushion is always dry, while no trees are needed in the shoe when not in use.

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.



# 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

Established Over Half a Century



## Our Brands Of Sole Leather

PENETANG Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

EAGLE Mellow, yet admirably adapted for general work

LISTOWEL For fine and sewed work.

CUT SOLES Heels and Counters None Better  
Shoe Findings Etc.

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - ONTARIO

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**

## 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

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

## JOTTINGS FROM QUEBEC

J. H. Larochelle was in Montreal on a business trip recently.

Herbert Gale, of Gale Bros., has also returned from a business trip to the same city, where he spent a few days.

C. E. McKeen, of Vancouver, was in Quebec during the past week and called upon a number of his old friends.

P. Ouellet, leather and findings merchant, is confined to his room for a few days with an attack of the grippe.

Henry List, salesman for the Louis Gauthier Co., has been on a business trip to Toronto, Hamilton and Winnipeg.

Mr. Gamont, assistant superintendent of J. B. Blouin, Ltd., Levis, who was confined to his room for ten days, is rapidly recovering.

L. Morency, paper box manufacturer, who turns out a large quantity of cartons for the shoe firms of Quebec, has removed to his new building.

V. Coulombe, shoe dealer and repairer, is making extensive improvements to his shop. He is installing a shoe shine stand which will be the finest one in Quebec.

Now that all the installations of electric motors in the O Goulet factory have been completed the plant is running, each department separate from the other. Orders are being turned out rapidly.

J. B. Blouin, Limited, of Levis, have installed several Ideal Clicking Machines in their cutting department. They are the first manufacturers of the Quebec district who have adopted this machine.

Tourigny & Marois are very busy. Their staff is working three nights a week. They are at present turing out 250 cases of shoes a week and have orders ahead to keep them busy for the next three months.

Alexander Meyers, shoe manufacturer of Montreal; D. E. Sutherland of the Amherst Boot & Shoe Co., Amherst, N.S.; E. L. Rising, of Waterbury & Rising, St. John, N. B.; R. T. Hayes, of J. M. Humphrey & Co, St. John, N. B.; J. A. Lane, of Paul Galibré, Montreal, were in Quebec recently.

Alf. Marois, of Tournigny & Marois, George Bilodeau, representative of the Monarch Dressing Co., F. Blouin, of J. A. Scott, and W. Deslaurier, tanner, were recently on a driving trip of several miles to test the speed and driving capabilities of Mr. Marois' new horse, which is considered one of the best animals in Quebec city.

## AN ATHLETIC SHOE SALESMAN

Ed. Lynch, who is the Western Canada representative of the Minister, Myles Shoe Co., of Toronto, left this week on his Western tour. Mr. Lynch was born in the "Nutmeg" state at Winsted, Connecticut, which is located at the foot of the famous Berkshire hills, and attended college at Worcester, Mass., and at Fortham College, New York, where he took a prominent part in all lines of sport, being proficient in basket ball, football and baseball. He engaged in many a hard fought fray on the campus while taking a medical course. He gained some retail experience in the footwear line in New York city, and during his athletic career became acquainted with C. J. Fitzgerald of the Cook-Fitzgerald Co., of London, who was then a widely known newspaper man and writer on sporting topics in the New York press. One day Mr. Fitzgerald offered Mr. Lynch a good position on the traveling staff of his company and the latter came to Canada and for four years represented the Cook-Fitzgerald Co., covering a large portion of western Canada. He remained with them until August last, when he joined the Minister, Myles Shoe Co. During his five years' residence in Canada Mr. Lynch has made many friends by his genial nature, and his obliging, gentlemanly disposition



## SHOE FIRM HAS RECORD YEAR

The coveted million dollar output was reached last year by the Amherst Boot & Shoe Co., who held their annual meeting recently in Amherst, N.S., it being the forty-sixth annual gathering of this old and reliable industry. Percy C. Black, the president, presided. Remarks were made by several shareholders congratulating the management upon the continued success of their enterprise. Interesting addresses were also made by the president and manager, reviewing, for the information of the shareholders, the year's operations. T. N. Campbell, secretary, who had returned from an inspection of the company's western branch at Regina, gave an interesting report of progress there. The premises now being inadequate, the chairman announced that the directors contemplate an extension to the warehouse in the early spring.

## CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order

FOR SALE—Three thousand dollar stock and business of boots, shoes, trunks and valises in a thriving town in Ontario, at a rate on the dollar. The goods are all staple and up-to-date. Purchaser can rent the store by the month or lease by the year. Apply Box G, SHOE AND LEATHER JOURNAL, Toronto.

SHOE REPAIRER WANTED—Good wages. Apply Box H, SHOE AND LEATHER JOURNAL, Toronto, Ont.

SHOEMAN, having eight years' shoe and trunk experience, desires position traveling for shoe or trunk firm. Apply to Box I, SHOE AND LEATHER JOURNAL, Toronto, Ont.

SHOEMAKER WANTED—At once; must be strictly first class on repairing; one accustomed to machine preferred. For full particulars write Box F, SHOE AND LEATHER JOURNAL, Toronto.

AGENTS to carry side line of soft sole shoes for old established firm; compact samples; 10 per cent. commission; good territory open. Address, Box J, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—Salesman to carry on commission, as a side line, about twenty samples in men's machine sewed and Goodyear welts; prices \$1.60 to \$2.60. Address, Box K, SHOE AND LEATHER JOURNAL, Toronto.

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, Ont.

WANTED—For a Montreal factory, a young man to take charge of the sample room and assist in getting out samples; one with either retail or wholesale experience preferred. Address, with references, P.O. Box 1566, Montreal.

YOUNG MAN who understands the shoe business well desires position as manager of a shoe store or shoe department, good salesman, window trimmer and card writer, with AI references wherever employed. Disengaged when suited. Apply to Box 42, SHOE AND LEATHER JOURNAL, Toronto, Ont.

WANTED—Salesmen to carry on the side twelve samples old ladies' turn comfort shoes, carried in stock by manufacturer, three widths. Excellent proposition. Shoes made right and will repeat. Address and give all facts concerning yourself to Box L, SHOE AND LEATHER JOURNAL, Toronto.



# There's Money in Hosiery— For the wise Shoeman—

Glance over your sales records for the last year! Now total them up and ask yourself this question:

How many of my customers could I have sold Pen-Angle Hosiery to last year without half trying?

Suppose you had sold one-third of your customers and pocketed a nice margin of profit. Your extra net profit would have paid the rent and perhaps the wages of a clerk or two. And all this with hardly any extra work or cost. Why not oblige your customers by stocking Pen-Angle—the popular, Full-Fashioned Hosiery for Men, Women and Children.

Your Lady customers want Pen-Angle Hosiery to match their shoes in shade and color. Your gentlemen customers want Pen-Angle for this and other reasons at your store. Oblige them by keeping a good working stock of Pen-Angle always on hand. If you've never stocked Hosiery before, write to us for full particulars.



## PENMANS, LIMITED, Paris, Canada

Hosiery

Underwear

Sweaters

Can be purchased from any first-class  
wholesale dry goods house, or through

EDWARD BURNS CO.  
Toronto

A. L. GILPIN  
Montreal

BRYCE & CO.  
Winnipeg and Vancouver

B. S. MACFARLANE  
Truro, N.S.



"FAMOUS FOR FIT AND QUALITY"

The most popular Rubbers in Canada are on the way to you now. Samples, Illustrated Catalogues, Price Lists, etc., are coming with the travelers from the following distributing agencies :

W. B. Hamilton Shoe Co., Ltd., Toronto	Canada Shoe, Montreal	Waterbury & Rising, Ltd., St. John, N.B.
D. D. Hawthorne & Co., Toronto	Alfred Lambert, Inc., Montreal	J. W. Boyer & Co., Victoria, N.B.
J. D. King Co., Ltd., Toronto	James Linton & Co., Montreal	W. G. Downing & Co., Brandon, Man.
John McPherson Co., Ltd., Hamilton	Thompson Shoe Co., Ltd., Montreal	Gutta Percha & Rubber, Ltd., Win- nipeg
Sterling Bros., Ltd., London	Louis McNulty, St. Johns, Que.	Maybce, Kennedy, Ltd., Moose Jaw
C. Stephens Co., Ltd., Collingwood	Eastern Townships Shoe Co., St. Hyacinthe	Gutta Percha & Rubber, Ltd., Calgary
J. A. Johnston Co., Brockville	J. H. Begin, Reg., Quebec.	Damer, Lumsden Co., Vancouver
Gutta Percha & Rubber, Ltd., Mon- treal	J. H. Larochelle & Fils, Quebec	Gutta Percha & Rubber, Ltd., Van- couver

WAIT FOR THE "MALTESE CROSS" MAN

## GUTTA PERCHA & RUBBER, LIMITED

HEAD OFFICES

47 Yonge Street - - - TORONTO

*Branches—Montreal, Winnipeg, Calgary, Vancouver  
Sydney, Melbourne and Perth, Australia*

(NOT IN ANY TRUST)





**BOB. HAWLEY**  
Eastern Ontario



**WM. CHAMBERLAIN, Sec.-Treas.**



**F. S. SCOTT, President**

CLASSIC  
SHOES

CLASSIC  
SHOES



**P. L. WAUGH**  
West Ontario



**H. H. GIBBINS**  
Manitoba and Saskatchewan



**W. A. KEARNEY**  
Quebec and Maritime Provinces.



## CLASSIC SHOES



### Have a guarantee like t

The best guarantee of the saleability of any article lies in its reputation.

Behind every pair of "Classic" Shoes whether women's, misses' or children's, is an earned reputation for wear, style and fit.

And the best of it is this reputation is being day after day augmented and strengthened by reason of the high quality of every "Classic" Shoe that leaves the factory.

In the "Classic" factory reputation was never a thing to rest upon. Always it has been something to achieve. And every season has seen a greater striving after "something better."

## GETTY & SCOTT, Limited







**CLASSIC SHOES**



Behind your Fall stock

his striving has always borne results. The samples for Fall, 1913 plainly show it. When the "Classic" man comes 'round you'll be shown as fine a line of high class women's, misses' and children's footwear as has been your pleasure to see. And there will be variety enough to suit every fancy and need.

You'll be pleased, we know, with these samples if you only look them over. So when the "Classic" man calls give him his opportunity to show you this line which he is so proud.

"Classic Shoes" GALT, ONT.



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.



## 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.

## J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -- TORONTO

— REPRESENTING —

**Tetrault Shoe Mfg. Co.**  
Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**  
Exclusive Children's Line

**Regina Shoe Company**  
Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.  
PHONE ADELAIDE 370

## 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**

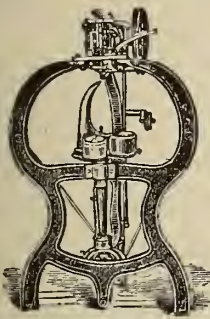
If you are looking for a line of  
**Warm Felt Footwear**  
combining quality, style  
and best workmanship, see

## 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 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 machinery always kept in stock. Ask for prices on Shoe Racks and dieing out Blocks.

96 Prince 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

# 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



John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

**THE JOHN RITCHIE COMPANY**  
LIMITED

*Boot and Shoe Manufacturers*



496 St. Valier Street, QUEBEC.

**Tourigny & Marois**

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties; Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC

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



P. Cleophas Lachance  
Inventor

**The Lachance  
Ankle Brace**

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

**LUC. ROUTIER**  
QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

**ASK FOR SAMPLES**

**LUCIEN BORNE**

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL



## Twentieth Century Welts for the Fall Season of 1913

**Style**

**YOU** will soon be given the opportunity of looking over the samples of Twentieth Century Welts for Fall 1913. They'll be well worth your careful examination, for besides having all the qualities that have made the good reputation of Twentieth Century Welts, they'll show a greater advance in style than previously.

**Comfort**

**Work-  
manship**

**Popular  
Price**

Twentieth Centurys make a strong bid for your co-operation because their popularity with the buying public is founded on more than one good quality. Although built on comfortable lines they always conform in sensible measure to existing styles, they always show the results of skilled workmanship, and their prices are just what most men want to pay. Men's retail at \$4.50, \$5.00, \$5.50 and \$6.00; boys' at \$3.50 and \$4.00.

**The C. E. McKEEN CO., QUEBEC**



## You should see Surpass samples for Fall 1913

**I**T won't be long now until your jobber will be showing you samples of the Surpass line for Fall 1913—as fine a line as you have seen. You won't notice any very radical changes in the shapes, for the Surpass line does not find it necessary to follow blindly every whim of the last maker. Still, you will find plenty of new ideas that'll brighten up your stock, and we feel sure you'll be pleased with the whole line.

Look the samples over carefully, choosing whatever looks good to you, knowing full well that every Surpass shoe is made right up to sample.

THE LOUIS GAUTHIER COMPANY  
LIMITED QUEBEC CITY





# “Kingsbury” ——— “America’s Beauty”



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.”

These brands mean the latest styles and the best selling shoes



No. 391—Patent Duchess, No. 35 last, Cuban Heel.

Typical Kingsbury Lines that explain why Kingsbury sales are mounting every year.



NOTE WHERE THE SHOE BENDS  
FLEX-WELT

Only five shoes from a most representative range. Do you sell KINGSBURY or AMERICA’S BEAUTY Shoes?



No. 399 — Patent Corded Top Pump Turn, No. 37 Last, Cuban Heel.

A “Flex-Welt” shoe is flexible at the right place for comfort—**across the ball of the foot**—not at the shank.

Will be placed in any shoe on order. Ask about it.



No. 226—Fancy Dull Calf Collar Pat. Blucher Oxford, 38 Last, Cuban Heel, Flex-Welt.

Our travelers will soon show you new lines just as “chic.”

**Kingsbury Footwear Company, Limited**  
Specialists in Ladies’ Footwear  
M o n t r e a l

Astoria  
Shoes



“C-F. ARCHEASE”



“THE STAMPEDE”

“Astoria”

Shoes for men designed

MR. RETAILER

¶ If you are looking for a line of Men's Goodyear Welts that can be bought at a price and that will satisfy your patrons perfectly, we have them.

¶ We invite your closest inspection of the samples, which will shortly be shown you by our hustling sales staff.

The Cook-Fitz,  
London :- :-

Liberty  
Shoes



Liberty  
Shoes

# “Liberty”

by master craftsmen

¶ The quality of the materials used in their make-up, the style attributes, and the general shoe-making will appeal to you—we invite the closest scrutiny. ASTORIA and LIBERTY SHOES for Fall, 1913 will bear it.

¶ The illustrations on these pages are not fancy drawings—they are actual photographic reproductions

¶ Sold at retail for \$5.00 and higher.



“THE SENATOR”



“THE ROUNDUP”

ald Co., Limited

-:- Ontario

Astoria  
Shoes



"STRAND"

Patent Blucher.

"MONARCH"  
and  
"BRANDON"  
lines  
become more  
popular  
each season

WHY?



"AUTO"

Patent Bal.



"DANDY"

Men's patent blucher, full round toe, circular foxing.

DEAR  
Our 1933  
are the  
Our New La  
are right u  
look the  
placing

BRANDON SHOES  
BRANTFORD



RS  
1 Samples  
st yet.  
rd Patterns  
he minute,  
r before  
order



“BRANT”

English Last Box Toe, Button, Silk Cloth Top.



“KONOT”

Russia Calf Button, Tan Cloth Top.

BECAUSE  
QUALITY, STYLE  
and FIT  
are features which  
have made our  
shoes great sellers  
and repeaters



“PIKER”

Men's Gun Metal Blucher, blind eyelets,  
receding toe, whole quarter.

CO., LIMITED  
ONTARIO

AMES HOLDEN

M<sup>c</sup>CREADY

# Watch for the Ames-Holden McCready Travelers

NOW ON THEIR WAY TO YOU WITH SAMPLES OF

## RUBBERS

*Maple Leaf**Granby**Anchor*

RELIABLE AND SATISFACTORY

About April 1st they will be on their respective territories with what may be termed, in perfect truth, as fine and representative a range of shoes as has ever appeared in Canada—bar none.

Every shoe is a winner—the result of absolutely new ideas, patterns, lasts and styles, the best of leathers, the most expert supervision and workmanship.

We are quite justified in the use of superlatives, because these shoes will measure up.

NOTE—You will also be shown a popular price line of Men's, Women's and Boys' WELTS on the latest lasts. The value will be just as popular as the price. Ask to see them.

*Be sure to see our traveler before you order.*

## Ames-Holden-McCready, Limited

### The Big **IN STOCK** Shoe House

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver



**Kant Krack**  
(A FIRST)

**Dainty Mode**  
A FIRST

**The  
Best Rubbers  
for 1913**

On the strength of their records of last year, and the quality of their samples for this year Independent Brands deserve your orders for 1913.

The general, all round satisfaction they gave their wearers in 1912 proves their worthiness to be in your stock, and to have your hearty co-operation.

The samples for 1913 show a range of styles and shapes that should meet any emergency, and enable you to fit any shoe.

Aren't these good reasons why you should wait carefully for your jobber's salesman with his samples of Independent Brands?

**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.

**MADE BY**

**Independent Rubber Co.  
Limited**

**MERRITTON - ONTARIO**



**(A FIRST)**

**BULL DOG BRAND**



**(A SECOND)**

# About Good Felt Footwear



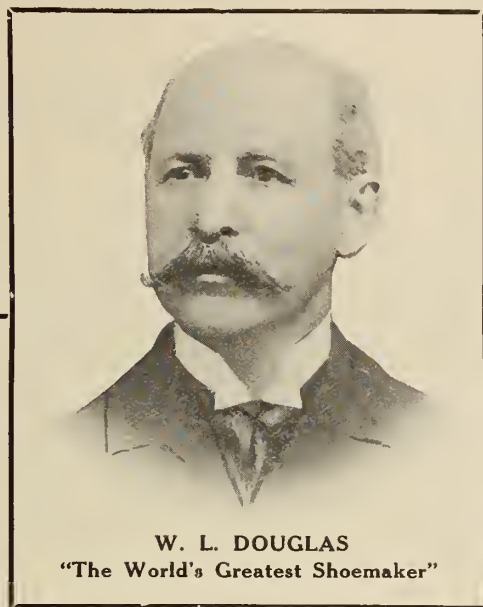
**S**OMETIMES different brands of Felt Shoes look pretty much alike when they are new. You don't know what material is in them. Only time can tell their wearing qualities. But when you buy Felt Shoes with a proven trade mark on them—the mark of makers of standing—which says they are good Felt Shoes, and you know the name means what it says—a trade mark that has been the proven guide to Quality Felt Footwear in the past—you take no chance, and "Elmiras" are above all others the line for the retailer who desires to give his customers the very best Felt Shoe guarantee.

'Elmira' on Felt Shoes and Slippers means a guarantee of Felt Shoe satisfaction backed by years of real merit and unsurpassed felt and shoe manufacturing facilities. It represents quick sales and sure profits for the retailer and absolute Felt Shoe satisfaction for his customer.

The above trade mark stamped on the bottom of all genuine "Elmiras" will solve your Felt Shoe problem for you.

**Manufactured by the Elmira Felt Co., Berlin, Ont.**





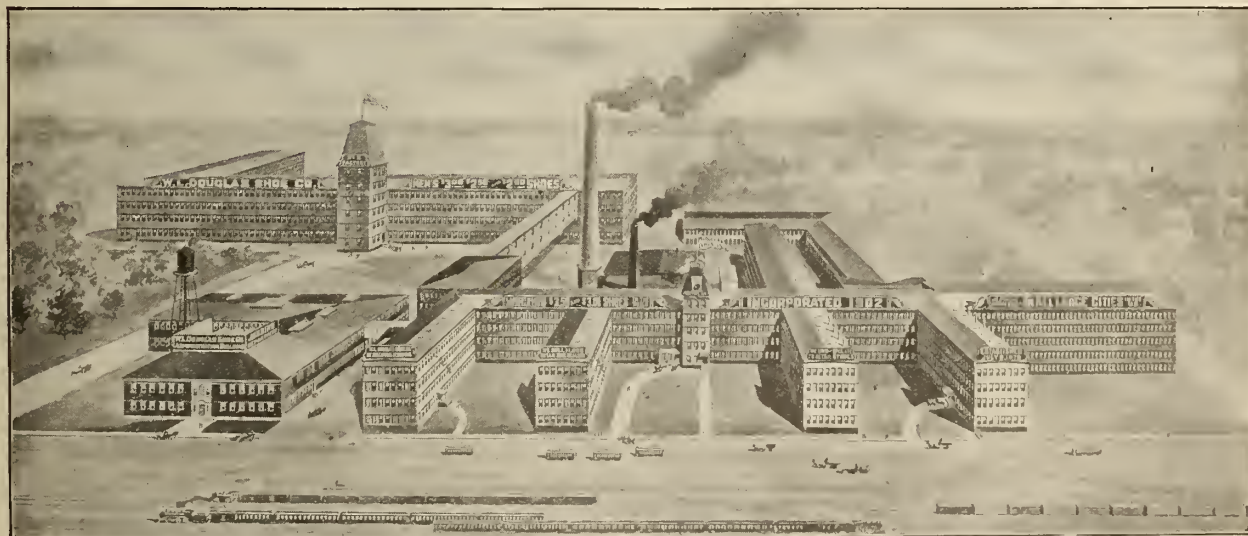
W. L. DOUGLAS  
"The World's Greatest Shoemaker"

## 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.

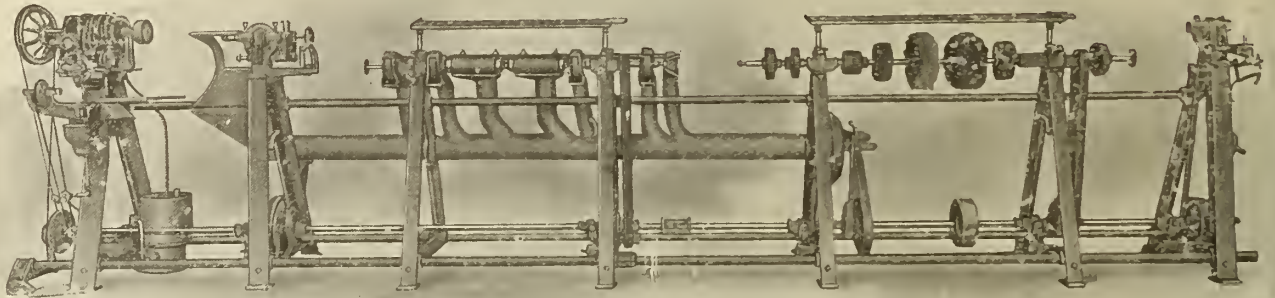
**W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.**



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS. U.S.A.

CAPACITY, 17,600 PAIRS A DAY.

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



### MODEL N

**T**HIS 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

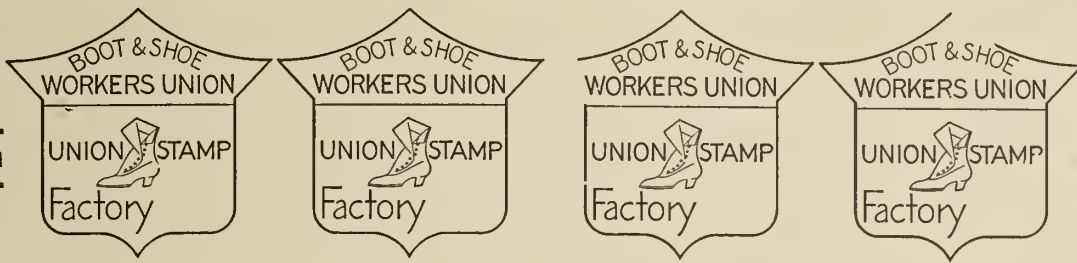
LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC





## 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.-Treasurer

## INDEX

	PAGE		PAGE		PAGE
Aird & Son.....	23	Elmira Felt Co.....	76	Packard & Co., L. H.....	80
Ames-Holden-McCreedy, Limited..	74	Frank & Bryce.....	57	Palatine Rubber Heel Co.....	22
Beal, The R. M., Leather Co. Ltd..	57	Gauthier, The Louis Co., Limited..	68	Palmer, John, & Co.....	22
Berlin Trunk & Bag Co.....	26	Getty & Scott.....	61, 62, 63	Penman's, Limited.....	59
Bonner Leather Co.....	65	Gutta Percha & Rubber, Limited...	60	Perth Shoe Co.....	29
Boot & Shoe Workers' Union.....	79	Hartt Boot & Shoe Co., The.....	8	Plant & Co., T. G.....	10
Borne, Luciene.....	67	Heffering, J.....	65	Quaker Shoe Co.....	65
Brandon Shoe Co.....	72-73	Independent Box Toe Co.....	21	Rankine & Sons.....	11
Breithaupt Leather Co.....	57	Independent Rubber Co.....	75	Rideau Shoe Co.....	20
Canadian Consolidated Rubber Co..	6	Keiffer Bros.....	65	Ritchie, Jno., & Co.....	67
Clark, A. R., & Co.....	5	Kingsbury Footwear Co.....	69	Robinson, James.....	18-19
Columbus Rubber Co.....	17	Krieg, House of.....	13	Routier, Luc.....	67
Cook-Fitzgerald Co., Limited.....	70-71	Lachance & Tanguay.....	67	Solomon & Speilman.....	27
Corbeil, A.....	14-15	Logan Tanneries.....	21	Staynes, W. H., & Smith.....	56
Cote, J. A. & M.....	9	Marden, Orth & Hastings.....	24	Tanning Research Laboratory.....	65
Davis Leather Co., Limited.....	7	McDermott Shoe Co.....	24	Tebbutt Shoe & Leather Co.....	12
Dayfoot, C. B. & Co.....	25	McKeen Co., C. E.....	66	Tourigny & Marois.....	67
Dominion Die Co.....	65	Miner Rubber Co... Inside Back Cover		United Shoe Machinery Company of Canada, 28, 64, 78, Inside Back Cover	
Dominion Shoe & Slipper Co.....	65	Minister, Myles Shoe Co.....	30	United States Hotel.....	21
Douglas, W. L., & Co.....	77	Moench, C., Sons Co.....	27	Utz & Dunn.....	16
Doyle, Thos. C.....	21	Moenus Machine Co.....	23	Young, W. J., Machinery Co.....	25
Duclos & Payan.....	65	Montreal Box Toe Co.....	57		
Dunford's Elk Shoes, Limited.....	26				
E-Z Walk Mfg. Co.....	27				

# P A C K A R D ' S

## Individual Wood Display Stands

MISSION STYLE      OAK FINISH



7-inch, 35c. each



10-inch, 40c. each



13-inch, 45c. each

Just the thing for YOUR EASTER WINDOW  
L. H. PACKARD & CO., LIMITED, 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**

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

122 Adelaide Street W., TORONTO

492 St. Vallier Street, QUEBEC





## Have Delivery Guaranteed by Placing Your Order Now

Delivery of Miner Rubbers is guaranteed on all orders received prior to May 1st. It means a great deal to you to know exactly when your Rubbers will be on hand, and is certainly worth the slight extra trouble of finding your wants now. Co-operate with us by giving us a fair chance. We'll not disappoint you. Give your order now.

The **Miner Rubber Company, Limited**

GRANBY, QUE.

Stocks carried at Montreal, St. John, N.B., Quebec, Toronto, Hamilton, London, Winnipeg, Brandon, Calgary, Edmonton.





APRIL 1st

TORONTO

1913

**THE**

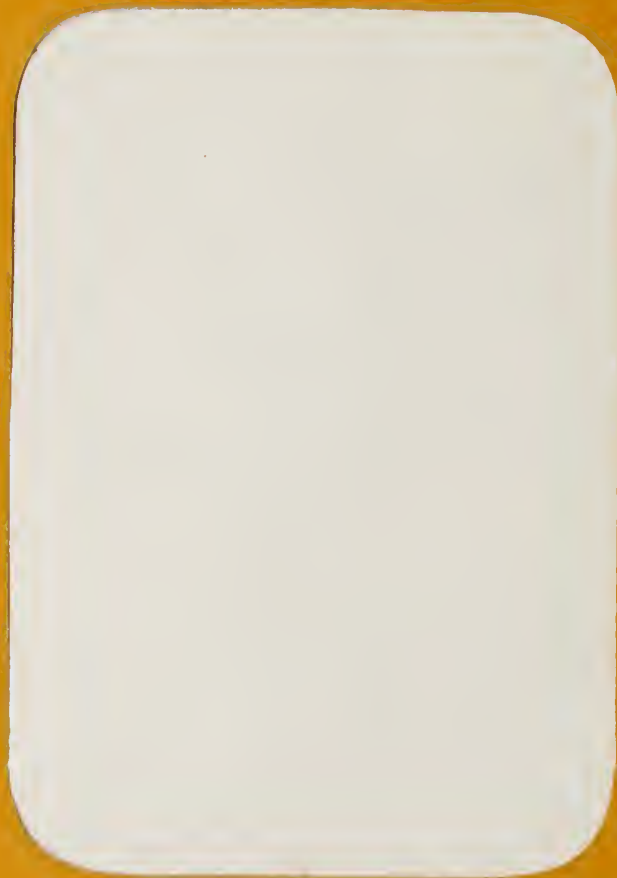
# SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH



ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL





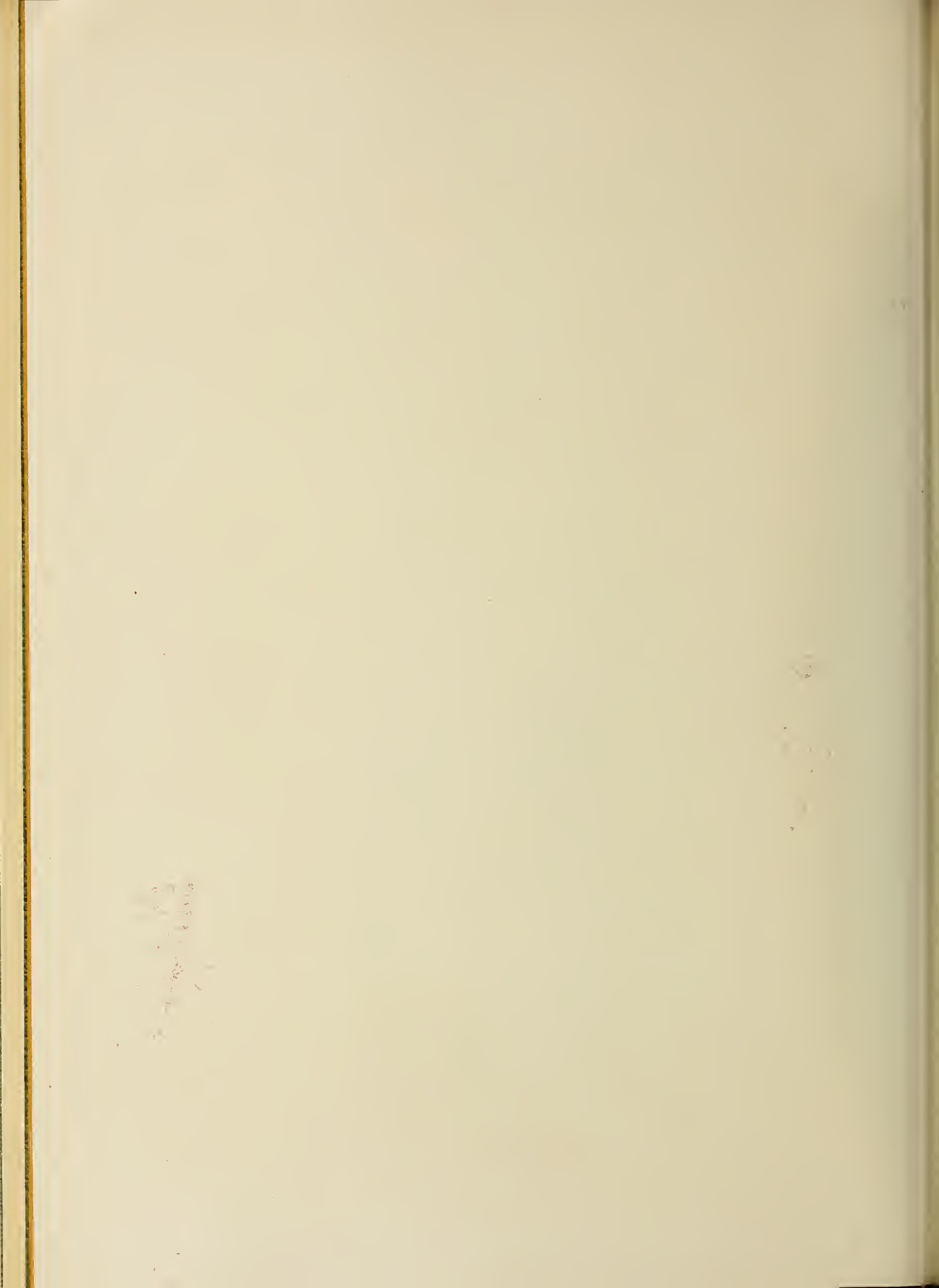




---

Misses' patent button, with red suede top,  
□ □ low heel, on nature shape last. □ □

---







## Samples Like These—Shoes Like the Samples

One thing about Rideau Shoes which will recommend them to you is the fact that they're never misrepresented. The illustrations we show you give (as far as illustrations can) an exact representation of the samples and the samples which our travelers are now showing tell exactly how the shoes you'll get will look. You can rely on getting always what the sample indicates. When you buy from Rideau sample you're never dissatisfied. Try it for next Fall.

**The Rideau Shoe Co., Limited, - Montreal**



**Dainty Mode**



**I**F every sale made in your store is the result of the sale of one of these good boots, you are making the most enviable and profitable sale. They have an excellent fit, up-to-date shapes and a magnificent reputation for durability. You are also building a valuable name for your store.

See to it that your customers buy the best. Buy the Rubbers this season. My travels have convinced me.

**James Robinson, 182.**







**Kant Krack**

e gives as much satisfaction as a  
 nds of rubbers you'll soon have  
 eputation in your locality. Ex-  
 ceptional quality are building  
 pendent Rubbers, but they're  
 he retailer who handles them.

e supplied with Independent  
 e will soon call upon you.

66 McGill St., Montreal



**CLASSIC SHOES**

Look them over! The  
sales.

Has the "Classic" man been in to see you yet? Make a point of seeing him and his samples. He is carrying the best line of women's, misses' and children's that you'll see this Spring. Right up to the minute in style, and right up to the cent in value.

**Getty & Scott, Limited, Mak**





**CLASSIC SHOES**

# show the “class” that creates

The models that you'll see in the "Classic" man's trunk faithfully forecast the prevailing styles in Canadian women's, misses' and children's shoes for Fall, 1913. They are the result of a comprehensive study of trade conditions and prospects. You can't go wrong on them. Be sure you look them over when the "Classic" man arrives.

## of "Classic Shoes," Galt, Ontario



# New Lasts for Fall

For Fall the Slater Shoe Company are showing a long line of samples on a number of new lasts.

---

242 Lennox. A slightly raised London toe for the conservative gentleman who likes a straight last which has a slightly raised effect to do away with the old low London toe.

238 Marathon. A great wide toe on a medium raised receding line for the gentlemen of Canada who require large, full fitting shoes.

241 Bantam. Medium high toe effect.

237 Dignity. A smart medium raised toe for the young men who require a snappy shoe. Whole fox button.

236 Bulldog. A medium raised with a slight outside swing.

240 Critic. A shoe for the young man which has snappy and high and full fitting qualities

233 Kannuck. The greatest fitter and seller in Canada.

231 Student. A medium high toe slightly pointed effect, a very stylish shoe and a full fitter.

On the new English and American styles we have 239 Windsor, which will suit the most fastidious demand in footwear.

230 British. Made after the finest British lines, fitted for Canadian wear.

234 A pump last with a wide broad heel hollowed bottom having ground gripper effect which will not slip at the heel or come off.

On the women's lasts they are showing 201 medium high raised toe slightly pointed.

200 Medium high raised toe on the wide effect.

204 Low receding toe broad heel and broad shank specially fitted for a walking shoe.

This style is making a great hit in New York, Boston and Chicago, and should suit the most fastidious Canadian customers.

We are showing these lasts in all leathers and a great variety of fabric tops and suit effects.

---

Watch for the Slater traveler. He is on his way to you.

**SLATER SHOE CO., Limited**  
**Montreal**





In every line of endeavor you will find a leader who is head and shoulders above all competition.

Luck did not place him there.

The HARTT Shoe occupies first place because the makers have succeeded in giving MORE value for the SAME money; because the goods are always uniform; because service is always dependable.

Before buying for Fall 1913, be sure to see HARTT samples — they are the finest ever shown.



The Hartt Boot &  
Shoe Co. Limited  
Fredericton, N. B.



AMES HOLDEN

McCREADY

## Our Travelers Have a Brand New Range of Fall Styles to Show You



Sweeping changes have been made in the Ames-Holden-McCready line for Fall selling.

Every shoe in this range is the result of the latest ideas in shoe styles worked out on modern lasts with a splendid range of leathers, under expert supervision. We cannot emphasize this fact too strongly.

Our popular price line of Men's, Women's and Boys' WELTS on the most modern lasts is just the weapon you need to get the trade where price is an object. This line is splendid value.



*Make it a point to see these Fall Styles before ordering.*

# Ames-Holden-McCready, Limited

## The Big IN STOCK Shoe House

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver





# “Just Wright” Salesmen



F. A. MACFARLANE  
Port Arthur west to the coast



W. W. LINDSLEY  
From Montreal east to the coast



J. M. MACFARLANE  
From Port Arthur to and including Montreal

are on their way with  
the New Fall Samples of  
“Just Wright” Shoes

**E. T. WRIGHT & CO., Inc.**  
ST. THOMAS                      ROCKLAND  
Ont.                                      Mass.



*The Just Wright*  
MADE FROM SHOES



Pug Last. Circular Seam Bal.  $\frac{1}{2}$  inch Heel.

MADE IN CANADA



"Gotuit" Last. A new style of high toe.

*"Just Wright"*

You can make  
by buying "Just Wright"



"Avenue" Last. Seamless Blucher. 1 inch heel.

## THE REASON

The "JUST WRIGHT" line for Fall, 1913, is composed of shoes made from the finest stock on lasts and patterns that attract and please, and is offered at prices that allow you a long profit.

*See the Samples*

**E. T. WRIGHT**  
ST. THOMAS  
Ont.

*The Just Wright*  
MADE FROM SHOES



# STYLES FOR FALL

the money  
"right" Shoes



"Blazer" Last. High toe with sharp outside swing.

MADE IN CANADA



"Nifty" Last. Custom Bal.



"Goinsum" Last. Round High Toe.

## THE RESULT

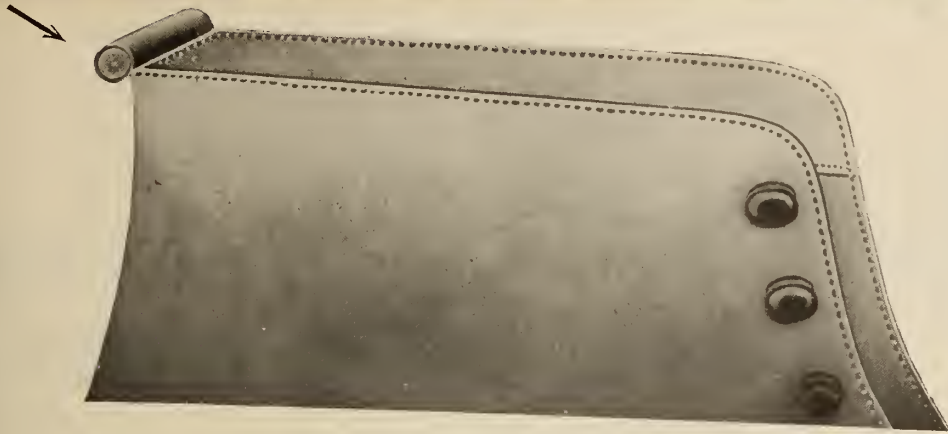
You can make this your banner year. You will increase your sales—reduce your fitting troubles—make satisfied customers—and a larger bank surplus.

*Write Now*

**& CO. Inc.**  
ROCKLAND  
Mass.







# Tetrault Always Has It First!

## SEE THAT NEW PULL STRAP?

You can see at a glance how much superior to the old-style webbing it is.

It will not pull off—in fact, it cannot; and it is much neater in appearance.

This new pull is on *all the better grades* made by Tetrault's. It is splendidly adapted to men's fine footwear.

Opposite is our new Balkan last. It has *three* new features:

*Carries between a high and a low toe with straight effect.*

*Pull strap (as above shown).*

*A cloth top that will give a maximum of wear, and will show a natty appearance.*

¶ This is an especially good example of modern shoe-making, and will be a big seller.



¶ Rubber soles and heels will be popular this coming winter. Note the features of the Tetrault soles and heels.

The metal toe takes care of the wear at a vital point. *Screwed on*, not nailed. The corrugated sole ensures a proper "grip" for the foot for slippery walking.

Catspaw rubber heels also mean a maximum of safety and wear. Nothing is too good or too new for Tetrault Welts—hence the above improvements.

Tetrault shoes with all their latest features can be had from leading jobbers in Toronto, Hamilton, London, Winnipeg, Vancouver, Montreal, Quebec and Moncton.

Travelers are now on the road to you.

**Tetrault Shoe  
Manufacturing Company**  
*(Largest Manufacturers of Montreal  
Goodyear Welts in Canada)*

---

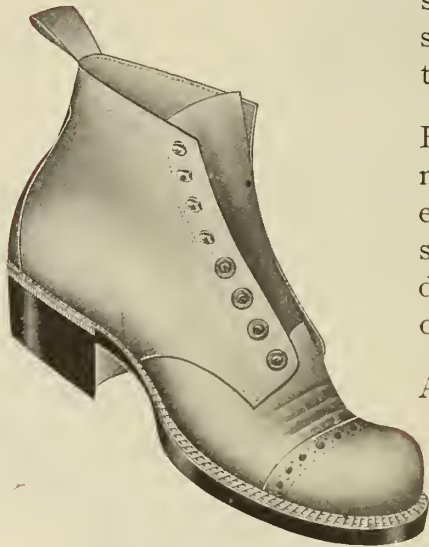


---



---

*Doctors*  
 ANTI-SEPTIC  
 SHOE  
 PAT 1908 1909  
 NON  
 PERSPIRO



The Doctors is the shoe that goes through water, slush and snow and never lets even a suggestion of dampness reach the foot.

Both soles and uppers are most thoroughly waterproofed, and besides, it has three soles—two to keep out the dampness, and one to keep out the cold.

A dandy for Fall selling.

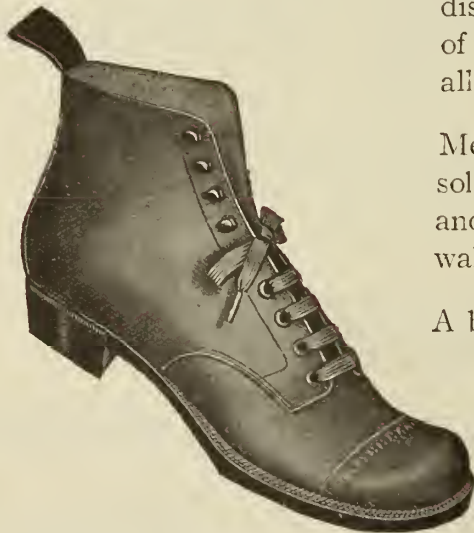
**You need  
 your Feet**

A rough-weather shoe, a tender-foot shoe, a hockey-skating boot, and a hockey-player's boot—these are real necessities in any complete Fall and Winter stock.

And here you have them—each one a specialized shoe—each one evolved through study of special requirements.

So if you're out to corral the most of the business in your town you'll need these for good ones. Besides having some special feature that will appeal to some portion of your patrons, each shoe is an example of the shoemaker's art.

*THE  
 Professor*  
 PAT. NO. 119409  
 GOLD CROSS  
 SHOE



Happy feet indeed are those encased in Professor shoes. No pinching or chafing, no distortion of toes, but plenty of room for all to move naturally.

Medicated cushioned inner soles that are soft and springy, and softest kid uppers make walking a pleasure.

A boon to abused feet.

**THE TEBI  
 LEATHER  
 THREE R**



# hem in stock

Nothing but the best  
athers, and the most expert  
orkmanship is put into  
em.

## Ask to be shown

Our solid leather lines in  
ren's, boys', youths' chrome  
lx calf; chrome box kip;  
ticher bals. Made standard  
sewed. All have oak sole,  
lther innersoles. Wear like  
in. Made on our new

## 'Fits U' Lasts

from Youths' size 11 to  
Men's size 11.

**SHOE &  
LIMITED  
S. QUEBEC**

For all round use—skating and hockey—your young men patrons will choose the "2 in 1." You'll admit yourself, when you've examined it, that it's the best general purpose hockey boot you've seen. It has strength for hockey and lightness for skating.

The "2 in 1" is fitted with our patent aluminum toe protector and with a well padded tongue.

The great "utility" boot.



### Double-Laced Hockey Bal.

Here's the boot all the "hockey boys" are wearing. It's so built that they can protect their feet in whatever part seems necessary. This is made possible by reason of a double upper, between the sections of which is room for pads of felt.

This is an extra strongly built shoe, and can be secured with toe protector and ankle protector if desired.

The *real* hockey boot.





Satisfaction to the wearer and long profits to the retailer—our policy.

It's a pleasure to wear our shoes and a pleasure to sell them.

## Correct Spring Styles for Your Consideration

These are some of the snappy styles in women's boots that we have placed in stock for the season, recommending that you offer them to your Trade as proper for those who are particular in the matter of style.

You can well afford to place a trial order for any of these shoes, for each represents a sales-pulling power that will mean many more dollars of profit to your business.



No. L0308G—Women's Patent Leather Boot, Crest last, black cloth top, three-quarter fox, fourteen buttons, short vamp, tip, 1 3/4 inch heel, welt, A to D widths..... \$2.60



No. L03080—Women's Patent Leather Boot, Derby last, mat calf top, three-quarter fox, fourteen buttons, short vamp and tip, 1 3/4 inch heel, welt, A to D widths..... \$2.60



No. L0727D—College Girls' Gum Metal Boot, Rugby last, mat calf top, three-quarter fox, thirteen buttons, 1 3/8 inch heel, three-quarter perforated vamp, Perfection welt, McKay, C to E..... \$2.25



No. L01083—Women's Patent Leather Boot, Cub last, Rope stitch, mat kid top, three-quarter fox, fourteen buttons, 1 3/4 inch heel, Perfection welt, McKay, B to E widths.. \$2.35



No. L0127X—Ladies' Gum Metal Boot, Cub last, mat kid top, three-quarter fox, fourteen buttons, three-quarter perforated vamp, 1 3/4 inch heel, Perfection welt, McKay, B to E widths..... \$2.25



No. L08274—Women's Dull Calf Boot, Crest last, black cloth top, three-quarter fox, fourteen buttons, perforated tip, short vamp, 1 3/4 inch heel, welt, A to D widths..... \$2.60

Shoes from stock shipped at once—a valuable service to you.

Terms—Three per cent. 30 days. Your discount pays the freight.

Send for New Catalogue.

**UTZ & DUNN CO.**  
ROCHESTER • NEW YORK



*Dorothy Dodd*



## What Did Your Shoe Report Show?

Did you turn your stock three times last year?

Did you make a satisfactory average gross profit on the selling price?

If not, your shoe dept. needs a tonic and the best doctor of sick departments is a good trade marked shoe.

That is not theory—it is experience.

Consider the facts—shoes trade marked or un-named may differ little in quality, style and fit.

But when handling un-named lines you go it alone unaided—You have got nothing that your competitor cannot get and sell.

You have bought in the open market and so has he.

But the right trade marked shoe gives you a plus. The instant you put it in you have another man helping the success of your department—the manufacturer.

His reputation as well as yours is at stake. He must help you to be successful.

He dares not oversell you for his name's sake. Therefore, he carries a reserve stock available for your convenience.

He must give you shoes of dependable quality.

He advertises nationally teaching the public the quality of the shoes.

Your local advertising clinches his national advertising—you get double the returns that can be had from advertising un-named shoes.

Tie a good trade marked brand to your store and make it a magnet to draw business.

DOROTHY DODD shoes will help you do the biggest business on the least stock with the least advertising at the greatest profit.

They will sell out cleaner than any unbranded shoe.

Now there isn't a word of theory in this—we are ready to prove by retailers' actual experiences every statement made here.

Make us prove it for you.

Write to the

**DOROTHY DODD SHOE CO.**  
BOSTON, MASS.

NEW YORK CITY  
148 Duane St.

CHICAGO  
208-212 So. Jefferson St.

ST. LOUIS  
1324 Washington Ave.

If Agency is Desired, Please Write Our Canadian Representatives—W. M. MURDOFF & SON, Box 478, TRENTON, ONTARIO

IN STOCK STYLES CARRIED AT ALL BRANCHES



## *They Are Coming Back*

**S**TYLES change—A false, manufactured sentiment cannot maintain the sale of any type of footwear not approved by shoe retailers. 90% of the responses in the recent canvass of shoe retailers of this country, made by the National Shoe Retailers' Association, favored in unmistakable terms the purchase and sale of a larger number of shoes fitted with Laces. The customers worth while have faith in their dealers' judgment. Every consideration of fit, comfort and appearance favors the laced shoe. They're coming back, and when you order think of Diamond Brand Fast Color Eyelets.

**United Fast Color Eyelet Co.**

BOSTON, MASS.



# FOREWORD!

## WOMEN'S



## GOODS

**C. & J. CLARK, Limited**  
**STREET**

SOMERSET - - - ENGLAND

---

**These Goods represent the last word in the very  
 best class of British Manufactured goods**

---

In Ladies' and Children's high class Walking and Dress Shoes, and Men's Evening Shoes, these goods are unbeatable—nothing finer can be turned out in Great Britain in Ladies' goods than those made by Messrs. C. & J. Clark. **PRICES ARE MODERATE.**

All enquiries to view these samples should be sent to our representative, c/o "Shoe and Leather Journal," Toronto, not later than the end of March.

We have made a working arrangement with Messrs. C. & J. Clark—Britain's Best Shoemakers of Ladies' Goods, to show these goods alongside of our line.

**MADE IN ENGLAND**

---

**THOS. RANKINE & SONS**

Cable Address "Crispin"

**EDINBURGH**



## *To the Retail Shoe Merchant*

*Are you buying under economical  
and profit producing methods?*

¶ These questions, essential to your business, you will find answered in the "CLEO" samples for Fall 1913.

¶ Constructed with the shoe merchants' interest built right in the shoe, guaranteeing unexcelled Quality, Exclusive Designs, Advanced Shapes, and above all, that profit necessary to a healthy business.



Our salesmen will call upon you in good season with a proposition certainly interesting to you.

---

***THE CLEO SHOE  
COMPANY***

***LONDON***

***CANADA***





You have tried inferior shoes  
**Now Buy The Best**  
Compound Interest on Cleo Footwear

¶ Any line of shoes will yield an interest on your money—a gross profit on the sale—but it takes a specialist production of high value footwear to yield compound interest. Every sale of

**CLEO FOOTWEAR**

gives a fair margin of profit—that is fair interest. But every sale of Cleo Footwear makes a new friend for your store, that means future business. Every sale of Cleo Footwear makes many more sales—that is the compound interest.

¶ Sell the shoes that yield you compound interest. Cleo Footwear will show the way.



See our salesman when he calls with the new range of Cleo samples for Fall 1913.

**The Cleo Shoe**  
 Company

London

Canada

## MR. RETAILER—

- ☞ Astoria and Liberty Shoes for Fall and Winter of 1913 cannot fail to satisfy you.
- ☞ They will satisfy those to whom you sell them.
- ☞ The satisfied customer will tell his friends and thus both your trade and ours will grow.
- ☞ Remember our young men are on the road now. If you can't wait to see samples, wire, phone or write---at your service.

## The Cook-Fitzgerald Co.

Limited

London

Ontario

PRICE AT RETAIL \$5.00 AND UPWARDS.



"STAMPED BUTTON"



# Dainty Mode

A FIRST

# Kant Krack

(A FIRST)



(A FIRST)

Put this  
reputation  
to work in  
your store



(A SECOND)

EVER since the inception of the company Independent Rubber Co.'s goods have been building a reputation all over Canada for style, fit and wear. This reputation is now reaping sales for the dealers who stock these four good brands. Every season the sales grow, and every season dealers' profits go up in consequence.

Here's a reputation that's working overtime, and it won't cost you anything to have it working for you.

Ask your jobber's salesman when he calls.

MADE BY

**Independent Rubber Co.**  
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.
- A. W. Ault Co., Limited - - - Ottawa, Ont.
- Garside & White - - - Toronto, Ont.
- Kilgour, Rimer Co., Limited - - Winnipeg, Man.
- The J. Leckie Co., Limited - - Vancouver, B. C.
- The London Shoe Co., Limited - - London, Ont.
- McLaren & Dallas - - - Toronto, Ont.
- James Robinson, Esq. - - - Montreal, Que.



## More Than Seventeen Thousand Pairs Bought Every Day



From Alaska to Patagonia, from London to the Fiji Islands, in eighty-four countries, Walk-Overs set the style for shoes.

Original Walk-Over designs are accepted as models in Paris, the home of fashion, and in every capital of the Old World. Their style supremacy is unquestioned.

No matter where one may travel, he will find Walk-Overs waiting for him—they have won their way around the world on merit.

The many models, the wide range of sizes and widths, make it certain you can fit and please in Walk-Overs the most critical shoe buyer.

Exclusive Walk-Over stores or agencies are to be established in all cities and towns of Canada.

Perhaps you might like to consider the Walk-Over proposition for your town. If there is no Walk-Over representative there now we'd like to explain our proposition to you.

---



---

### GEO. E. KEITH COMPANY

Manufacturers of Walk-Overs for Men and Women  
CAMPELLO (Brockton) - MASSACHUSETTS





## *A POINTER TO YOU, MR. RETAILER*

In buying, the retailer must first place confidence in his knowledge of shoes and ability to buy right, and then he must have reliance in the makers from whom he buys. We ask you to place confidence in us and our productions.

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 trade and good will.

Give the range of Fall samples that our travelers are now showing your close and careful attention. You will find it worth while.

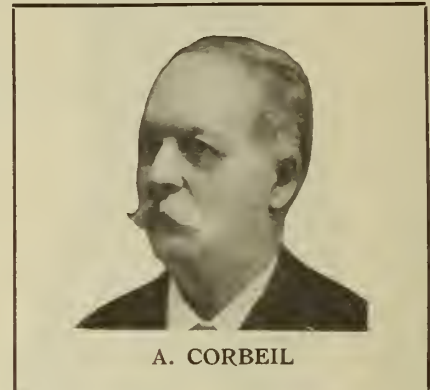


**PERTH SHOE CO., LIMITED**  
**PERTH ONTARIO**

## “At their own price”

IF you were to advertise to the men of your town that you would sell them shoes “at their price,” and they were to act with strict honesty in the matter you would find yourself selling practically all your stock at from \$3.50 to \$5.00.

Somehow or other the male portion of the public has come to regard these prices as ample for their footwear. They



don't reason from any knowledge of leather prices, labor prices or market conditions. They simply seem to feel that \$3.50 or \$5.00 is enough, and that's all there is to it.

Nine out of every ten men who come into your store have decided that they won't pay more than \$5.00 for their shoes. What's the sense of antagonizing them by trying to sell them \$6.00 or \$7.00 shoes? Why not prove to them that their estimate of shoe prices is correct? You can do it easily and profitably by selling “Landover” and “Leader” shoes.

“Landover” and “Leader” have not made \$3.50 and \$5.00 famous as shoe prices, but they have proven to thousands of men that those prices are legitimate and fair, and give every bit of value expected.

## CORBEIL LIMITED

Manufacturers of Good Shoes to Retail from \$3.50 to \$5.00  
MAKERS OF “LANDOVER” AND “LEADER” BRANDS

Warehouses and Offices: 71 St. Paul St.

Factory: 63-71 1-2 St. Paul St.

MONTREAL





Mark of Quality

The Surest  
Way To Increase  
Your Rubber



## FOOTWEAR SALES IN 1913

The way lies open to every dealer. There is no mystery about it. It is simply a cold, business calculation—solved as follows:

Profits from sales depend upon public demand for the lines carried in stock.

Most people have been educated—by advertising—to demand certain brands of Rubber Footwear.

They insist upon getting these brands, because such brands are their guarantees of superiority—backed by the reputation of the manufacturer. Which accounts for the immense yearly increasing sales of

JACQUES CARTIER                      MERCHANTS  
DOMINION                      ANCHOR                      FLEET FOOT

Rubber Footwear—the footwear that is known and asked for in every town in Canada.

Why not bank on a certainty?—and be sure of a quick turnover and increased sales.

Our traveler is headed your way now. He will show you the most complete and up-to-the-minute line of Rubber Footwear—calculated to make a direct appeal to your better judgment.



Don't you think it would pay  
you to look over his lines?

Remember our shipping facilities are unequalled—insuring you prompt deliveries.



## 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, North Bay, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

# 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 Spilts in Colors and Blacks, in all weights.

Place a sample order with us, we can please you.

**A. DAVIS & SON, Limited**

**Kingston Tannery**



## The Home of Twentieth Century Welts

ONE reason for the commanding position of TWENTIETH CENTURY Welts is the spacious, well-laid-out and splendidly equipped factory in which they are manufactured.

Careful arrangement in the factory and modern facilities mean the elimination of all waste time and energy; which in itself means the lowest possible operating cost, and hence more value for the same money.

Men's sell at \$4.50, \$5.00, \$5.50, \$6.00 and upwards  
Boys' at \$4.00, \$4.50 and \$5.00

**C. E. MCKEEN CO. (Regd.) - QUEBEC**

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.

## 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.

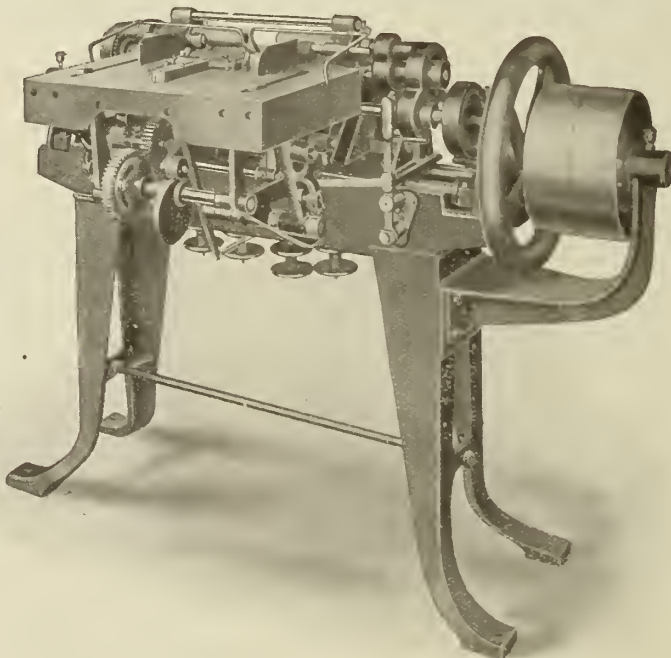
NEW YORK  
34 Spruce St.

BOSTON, MASS  
128 Summer St.

GLOVERSVILLE, N. Y.  
11 Cayadutta St.

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

## Thurston End Skiving Machine



For skiving and finishing the ends of counters.  
Adapted for finishing the ends of all shapes and sizes of counters up to 14 inches in length, and with any length of scarf up to 4½ inches.

## We Build a Complete Line of Up-to-date 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 Illustrated Pamphlets TO-DAY.

W. J. Young Machinery Co.  
LYNN, MASS., U.S.A.

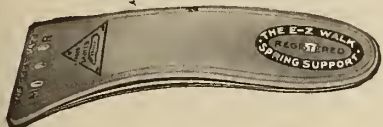


# THE E-Z WALK

TRADE MARK

## SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN



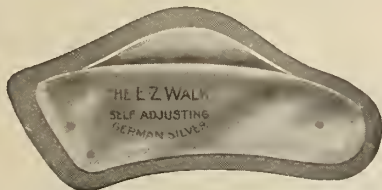
The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

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.

ORDER FROM YOUR JOBBER

HNDLED BY ALL JOBBERS IN CANADA

**THE E-Z WALK MFG. CO.**

133 W. 14th Street - New York, N.Y.

L. H. PACKARD & CO., MONTREAL, CANADA

OUR CANADIAN AGENTS



Women's Patent Button, welt, grey buck top, plain toe, close edge, Cuban heel—on No. 16 Last.

**There are others just as dressy in the samples you will see**

You can see at a glance that this shoe will be much appreciated by your trade. It has the swing and snap that is required in a dressy shoe.

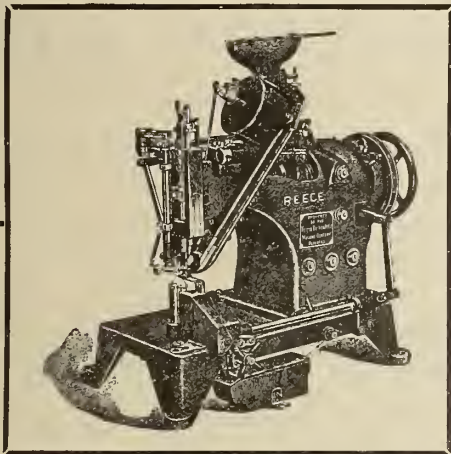
Our travelers have this one and a number of others just as good in their trunks. Ask them to show you.

**THE McDERMOTT SHOE COMPANY**

Women's Shoe Specialists

**MONTREAL**

Needs No Adjusting for Different Sizes and Shapes



One-third Less Thread Used. Does Twice the Work

## The REECE Button Sewing Machine

—a necessity in every shoe factory. It has many exclusive features such as exceptional speed of operation, the independent securing of each button; non-vibrating needle bar which eliminates breakage; an easily emptied button reservoir, etc.

WE WILL INSTAL A MACHINE ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent

**MONTREAL**

**TORONTO**

**QUEBEC**

L. D. Phone Up 2415

L. D. Phone Ade. 1033

Representing—

INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.

REECE BUTTONHOLE MACHINERY CO.

WILCOX & GIBBS SEWING MACHINE CO.



Satisfaction Guaranteed  
by factories using

**Ullathorne's**

ENGLISH-MADE

**Shoe Thread**

*Stocked by all Wholesale Dealers*

The Original HEEL BALL Manufacturers

**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**



**McKay Specialists**

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

**DUPONT & FRERE**  
301 Aird Ave.  
MONTREAL

**Most Economical**

At 3½ and 4 cents per pair you can't get a counter that will come anywhere near this for quality.



**Eugene Guay**  
230 St. Marguerite St.  
MONTREAL

We also make Union, Standard and Leather Board Counters

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

**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

**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.

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS.

**Leicester, Eng.**

and at Kettering, Northampton  
Frankfort-on-Maine.

Cable "HIDES," Leicester.



**YOUR**



**USMC**



**GUARANTEE  
FOR QUALITY**

---

**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**LAGAUCHETIERE AND ST. MONIQUE STREETS**

**122 Adelaide Street West, TORONTO**

- - -

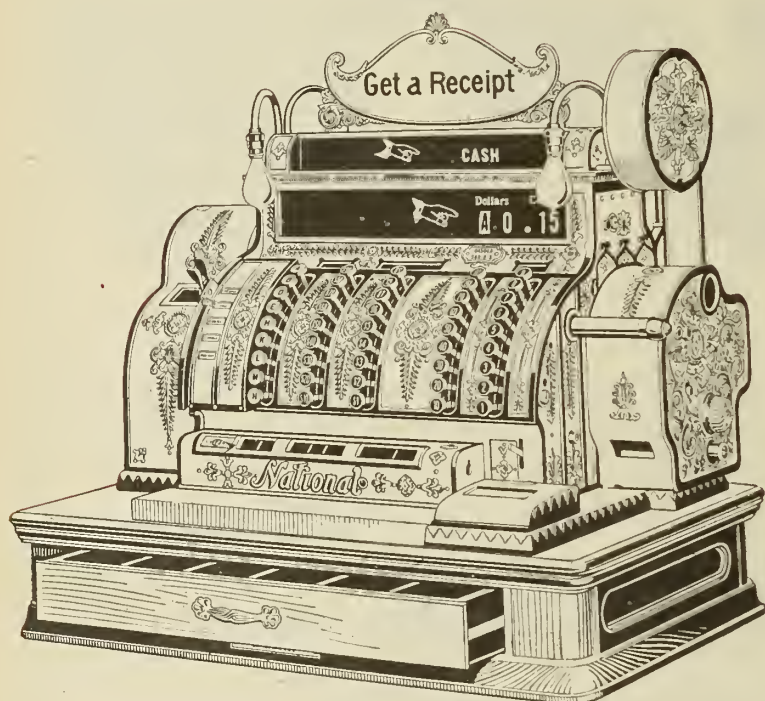
**MONTREAL, QUE.**

**492 St. Valier Street, QUEBEC**

# There is just one best way to do anything

In the handling of money or the keeping of records

**This is IT**



**I**TS perfection is acknowledged by every nation on earth—212 different kinds of businesses have granted its superiority over all other systems for

Recording sales

Checking losses

Safeguarding profits

Protecting the integrity of employer and employes

Warranting a square deal to customers

Made in over 500 styles and sizes—each with a distinct difference and each difference based on the peculiar conditions of a specific business.

No store is too small—no institution is too large to operate to the best advantage without a National.

No matter **who** you are, **what** you do, or **where** you do it—if you handle money or keep records, write and find just what **sort** and **size** of National Cash Register is built to meet **your** especial requirements.

**THE NATIONAL CASH REGISTER COMPANY**

285 Yonge Street, TORONTO

Canadian Factory, Toronto



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 7

TORONTO, APRIL 1st, 1913

\$1.00 per Year  $\frac{-In-}{Advance}$

## When Will Recede Toe "Arrive"? Trade is Asking

Only Higher Priced Boots Carry It at Present, and Dealers Who Do General Business Think That Public is not Educated Up to It—Lines Going at Popular Figure will Carry Medium Toe and Heels—Attempt to Usher In a "Red Season" for Children and Misses—More Breezy Boot Style Gossip

Travelers are now covering Canada from one end to the other with the finest and most representative range of fall footwear samples that Canadian manufacturers have ever produced.

The early advent of Easter caused somewhat of an interruption to the selling plans of various makers who did not despatch their men on the road until after the holidays.

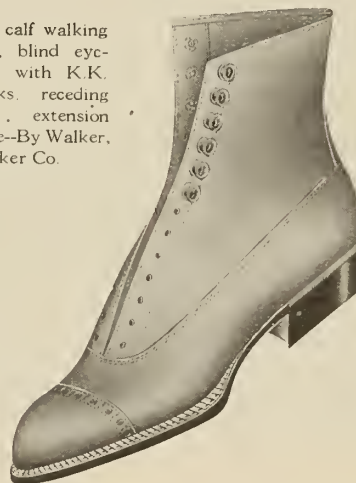
Retailers generally report having done a good Easter trade, considering the unusually early date on which this festival was celebrated and the fact that winter had not yet lapsed into spring, while the temperature in many places was of a frigid character. Many attractive window displays were witnessed and the new spring models were temptingly featured. Speaking of demands for the immediate present, there comes a general report of many purchases of tan shoes and it is expected that white buck, poplin and other light color lines will meet with a large measure of favor during the early spring and summer months.

### High Priced vs. Medium

In the last two or three numbers of the SHOE AND LEATHER JOURNAL extended reviews have been presented on

will be the strongest sellers for fall, the concensus of views seems to be that in the high priced lines for men the receding toe will prove the favorite. Bals., with blind eyelets carrying a low, broad heel, with wide shank and flat tread on rather straight lines will undoubtedly demand the top notch figure. These are seen in gun metal, velour and tan calf of a rather dark shade. It is foretold by some manufac-

Tan calf walking bal., blind eyelets, with K.K. hooks, receding toe, extension edge—By Walker, Parker Co.



Gun metal blucher with receding toe, 3/8 heel, plain quarters, blind eyelets—By Hartt Boot & Shoe Co.



turers that the demand for patent is growing, while the button shoe will command a certain measure of favor with the well dressed lords of creation. Cloth tops in grey, black, brown and other colors are seen. In all medium priced shoes and in the Western portion of Canada the moderately high toe is going to prove a mighty good seller, while the high toe has not by any means disappeared but it is not of that upright or doggy character seen so much last season. Another forepart that may be popular is the full, well-rounded broad toe, which is conservative in character and affords the wearer ample toe room.

### Button Still Has the Call

In women's footwear the button boot will still have the largest call and in the very highest priced shoes the sharp, pointed receding toe with a rather long vamp is seen, but it is not likely that very many of these will be sold outside of the exclusive trade in the largest cities. The English walking shoe for women appears to have caught on very well.

the leading characteristics, tendencies and style developments in Canadian footwear. While opinions may differ widely and at best are only a conjecture regarding what

The drop toe, wide shank and common sense heel make an ideal boot for fall wear. Patents are also returning to favor and the majority of manufacturers report that the patent button with dull top is the one which many a woman will buy. These generally carry a medium high toe, with short vamp and heel of about an inch and a half high and in some cases a little more.

### Has Slope Toe "Arrived"

Speaking of the styles which will "go" well this autumn a leading manufacturer of women's shoes ventures the opinion that gun metals and patents will still lead and ex-



Norwegian calf blucher, with saddle strap over vamp, ribbon stitched edge, flanged heel, top piece slugged with wooden pegs, rawhide middle sole—By Ames-Holden-McCready

presses the belief that there will be a constantly growing demand for kid boots whose sale, the firm opines, should be encouraged to relieve the pressure on calfskins, the demand for which has largely contributed to the steadily advancing price in footwear. Cloth tops are in increasing requisition and it would seem that they will be among the leading sellers for fall. It is contended that it is good policy to sell them as they give good satisfaction to women wearers. Tan willow, tan box and all the heavier storm leathers and tan oozes will be ready sellers. There is no doubt that button boots will still prove the favorite, although lace boots on the low heel, English lasts are good. Bluchers on snappy lasts are winning approval. In fact all low heel styles will sell in a very satisfactory way. In the East the slope or recede toes on the higher grades will move very freely, but the medium qualities will carry a medium toe. In the West the medium high toe with an average height heel will have the bid in the popular-priced lines. The slope toe, while it is making advances, has not "arrived" yet by any means, but the goal is being gradually reached.

### Will Reds and Greys Come?

Two new colors shown in kid this season by one leading manufacturer of women's welts are what is known as battleship grey and rose red, a deep hue which is being featured very largely across the border. Suedes are also having a very fair call for fall in brown, grey, drab, black and other colors. Many samples have mat kid tops.

One thing particularly noticeable in all lines of men's and women's shoes for fall is that fewer freaks are presented than ever, and what are offered in the samples are merely to brighten up the line or add the touch of variety to the collection. The tendency appears to be in favor of fewer changes than usual. As a matter of fact the general range in women's footwear, except in waterproof and heavier sole characteristics will not differ materially from the spring creations except that heels are lower and toes show an indication to suppression in height. In misses' and children's an attempt is being made to usher in what is

known as the red season. Red kid, calf and suede are among the leaders.

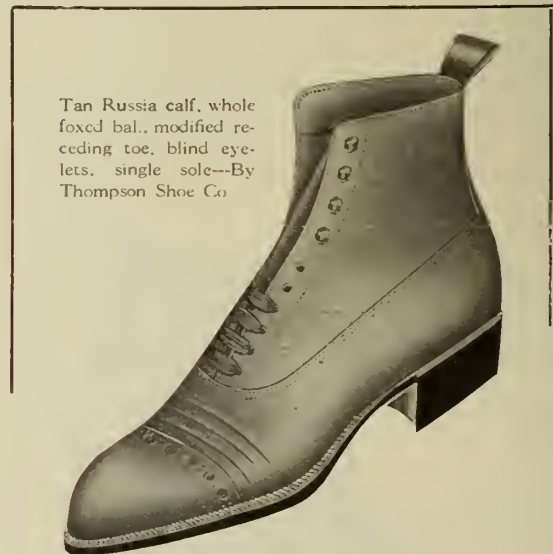
In speaking of general styles it is difficult to furnish a comprehensive view. There seems to be a tendency to make a certain style of toe for a certain priced shoe. A leading retailer, who does an exceptionally high class trade, stated the other day that he was getting seven, eight, nine and ten dollars for women's boots. The fair ones were willing to pay the price providing they got something different from the general run, something significant and yet plain and striking.

### Where Quality Comes In

Generally speaking, there has been an increase in price of about five per cent. The majority of manufacturers prefer to place their figures at a point whereby they are enabled to keep up the quality and standard of their goods rather than devitalize the wear of the shoe, by putting in inferior counters, box toes, trimmings, linings or stock. Quality is what counts more and more with discriminating buyers. Of course in this class is not included bargain hunters and chasers of odds and ends. There is always a certain element looking for "snaps" and it seems to be the general experience that people can easily encounter that for which they are searching. If they are looking for fit, finish, worth and workmanship they can find it all in the new models that are presented for fall buying, and, although dealers may have to pay a little more in view of the constantly advancing price of calfskin and other leathers, still there is the supreme satisfaction in knowing that you can conscientiously recommend an article. In this respect the maker who has raised his prices to the point where quality has first consideration will back up the retailer in every particular. There may be money in cheap, trashy shoes for certain dealers, but the leaders, the men who are forging to the front and making a success in the trade recognize that a good shoe is always worth the price—and so do all worthwhile customers.

### Many Unique Features

The Ames-Holden-McCready Co. have a range of over 1,000 samples for fall selling. Besides the usual range of styles they have always shown in the past in both fine and



Tan Russia calf, whole foxed ball, modified receding toe, blind eyelets, single sole—By Thompson Shoe Co.

heavy goods, the firm is displaying for the first time a nice line of exceedingly high grade welts which equal anything being shown to the trade in Canada at the present time, no matter what the source of manufacture. This new line of men's welts is trimmed throughout with Ayers' calf—an exclusive feature. It also includes shoes in Aztec calf, Norwegian calf and American gun metals. Numerous blind eyelets are a feature of the line as are octagon celluloid hooks

(Continued on page 57)



# Satisfaction to the Wearer is the Basis of Success

Historic Eastern Firm Tell How They Have Built Up a Large and Permanent Trade in Footwear Branch—They Pin Their Faith on Shoes Stamped to Sell at a Certain Price—Holding Seasonable Sales to Clear Out Odds and Ends

One of the historic firms of Prince Edward Island is that of Sinclair & Stewart, Limited, of Summerside. They began business in 1874 and became incorporated in 1908. Their store is a large departmental one, but boots and shoes form a leading section and is one of the busiest. The men's branch is situated at the front of the establishment with a good show window and front entrance and is in direct conjunction with the mens clothing and furnishing section. The women's department is divided by an arch from the men's and occupies the lower portion of the store from the arch down and is directly opposite to the ladies' ready-to-wear department. The whole department takes the full wall space with the exception of the archway from the

of attention and space. At stated times an exclusive shoe ad is run, while footwear is featured in the general announcement with other sections of the store.

The firm do not cut prices and believe that the shoe with the stamped selling figure is a good thing to have, as it inspires confidence in the maker and for that reason the customer takes to it more readily than one without a stamp. No repair work is done by the firm and special sales are held at the end of each season of any odd lines that have accumulated during the season's business.

In regard to higher prices on footwear, Sinclair and Stewart declare as a general thing that the public expect to pay more on account of the advanced prices of leather and



A PROGRESSIVE PRINCE EDWARD ISLAND FIRM THE WELL EQUIPPED SHOE DEPARTMENT IS SEEN IN THE CENTRE OF THE BLOCK AS INDICATED

front to the back of the store, and across the end. The depth is eighty-five feet and the section is well-lighted, conveniently arranged and conceded to be one of the most up-to-date footwear departments in the province.

## Their Publicity Plans

Sinclair and Stewart, Limited, specialize in several leading Canadian lines as well as a few American goods. They also handle reliable makes of staples and have always made it a point to avoid cheap, poorly-made products, believing that a business cannot be firmly established on any other basis than satisfaction to the wearer which cannot be obtained by disposing of trashy goods no matter how low the price.

The firm are strong believers in publicity and use three different papers, all departments receiving their fair share

they have no trouble in securing the added figure when patrons know the quality and reputation of the lines handled. Ernest Mills is the manager of the shoe department. He has been with the firm for several years and knows the footwear end of the business thoroughly. The officers of Sinclair & Stewart, Limited, are William Stewart, president and manager; T. D. Ramsay, vice-president; H. G. Muttart, secretary; J. A. Smallman, treasurer, and G. W. Phillips, who is also a member of the Board of Directors of this historic house, which is one of the staunchest mercantile institutions in the Maritime Provinces.

For a cure for squeaking boots and shoes insert an awl carefully between the layers of leather in the sole and with the machine oilcan oil the sole through the little opening thus produced.



# When a Shoe Salesman is Not Loyal to the House

Making Personal Promises to Retailers and Seeking to Cut Prices Leads Only to Trouble—Filling Orders that are Doubtful Causes Firm to Lose Heavily—Best Man Never Sacrifices the House to Win Favor with Customers

To the Editor of the SHOE AND LEATHER JOURNAL:—

Sir,—A letter from "Grip" in your last issue complains about the way that a certain firm did not back him up during the three years that he acted as their salesman. He lifts a number of complaints from his own shoulders to those of the manufacturers, whom he charges with misrepresentation, favoritism, lack of confidence, selfishness, one-sidedness, and many other faults.

Now, the traveler is only part of the equipment of the factory, although sometimes, after a man on the road has sold a few thousand dollars' worth of shoes, he begins to think that he pretty nearly owns the plant and can dictate just what terms he pleases. Here I may as well tell you that this fellow worked for us three years. We have been manufacturing shoes for 17 years and, in that time, have seen many travelers come and go, but this incompetent and inefficient representative, by innuendo and misrepresentation, seeks to stab our business policy and standing. He has seized upon a few incidents and magnified them into momentous episodes. He said he was glad to get rid of the factory and we may tell him that the factory shed no tears over his departure, and, if he will stay in the retail ranks, from which he should never have emerged, he may save himself and any future house with which he may be connected, a great deal of trouble. He said that he sold \$9,000 worth of shoes one year—above what the factory could fill—and that he lost several hundred dollars in commission by this means. That is, perhaps, true, but, on the other hand, he did not tell you that in one city he took an order for \$4,300 worth of goods and in another town an order for \$5,800 worth and, although we did not feel at all disposed to honor the bookings of these firms whose ratings were not satisfactory, still we yielded to this fellow's persuasive assertions and even threats. What did we get out of it when the crash came, as it did in both cases? Twenty-six cents on the dollar in one instance and thirty-three in the other. This man was out only his time and some expense money, but we were out the shoes on which we had expended large sums in labor, lasts and leather.

We are charged with trying to direct "Grip's" route, with calling certain retailers hard names, with failing to back him up in various disputes and with requests to go down and "fix up" matters with certain accounts, and that we were not even grateful for all this. Much of this is pure invention and the distorted outpourings of one whose loyalty to the house we suspected from the very first and which was revealed by an incident a few months after, the details of which are of no interest to your readers.

The complainant did not tell you that he was carrying a side line of boys' McKays, which he thought we knew nothing about, and was devoting more attention to it than to our own goods a great deal of his time. We would not have objected to a side line had he made known the fact to us, but he sought to convey the impression that our factory was getting his time undividedly. Another thing, he would go away and be absent three weeks and for days we would not know where he was and our letters were frequently returned. Once he wrote rather impudently that he was not a school pupil and did not have to account for every hour. He said that he was on commission and was practically his own boss and we were not to follow him around as if we were suspicious of him or his movements. Several times he sought to cut prices and to extend the terms of

discount, or make other secret or "hole-in-the-corner" arrangements with retailers, which we would not under any circumstances countenance.

A great deal of the misunderstanding arose from the fact that he would not adhere to his instructions, and we finally had to put a stipulation on the order sheets to the effect that no arrangement other than here presented would be recognized. "Our representatives are instructed not to deviate from terms and discounts" were the words. This is where more of the trouble arose. We have had several travelers, many of them bright, attractive fellows, but only a few have ever wanted to cut the prices if so many cases were ordered, nor have they extended the discount without first consulting the house.

Any one can cut prices or grant special concessions, but it takes a real, accomplished salesman to hew to the line and sell shoes on their merits without any special concessions to any man—to treat each and all alike. Such a one is more than a salesman—he is the best asset and the strongest foundation for any institution with which he is identified.

We might say much more, but have merely indicated a few phases of this question to show that in connection with every matter there are two sides and it is well to learn both versions before coming to any conclusion as to whether a traveler or a house is generally the most culpable. Co-operation should be the watchword. There must be the ability and disposition on both sides to swallow some things.

Sincerely yours,

WHOLESALEMAN.

## Button Oxfords May Be Popular

Speaking of warm weather styles in men's footwear in New York city, a correspondent of the SHOE AND LEATHER JOURNAL writes: "One feature of the styles for the coming season, when the Oxfords and other low shoes have been resumed, is that white socks, according to many prominent dealers, are to have the favor of the well-dressed man who takes as great pride in his footwear as in any other portion of his outfit. These will be sold in silk and in lisle. Other socks, in various light-weight fabrics and delicate shades of all colors, are embellished with "clocks" in fleur-de-lis designs. It is said by some custom makers that they expect to be called upon to furnish socks embroidered on the ankle with monograms or initials, and some with figures to match the sort that are appearing in the ends of high-class, wide-end flowing four-in-hands. The gaudy striped footwear is not on display, and dealers assure me that it will not be in evidence this year. Many low shoes are to be worn during the spring and summer, and may now be seen in the stores and windows along Broadway and Sixth Avenue, and other shopping centres. What will be considered the very epitome of fashion in this low foot covering is a tan shoe, not laced, but bearing three buttons of the same color as the shoe. With a flat heel and a moderate toe this shoe would look nice and be very comfortable; but with its bulldog toe and military heel it is not becoming to anyone, and affords no aid to pedestrianism. For actual service and satisfactory wear, the laced shoe of comfortable last and moderate dimensions remains the favorite, though many men prefer the six-buttoned shoe, with upper of soft calf or vici kid, for informal-wear.



# Does it Pay the Shoe Dealer to Give Souvenirs?

A Great Deal Depends on the Nature of the Premium, Its Usefulness and the Method of Its Distribution—What Class of Trade Do You Desire to Capture?—The Experiences of Some Retailers Who Voice Their Views for and Against Such Plans

Does it pay the shoeman to give premiums in order to gather in new customers or to boom trade in dull seasons?

Ask any dozen dealers and they will give replies varying almost as widely as the souvenirs which have been handed out from time to time for advertising or trade building purposes. The majority appear to think that such a procedure is little better than money thrown away and that souvenirs invite only school children, curiosity seekers, novelty hunters and transient customers. To this it may be replied that much depends on the character of the souvenir which is given, the conditions under which it is distributed, etc. Many of the things, which dealers donate, are mere trinkets or baubles with only the name of the retailer printed thereon and the words "fine shoes," "stylish footwear," "dependable clothing for the feet," or "the leading shoe house," terms that signify little or nothing

## The Cost and Distribution

Then there is the element of cost to be taken into consideration, and this may amount to a large sum without any resultant benefit. Even if a souvenir comes as low as five cents it soon runs into a pretty penny. For any returns received by the retailer in the shape of added prestige and enlarged trade as much depends on the way the mementos are distributed as on the articles themselves.

It is easy to give anything away. In fact, you do not have to announce it. There are scores of persons in every town and city who are always looking up something for nothing. They will carry away cart loads of such things if you will only give them the opportunity. They will also tell their friends all about these articles even without being asked to do so, and will plead for two or three extra "just to give to a sick relative or an absent acquaintance."

Many dealers adhere rigidly to a well printed artistic and useful calendar as the most serviceable and constant

reminder that Brown or Jones is their shoe dealer or the place when they can obtain all requisites in footwear needs. A Dundas street shoeman in London, writing the *SHOE AND LEATHER JOURNAL* on this point, says, "Yes, we always give a calendar to our patrons. We do not hand it out and make people carry it home, probably causing it to get crushed or be forgotten. We take the trouble to post one to the private address of each patron securing the names from our mailing list, which we keep thoroughly revised. We are then sure of the calendar being hung up in the home and reaching the people whom we want it to reach. If you give a calendar, see that it is an attractive one, harmoniously colored and one presenting a picture or scene that is likely to appeal to the woman of the house who does from fifty to ninety per cent. of the buying of shoes for the family. Do not send out a calendar that is a mere daub or splash. Let it be a work of art."

Another firm in St. John, is in the habit of giving away decidedly pretty wall pockets at the holiday period. These are placed in the window with the announcement. "One of these beautiful wall pockets go with the purchase of each pair of shoes." This stops outsiders asking for them, and, while few people, more bold than the others, will try to wheedle one of "the delightful things" in the window, from the proprietor, he can resist flattery and coaxing and still keep the articles for his customers.

## Premiums in Endless Variety

As already pointed out, there are souvenirs and souvenirs. Under this heading come school bags, scribblers, rulers, yard sticks, memorandum books, blotters, envelope openers, lead pencils, card, stamp, coin, and ticket cases, small mirrors, book marks, ash trays, games, picture books, shoe horns, button hooks, thermometers, dust pans, peak caps, papers of pins, puzzles, small rubber shoes, samples of polish, laces,

## A Live Shoe Store

C. Musselman has been five years in the shoe business in the progressive town of Preston and his trade during the last year increased 59 per cent. over the preceding one. Mr. Musselman has a well-laid out store, which is 55 feet deep and 27 feet wide, with an attractive red brick and stone front. He handles traveling goods of all lines and has worked up a large business in this branch as well as in the general range of footwear.





and a score of other things that cost all the way from a fraction of a cent up to half a dollar each or more. It depends on the quality and the quantity ordered. There are firms galore which supply all kinds of advertising novelties and offer endless suggestions.

### Booming Findings By Souvenirs

Now any kind of publicity is better than no publicity or advertising, but it is well to stop and count the cost before proceeding indiscriminately. What would be suitable for one man's trade may not answer at all for another. Much depends on the locality, the business you desire to capture, the length of time that you have been established, the practice of your competitors and your own selling methods and convictions.

If a souvenir is an article of use—one that is not likely to be cast aside after a day or two—but frequently referred to or employed, it may prove a very satisfactory advertisement—and trade winner. On the other hand, if it is an affair that is soon thrown away, the expenditure has counted for nothing.

Findings are profitable things in the shoe trade to which altogether too many dealers give but scant attention. If a merchant wishes to boost this branch here is a suggestion. Let him secure the very best grade of rifle lace he can in 4-4 and 6-4 lengths. Let him have printed a leaflet showing the different lines of laces, polishes, button-hooks, arch supports, etc., that he handles, and folding this neatly put a sample pair of the laces inside and put all in a good stout envelope. This will prove a souvenir worth while and will result in boosting the findings department. Samples of foot powders, corn plasters, and even polishes, etc., may be secured for distribution and inserted with the circular and laces in each carton or parcel. Some of the leading retailers sanction the souvenir plan and believe the results are satisfactory.

### Be Your Own Judge

Whether souvenirs will pay or not is for each individual dealer to decide for himself. As already stated, a number of merchants declare they have good returns from such an expenditure, while others roundly denounce the gift plan and call it a "graft scheme," and "hollow mockery." This advice may be tendered. If you give anything away to your customers see that it is useful and serviceable—not a flimsy toy or trinket. Have some fixed purpose in view, make the article call attention to something definite in your findings department, the repair branch or the stock of shoes that you carry for certain occasions or for different members of the family. You may have to test out various schemes before you will have results commensurate with your outlay. Three or four men have told the writer that they have secured more new and permanent customers from this proposition than through their newspaper advertising, for they have been able to key results and secure a valuable list of new names for mailing privileges.

A leading Montreal retailer, which has done more or less credit business is developing a plan to convert time customers into cash ones by means of the following method which is outlined in detail for the benefit of any dealer who may desire to follow a like method.

To every customer who pays his account promptly every month a souvenir is given. Premiums and cash commissions are given to every customer who sends one or more new buyers to his store. Anybody who brings to his store a number of names of possible patrons is also given a souvenir. The idea of the management is to secure and hold the goodwill of all customers by a judicious distribution of souvenirs.

Early every month a folder is mailed to every account that is on the books. This shows a statement of the balance

due, and an invitation to present the statement at the store before a date that is specified. When the required payment is made one of the monthly souvenirs is given to the patron. This souvenir is always some little article that the average woman finds useful about the house. These articles are purchased in large quantities, thus reducing their cost to the dealer to a minimum.

### Getting After Customers' Friends

The good work does not stop there, however, as additional use is made of the folder. There are three leaves to the folder, and one of these is a post card which the customer is requested to send to a friend who in turn will receive a souvenir upon presenting it at the store. The object is merely to get this friend to come into the store in order that they may secure his or her goodwill, name and address. It is not required that any purchase be made. It is the purpose of the clerk, however, who receives the card, to ascertain if there is anything wanted in shoes, either now or in the near future, and at the same time persuade them, if possible, to look over some of the new spring shoe styles.

A special card index file is maintained for these friends.

The customer whose friend purchases shoes secures as a special inducement a commission of five per cent. on all such purchases in the form of a credit slip for the amount due.

The souvenir circular sent out to the new list of names is gotten up in a most convenient manner. It is so folded that it is sent without an envelope for one cent. postage. It contains requests to read the descriptions of the styles of footwear that are illustrated and find out the souvenir that is being given away for that month. It is designed to arouse the curiosity of the reader.

To further this souvenir circular idea, each recipient is invited to send a post card to a friend. This may be detached from the circular. The store instructions are to the effect that if these souvenirs given away are worth the trouble the post card part of the folder may be mailed to a friend.

### An Endless Chain of New Customers

This scheme has resulted in practically an endless chain of new prospects, which are brought into direct touch with the store. One could hardly imagine a prospect calling for a souvenir month after month without being influenced to make a purchase of a pair of shoes or going out of his or her way to have a friend do so.

The real secret of the success of this trade stimulating scheme is that the good will of many new possible customers is secured.

Briefly summing up the advantages the souvenir proposition brings the customers to the store to make their payments, keeps them loyal, and gives real positive action of personal interest in their footwear needs. This souvenir idea has, according to the manager of this store, done away with a large portion of his collection expenses, and is paying the house well.

#### HE ADVERTISED—AT LAST

There was a man in our town,  
And he was wondrous wise;  
He swore, it was his policy,  
He would not advertise.  
But one sad day he advertised,  
And thereby hangs a tale,  
The ad was set in quite small type  
And headed "Sheriff's Sale."



# Mrs. Ardley Did Not Get the Shoes on Credit

She Had To Pay For Them, as Once the Door of Deferred Settlement is Opened it is Difficult to Close—If Credit Business is Done, Then Inquiries Would Be Made Regarding the Woman—If Satisfactory, She Would Be Given the Footwear Under Certain Stipulations—A Symposium of Views

Some dealers would have given her a pair on credit, but the majority would have turned her down flat.

In a recent issue of the **SHOE AND LEATHER JOURNAL**, an interesting proposition was presented. In brief, it was that Mrs. John Ardley had been in the habit of dropping into your store every month for four or five months buying shoes for herself or her three children. She came in one day, picked out a pair of high-class tan button boots retailing at \$6.00, and after being fitted, asked that she be allowed to take the shoes home and pay for them at the end of the month, when her husband got his regular cheque.

Mrs. Ardley, it may be explained, had always been in the habit of carrying her parcels away with her. She had the appearance of being a strictly honest and reliable woman, but you had no means of finding out anything with regard to the occupation of her husband, where she resided or anything of that character, as, up to the time of asking credit on the \$6.00 shoes, she had paid cash, and always took her parcels with her. The question—Did you or did you not give credit to Mrs. Ardley, and what are your reasons for the stand you adopted in this particular case?

The winners in the foregoing contest are:

- 1st prize—Miss Jessie Cumming, Fergus, Ont.
- 2nd prize—James Harley, Vancouver, B. C.
- 3rd prize—D. J. M. McGearry, Saskatoon, Sask.

## WOULD GIVE NO CREDIT

Miss Jessie Cumming (with H. L. Harrison) Fergus, Ontario, says: "The merchant who is conducting a cash business always knows just where and how he stands in regard to his business relations.

Mrs. Ardley has been in the store several times, and on each occasion has paid cash for her purchases, but this time, being near the end of the month, is short of money and asks for credit.

Now, we are doing a strictly cash business, and, of course, explain this to Mrs. Ardley in a pleasant manner, telling her, should the mayor of the town want credit, he too would be refused. She may take this refusal as an insult, as she considers herself strictly honest and reliable. She may also take all her business in future to the opposition store, but we would be taking chances of losing, not only the one pair of shoes that she wants, but all her business during the time she is on our books for that one pair.

A few years ago we were doing a little credit business, and to prove the cash system is the only one, I will relate a little incident. A lady entered our store one day and purchased several pairs of shoes and had them charged. Her bill was sent to her several times, but she paid no attention. At last it was handed to a lawyer for collection, and naturally cost her more than it otherwise would have done. She became very indignant and we lost her family trade for over a year; but her name was always kept on our mailing list and she received our annual advertising matter just the same

as our regular customers. We gradually won her back, and to-day she is one of our best customers, and, as we are now doing a strictly cash business, she never asks for credit. We simply lost her business for one year because we gave her the accommodation that she asked, while on the other hand, we would probably have lost her for a little while, because we refused her, but we would not have had the trouble of going to law. Our experience in both cash and credit business has proved to us that the cash one is the best and that 95% of the trouble we have had with our customers in the past has been through giving them credit and trying to collect afterwards. The following are the reasons I would give for refusing Mrs. Ardley credit:—

Because by doing a cash business we can buy better; because we can sell closer; because we can keep down expenses as no bookkeeper is required; because at the end of any day, week, or month, we can tell exactly what our profits are; because the cash system saves lawsuits; because often by

## He Specializes in Window Trims

The window dresser who won first prize a few weeks ago in the competition conducted by the **SHOE AND LEATHER JOURNAL** for the best trimmed, trade-pulling, holiday window in any Canadian town or village was A. E. Hogarth, who is on the staff of the Burns Co., Oshawa. He began his shoe career eleven years ago in the service of the firm that he is now with, starting as messenger boy and embryo salesman. After a period of five years he went to Western Ontario,



where he worked for a couple of years in Chatham and in London. He then returned to Oshawa and rejoined the selling force of Mr. Burns, with whom he has been ever since. Mr. Hogarth is an energetic and alert shoe salesman who has devoted special attention to window decoration and in the Oshawa store he has at his disposal as fine display space and fixtures as any city establishment possesses. There are over 80 feet of glass, the premises being located on the principal corner in the busiest section of that thriving town. Mr. Hogarth makes the most out of the splendid facilities afforded him in his work.



giving credit to people who are not honest we lose their trade altogether as they take their cash elsewhere.

We therefore think that any merchant would be wise to refuse Mrs. Ardley credit at all times.

#### IF DOING A CASH BUSINESS—NO

James Harley (with Wm. J. Orr), Vancouver, takes this stand: If you are doing a strictly cash business, the case presents to my mind very little difficulty. Do not look surprised when the request for credit is made. Do not embarrass the lady, but in a polite and kindly manner address Mrs. Ardley in this wise: "We are very grateful for your custom, but our business is conducted on a strictly cash basis. By doing this we are able to buy better, and therefore able to sell at a very close margin, our customers reaping the advantage. Now, as these shoes suit you, we will be pleased to lay them aside, until it is convenient for you to call, or we will send them to you C. O. D. at your pleasure."

I have invariably found that a talk along these lines proves effectual, and a permanent cash customer is added to the store.

On the other hand, if you are in the habit of giving credit your line of procedure must necessarily be different. The difficulty here is that once a person gets credit even for a few days, it makes it increasingly hard for you to refuse extended credit later on.

You admit you practically know nothing of Mrs. Ardley. It is therefore only right that you should satisfy yourself as to her ability to pay for the goods before you part with them. As she has been resident in the city at least for several months, she will be able to refer you to other merchants she has dealt with. Let her know that on receipt of their report, if things are satisfactory, you will deliver the shoes. At the same time, come to a definite understanding when the account will be settled, and when you send the bill, write the date of settlement plainly.

Should Mrs. Ardley fail to come up to your standard, then, in justice to yourself, you must withhold credit. You may make a mistake once in a while, and drive away a customer, but I am satisfied that your losses through indiscriminate credit giving would far exceed the other.

#### STICK TO CASH PRINCIPLE

D. J. M. McGeary, manager of the Royal Shoe Store, Saskatoon, Sask, says: "In the first place, this question of Mrs. Ardley is the old familiar one, viz., a good cash customer until credit is given, then a customer no more, because of the price of one pair of boots."

I would refuse credit to Mrs. Ardley in a polite way, saying, "We never give credit to anyone, and are sorry we cannot make an exception in your case," and add that we could not run our business and sell shoes so cheaply if we gave credit, not alone because of the possibility of bad debts, but the expense of extra books, bookkeeping and collections. We are always careful to purchase our goods for cash, thus buying in the right markets and at rock bottom prices. I would tell her how much we have appreciated her business and hope she would allow me to put the goods aside for her convenience as I was sure she could not obtain a more suitable shoe and such a proper fit.

My reasons for refusing credit is that Mrs. Ardley, if a good housekeeper, and always paying cash, can plan to get shoes, if needed so badly, on the former pay day, or wait until the next one. Also she should have solicited credit, and not wait until the deal was completed, to make the refusal all the harder. No doubt Mrs. Ardley would be disappointed but on calmly thinking it over, would give me some credit for holding to our rules, and she would remember the points of the shoe decided on, and might find it difficult to get satisfaction in a strange store.

If I gave her credit, the chances are, the account would

not be paid when promised, and I would lose her trade in that way, because she would be prejudiced on account of the amount of dunning necessary before final settlement.

Then again, once a person breaks the "strictly cash" rule, it is much easier to do so again. Firmness to principle combined with politeness is always best.

#### DEPENDS ON STORE METHODS

George E. Girling, of Edmonton, Alta., says: "It would depend a good deal on the methods of the store in question whether Mrs. Jno. Ardley would be allowed to take a pair of shoes away under the conditions given in her case.

If a retail store should be one that is in the habit of giving credit and allowing their customers a thirty days' account, as a good many do, the way to me would be very plain. I should ask Mrs. Ardley right out if she had any other accounts and who they were. Mrs. Ardley would have to wait until I made those inquiries or she could leave the shoes. For one thing, \$6.00 for a pair of women's shoes seems to be a pretty large price, and that point alone would put me on my guard as to whether or not I would give a person credit under such conditions. In this case, according to the report from her other accounts, I would determine whether I would let her have the goods or not. If she hadn't any other accounts my point would be decided then on the class of goods that she had been previously buying, and my judgment of her personality.

I remember well, that I once had a good customer with a very large family, who used to buy her shoes from me, and who always paid cash. This lady was to all outward appearances very well fixed. I never knew her name, and I did not know her husband, but he must have held a good position because of the style of living and the heavily rented house in which they lived.

This lady came to me one day and asked me to supply her with a pair of S— brand shoes. This shoe costs 17s. 6d. retail in England, and is sold near St. Pauls Churchyard, and was a shoe which I did not and could not get the agency for. Now, it was very evident that this person was very closely driven to for money as she offered me 22s. to go and buy a pair retail and re-sell them, but under these conditions she wished to pay a small amount monthly until they were paid for. This is a case very similar to the one of Mrs. Ardley, and I would not entertain the thought of credit in a case like this for one moment, although this person had been spending ready cash with me for some months.

Now, take the stand that the store is being carried on on a cash basis, I would not give credit. It is very plain that such conditions could be explained judiciously and respectfully to the customer and we would rely on our explaining this in an intelligent manner so that we would not cause offence, and we would keep our goods if Mrs. Ardley did not pay.

#### WOULD STRAIN A POINT

J. H. Flaherty, of the Amherst Shoe Co., Amherst, N. S., writes: "As competition is keen, I would not allow \$6.00 to stand in the way of a good customer which Mrs. Ardley would in all probability develop into. After being fitted and suited, she asks for credit until the end of the month. I would tell her frankly that I did not know her or her husband, and, that while I was not in the habit of doing a credit business, I would oblige her, as she had been a good patron for the past few months. Being a middle-aged woman, and having every appearance of being honest and reliable, this would predispose me to grant her this favor. If my method of reading human nature is correct, I would come to the conclusion that she thought, after paying cash for four months she could ask credit in good faith for one pair of shoes until



the end of the month. That being the case, I would not refuse her and would let her have the shoes under the distinct understanding that we were to be paid for them as soon as her husband received his monthly cheque. By this concession, I think we would gain her good will and future business as well as that of her friends."

#### PREVIOUS PROFIT WOULD COVER

J. H. Gillespie, of Springhill, N. S., says: "Yes, I would give Mrs. Ardley the shoes as requested and in the meantime, I would take the trouble to find out all about this woman and her husband. If I discovered that I had made a mistake, I would be satisfied that one has to get 'stung' occasionally, and that the profit on what I had already sold her would cover the loss. Of course, in this case, much would depend on the appearance, manner and general deportment of Mrs. Ardley. One has to be governed very largely by the particular circumstances arising in each case."

#### WOULD PUT THE SHOES ASIDE

Frank Halbert, of Shelburne, Ont., says: "If Mrs. Ardley had been in the habit of paying for what she had purchased during her previous visits to my store and I had no knowledge of her or her husband, and she asked credit for a pair of \$6.00 shoes, I would say: 'Well, I will put them away for you until a certain date,' mentioning the date, and if Mrs. Ardley is an honest and reliable woman, she will call for her footwear on the date mentioned, and will regard it as only business on my part to have the cash paid over at the time she called for the shoes. On the other hand, if Mrs. Ardley did not call for her shoes, I would say she never intended to pay for them, and would consider myself better without such a customer."

#### WOULD DEPEND ON APPEARANCE

George Fissett, who is with D. P. Foster, Cayuga, takes this view: "I would find out from Mrs. Ardley, as carefully as I could, if her husband was holding a responsible position, and if she did all the buying. I would also tactfully ascertain whether it was agreeable to her husband to have her do the buying. At the same time, I would be rather suspicious of her executive ability or her handling of the funds by buying for herself a \$6.00 pair of shoes, having her three children and husband to look after, and yet running in debt before next pay day. I would also be governed somewhat in my decision on how Mrs. Ardley was dressed, her actions and conversation. I think a salesman can read a person by closely observing his or her outward appearance and style. If Mrs. Ardley answered the questions that I put to her agreeably, and if her appearance warranted it, I would let her have the shoes, but if she were dressed in a gaudy manner, with a drug store complexion, I would not let her have them."

#### THE VIEWPOINT OF A SALESMAN

D. J. De Vine, of the Yale Shoe Store, Winnipeg, writes: "Would I give credit to Mrs. Ardley? Well, if the boss were in, I would possibly turn her over to him and let him deal with her as he saw fit. Supposing he were not in at the time, this is the way I would, as a clerk, try to retain her patronage, after the request for credit had been made. I would say: 'Well, Mrs. Ardley, our positive instructions are to collect cash on every sale, or not to let the goods go out of the store. You have been buying from us for four or five months now, and according to your own words, you have had good satisfaction. We have done our best to please you at all times, and we would be sorry to lose you for a customer. If Mr. So-and-So, the proprietor, were in, I have no doubt he would give you the shoes, as selected, but you see my position. I tell you what I will do, though—

I will send you the shoes on approval this evening by our special messenger. I will have our messenger call again to-morrow. If you find that it is impossible for you to have the price on hand, he will bring them back.' Now, in nearly every case like this, Mrs. Ardley will fly around and get the money if she really wants the shoes, and the store would thereby retain its cash system. Mrs. Ardley will also always buy from us when she has the cash, but at other times, she will possibly go some place else."

#### TURN HER DOWN GENTLY

G. H. Scott, of Scott Bros., Pakenham, Ont. "Finding myself in such a position as you describe, I do not give credit to Mrs. Ardley. I realize that I must not offend her by allowing her to get the idea that I thought she was not worthy to trust, so, in a kind but firm and candid manner, I briefly explained to her that, as she was a comparative stranger, I could not accommodate her, it being against my policy to give indiscriminate credit. My reasons for this action and for putting the case in this way, were: First, if she were strictly honest and reliable, she would also be reasonable. People of this stamp are generally able to look at any question from both sides, and by putting my views of the case before her, I think she could scarcely take offence. Secondly, if she were not strictly honest and reliable, I will probably never see her again, as experience has proved that once a party obtains credit, without intending to make good, such a one invariably avoids that store in future and will not go in for anything else, even if he or she has the ready money and is going to spend it somewhere."

#### ONE'S DUTY TO FIND OUT

T. I. Craven, of D. P. Foster, Cayuga, Ont.: "Yes, I would give credit to Mrs. Ardley, because she had been buying shoes from us for four or five months and it was our duty to find out this lady's standing, as she had been our customer for that length of time. If we had not done so, and she got ahead of us in this transaction, we were clearly to blame. Any trouble like this can easily be avoided by having someone on the staff, whose duty it would be to ascertain the standing of every customer who had been purchasing shoes at intervals for several months. Surely if a footwear establishment is alert and energetic it should know who are reliable and who are not. Now this proposition of Mrs. Ardley was not sprung suddenly. She had been coming for several months, paying cash for her goods and giving us no trouble. She walked away carrying her parcel with her, and apparently was honest and reliable. If, at the end of four months, we did not know enough about her or her husband to grant her credit for a few days on a pair of \$6.00 shoes, well, there would be something wrong with our establishment. There is nothing particularly suspicious in the fact that she should ask for credit until her husband was paid at the end of the month. Where on earth is the family or the individual that does not become "strapped" or "stranded" once in a while, and at the same time desire something in the line of personal apparel or house furnishings? It is a decided convenience as well as a gratification to be able to get a thing when you want it, and this woman had paid cash all along. I think she was certainly entitled to an extension of a few days."

Now that English, French and German middle classes are wearing patent leather shoes a great deal, American export trade in that leather is greatly improving. Only a small amount of patent leather is made in Europe, and this is almost entirely made in Germany. It is very high in price and small in supply. For this reason, European manufacturers have to buy a great deal of patent leather from this country. Exports of patent leather amounted to \$1,500,000 last year.—Shoe Topics.



## Refunds Purchase Money Cheerfully

**How Shoe Business of Leading Eastern Firm has Been Built Up—The Advantage of the Cash System—Head of the Department Outlines Some of the Methods That He Has Found Profitable in Enlarging Trade.**

"Yes, I believe in a cash business. No pair of shoes is ever sent out of this department without the money being paid here or the goods being delivered C.O.D. We adhere strictly to one price and at whatever figure an article is marked, that is what we obtain for it. We occasionally throw in an extra pair of laces, but there are no two prices. If a pair of shoes does not suit the customer, he can exchange them or get back every cent he paid for them and no questions are asked. We know our own goods and have our own



J. MCGILLIVARY, AMHERST, N.S.

private marks, and it pleases the patron very much when he knows that his cash will be cheerfully refunded if the shoes do not fit.

"Another thing—this plan saves a lot of fitting on a busy day. A lady may come into the department who perhaps does not want to try on footwear just then or she is in a hurry. The first thing she will ask is, 'Can I get my money back?' We say, 'Yes,' and she will pay for as many pairs as she takes away or are sent up, but if we intimated that she could not get the purchase price returned, we would not be able to make so many sales. Our aim has always been quick sales and small profits."

The speaker was J. McGillivary, who for nine years has been manager of the shoe department of the large store of the 2 Barkers in Amherst, N. S. This firm operate eight successful stores in the Maritime Provinces, four in New Brunswick and four in Nova Scotia. The one in Amherst is the only establishment which carries shoes.

Two catalogues are issued each year by the house, which greatly increases trade. There are a number of flourishing industries in Amherst and "pay day" is every two weeks, which materially assists in keeping business on the move.

Mr. McGillivary has been in the shoe line for twenty years. He was born in North Sydney, C. B., and his first experience was with the Cape Breton Boot and Shoe Company in North Sydney. His initial job was welting, and his next was cutting side facings. When the company moved their factory to Pictou, N. S., he went with them and continued in the cutting room and also looked after the shipping for three years. He later removed to Amherst and was cutter of linings with the Amherst Boot and Shoe Co. for a considerable time. He left that concern to take his present position, and, during the nine years that he has been in charge of the shoe section of the 2 Barkers, he has built

up a large trade and looked after the wants of customers faithfully and well.

Mr. McGillivary is a good stock-keeper, a gentleman of pleasant address and an enthusiastic shoeman, in whom his employers and customers have the utmost confidence. He keeps posted in all that is going on in the trade and is not afraid to tackle any new plans or methods which he thinks will attract more business.

## Trade Marked Shoes Spell Success

The "Boston Store," of Providence, Rhode Island, is one of the largest shoe retailers of the city—perhaps the largest. Moreover, the department is growing steadily though it's old enough to vote. What is still more to the point—it's paying a good, round profit.

Mr. Perry, the department buyer, was recently asked to what he attributed its success:—"Our own reputation and service plus the Queen Quality Shoe and its national advertising." "We figure," he continued, "that it's a great deal easier to draw customers to our store for this shoe than it would be for any other women's line. But we don't believe that there is any profit in doing the thing half way. If you won't handle a trademark shoe in the right way, let it alone. It doesn't pay to dabble. We handle this line exclusively for our \$3.50 to \$5.00 shoes. Of course we fill in above and below that with other lines, but the Queen Quality sells out the cleanest, turns over the oftenest and pays the biggest profit."

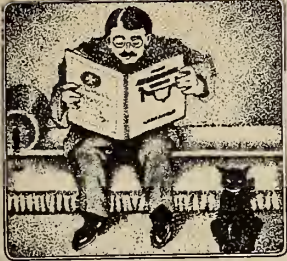
"If I could make as good a showing on the other lines as I do on this, I should be very well pleased indeed.

"We have handled this shoe since 1901 and I have still got their first catalog. But the business is growing as fast now as at any time. This year I placed my regular order for Fall and also my duplicate order which amounted to about fifty per cent. of the original. It was scheduled for Fall delivery. The salesman, however, suggested that I would want it by September 10th and although I had not the slightest expectation of wanting it until the first of October, he said he would have it prepared by that time. On August 29th the head of the Queen Quality shipping department wrote me that the shoes were beginning to come through and would be ready for me at any time I cared to order them in. On September 10th I begin to receive them. I had taken all of the first and most of the second order. By October 1st I had all of the first order in. By November I had re-ordered on a number of the styles from the stock. I don't know that we would care to give exact figures but I think the facts as I have related them tell very plainly how we feel about these shoes." It is interesting to note in connection with this story that Mr. Perry has been with the Boston store for twenty-two years. There is a decided connection between success and the shoe buyer's permanency. A good trademarked shoe spells success and permanent connections. Retail stores are looking with favor at the advantages that go with good trade-marked shoes.

## It Is Not Good Merchandising

A great many shoe retailers who are anxious to build up their businesses, resort to frequent bargain sales, believing they are the best form of advertising. The bargain sale principle is a bad one. In the first place, the essence of good merchandising is to obtain fair prices. There is something wrong when a merchant has to dispose of a considerable portion of his stock at bargain prices. Either he has not bought carefully or wisely, or else general trade conditions are bad. It cannot be good advertising which sells merchandise below its real value and which encourages consumers to get the bargain sale habit.





## System Important in Card-Writing

How To Make a Drying Rack and Other Things That Will Enable the Card-Writer to Work More Effectively—Holder For Pens and Brushes—Do Not Be Too sensitive Over System From Outside Sources—One May Gain a Number of Pointers From the Public Viewpoint

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

(Copyright by the Acton Publishing Company, Limited)

The natural tendency of human nature is to resent criticism. This is particularly true when the critic is one who does not claim to have the amount of knowledge on certain subjects that you possess. You feel that he has no right to criticise. Take, for instance, an observer of one of your show cards who offers you a criticism. Do not pass his comments over as worthless because they may come from one who knows practically nothing about card-writing. It is the public that you want to interest in wording of your show cards and consequently, the views of an outsider regarding them is of the utmost value to you. The writer has had comments on some of his cards, which were known to be the best from a card-writer's viewpoint, but which were thought not as good by others. It would pay you, therefore, to let some one else judge your work. By paying attention to their decision, you should be able to improve many points which you had entirely overlooked previously.

### About Systems

By carefully systematizing your work you may be able to save a great deal of time. Probably you have considered that your card-writing department is not of sufficient importance to warrant it being systematized, but if you figure out the minutes which you will save by being able to lay your hands on anything you want—when you want it—you will find that much more work can be accomplished.

A drying rack is a really good thing for a card-writer

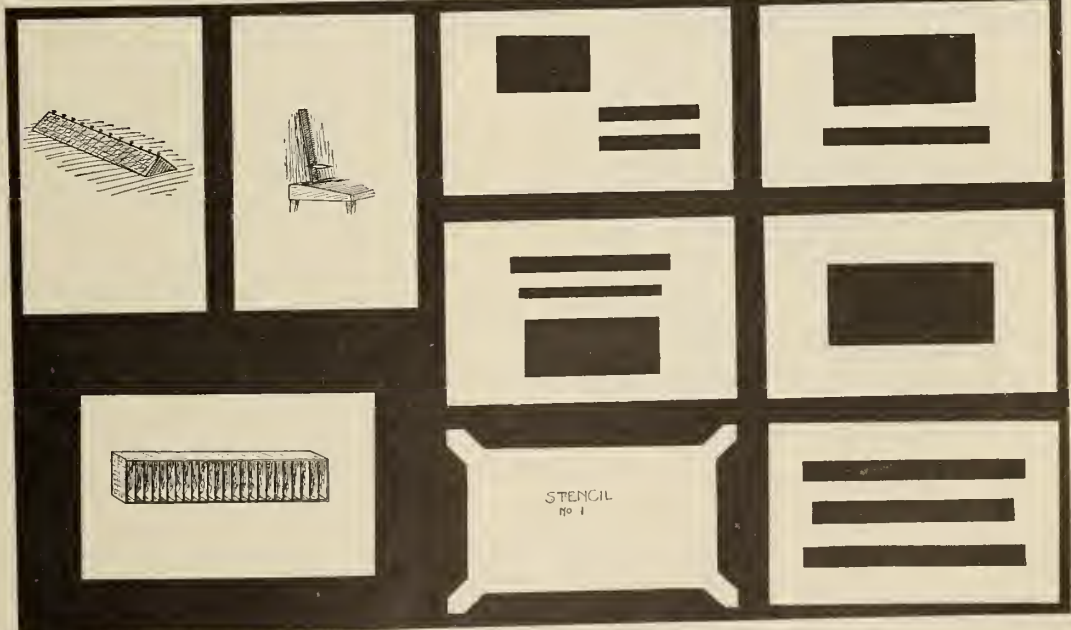
to have. Very often when you slip into a card-writer's room you find cards which have just been made lying all around the floor, where they are liable to become soiled. A very suitable drying rack can be constructed in about five minutes with a piece of board and a cent's worth of nails. Choose a board of some kind of soft wood about three feet long and four or five inches wide. Drive two rows of nails spaced about three-quarters of an inch apart the entire length of the board. The nails should project out about one and three-quarter inches. Lean it against the wall, as shown in the illustration. Keep the cards as nearly level as possible, while they are drying. A rack three feet long should have a capacity of holding about sixty cards at one time. If you are within easy reach of a board partition, a useful drying rack can be made by driving nails into it, pointing them upwards at a slight angle.

### Row of Pigeon Holes

Another little stunt which will be very useful and save time in assorting is a row of pigeon holes, having a section for each department of the store. When the cards are taken out of the drying rack they may be placed here and kept in good condition until they are required to be used.

Most card-writers have considerable trouble getting all of their cards uniformly spaced. A system of stencils can be kept on hand. This will be found of great assistance in laying out cards. The accompanying illustration shows sev-

UPPER LEFT CORNER, BRUSH RACK;  
NEXT, DRYING RACK;  
BENEATH, PIGEON HOLES FOR CARDS;  
THE BALANCE ARE LAYOUT STENCILS.



eral of these which are used for popular layouts. Make a set and keep it near your desk and see how much time it will save for you in the course of a day's work.

In this lesson we are departing almost entirely from the actual making of show cards, because we believe that the ideas which are presented herewith will be of much assistance to card-writers in making their work more efficient. These little stunts come to one out of years of experience.

#### A Pen and Brush Holder

Another little idea which has proved to be very useful is a little pen and brush holder. It is a three-sided piece of wood with small tacks driven in about half an inch apart, along one edge. Place this on your desk so the handles of



NEAT AIR BRUSH CARDS

your pens and brushes can rest between the tacks. In this way you have them always to hand and never have the annoying necessity of picking them up off the floor.

#### The Illustrated Cards

The two large cards illustrated herewith show two varieties of stencil air brush work. The "Spring Style" card is a brown scroll with a pale green background. The lettering is of modified Roman, with pale green shading. The "New Spring Arrivals" card shows the lettering which was illustrated last month.

## Do Not Deceive Your Clerks

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir,—For a long time I have been thinking of writing to express my views in favor of the clerks. Papers often speak as if the clerk were nothing but a drag on a business, always exhorting him to do this or that for his employer,

but you very seldom see anything regarding how a merchant should treat his employes.

There is one thing especially which galls me and that is the matter of what you might call false promises. Pick up whatever paper you wish and look in the advertisements. It doesn't matter much what line it is, shoe clerk, real estate salesman, or office boy, they usually end up with "splendid chance for advancement." This is prefaced by "salary not large to start with," and the "splendid chance for advancement."

In twenty-four cases out of twenty-five there isn't any chance for advancement at all unless you could call a dollar a week advance in wages each year a splendid chance.

I remember one man who approached me one time to work for him in Hamilton. He was looking for a man who would soon take a share in the business, and later on, if everything went well, take over the business completely. He was getting up in years, he said, and wanted some one who could look after the business. Of course, the salary wouldn't be extra large, but look at the chances there were. However, I declined the place and learned afterward that it was as well I had. He had no more intention of losing his grip on the business than he had of paying anyone a decent salary. He had a man with him who had stayed for a number of years lured on by promises that were destined never to be fulfilled. He was actually running the place, and the owner was making a net profit of about three hundred per cent. on his man.

There is another place I know where they promise big things to their employes when they first go to work for them. They wait till an employe gets disgusted and is on the point of leaving and then raise him a dollar a week in salary. If the employe is foolish enough, this can be done several times until he sees that it is nothing but sheer bluff. Why, I wonder, can't they be honest with both themselves and their help? What a pleasant change it would be if a boss would come right out and tell the truth; instead of giving the impression that in three or four years they will have become "captains of industry."

There is another case in this connection which strikes me forcibly, that of a large corporation which has brought out several men from the old land. They have paid some of them the munificent sum of eight dollars a month and board, with a contract running sometimes for three years to this effect. They tell of the chances there will be after the contract has expired. And then merchants complain of the lack of interest their clerks show in business. Is it any wonder? When merchants are sane enough to evolve a system which will prove of mutual benefit they will be beyond the necessity of complaining of lack of interest.

I fully realize the fact that clerks are not perfect. There are those among them who should not be there. As a body, however, they often take an interest in business which the facts would not warrant.

There is one other point I would like to mention, and that is the matter of courtesy, or lack of it, from a merchant to employes. Because a man takes your money it doesn't give you a license to insult him whenever occasion gives the opportunity. In five cases out of ten the recipient is superior to the giver in both character and business ability. The fact that many retailers keep men in their employ is that they are the real makers of the business. Some men think it policy to keep all personal feeling out of their business relation. I suppose it makes it easier to hand out the slurs than if they acted occasionally like human beings.

Having relieved my mind of a few things, I trust you will have space in your paper for them.

Yours, etc.,

A. C. T.



# Don't Blame Others for Your Errors in Business

Study Your Trade, Know Your Goods and Profit By Experience—Pick Up All the Pointers Possible, Read and Learn Get Out of Your Narrow Sphere and See What a Broader Perspective Will Do to Assist You in Buying

"I would not take your paper as a gift," declared a certain Western Ontario shoe man the other day. "A number of years ago I was a subscriber and took a tip from you on styles. I followed the hint given and went in heavily for button boots for spring—whereas, as I afterwards discovered—the laced shoe had all the sale. I was badly stung."

And here is the reverse side of the picture, from a retailer in Eastern Ontario. "I always enjoy reading your journal. It affords me a good many pointers, and, while I do not always agree with the advice given or views presented on its pages, I still admire your fair treatment of many perplexing trade topics. You know this world is big enough for all men to hold different views—to come together on essentials, and let non-essentials take care of themselves."

Here are two diametrically opposed views. One man wants to blame his lack of skill, insight or foresight in buying, on a trade paper, instead of reading carefully gathering information and coming to his own conclusions, as any reasonable and broad-minded man should. Like many another person in this world, when an error has been made by himself, he seeks to throw the onus or unload the culpability on some one else. No traveler, wholesaler, retailer or trade paper in the land can set himself or itself up as a final authority or infallible arbiter on styles, profits or any other problem, for the simple reason that conditions differ widely in various parts of the country, and what will move freely or be the "go" in one town in the east, may not even obtain a foothold in a place of similar size in the west or mid-west. It is for each individual to know his own trade—study it at close range and obtain a thorough grasp of the local situation. Then he can accurately gauge for himself what to acquire and what to exclude in his purchases. No reputable man or medium puts himself or itself up as an unerring guide. One might as well attempt to predict what kind of weather will prevail to-morrow in the different provinces of the Dominion—whether the summer will be long or short, the wheat crop heavy or light.

Then public fancy is unaccountably fickle. There is no logical deduction for the sudden change that buyers of footwear will develop, and because a man has been stung on one or two lines, on tans, patents, colonials or button oxfords, is no reason why he should lose faith in his trade paper, his manufacturer, a traveler, or himself. Everybody in life has to charge up a certain amount of loss in securing experience, and, if experience does not help a man to bridge certain chasms, glide over pitfalls or rectify mistakes, he is slower to learn than the average human. The broad fellow is the one who can disagree with you yet give you credit for the sincerity of your views and the honesty of your stand whether in religion, politics or footwear fashions.

## The Know-It-All Kind

A retailer does not like a traveler who knows it all—who can tell him to a dot what last is going to sell, what toe will be the leader, what leather will be the winner, etc. Neither does a traveler fall in love with that dealer who knows so much about the footwear business that he is not receptive to any new ideas or suggestions. In this world there must be a certain amount of give and take, of taut and lax, and the reading man is the one who is able to discern the sign posts and adopt just what suggestions, pointers or views may be of use or benefit to him and let the others glide by or be passed. Different kinds of soil raise varied productions. It is the same in buying and selling shoes. Each community has its own particular trade. The proprietor must learn in

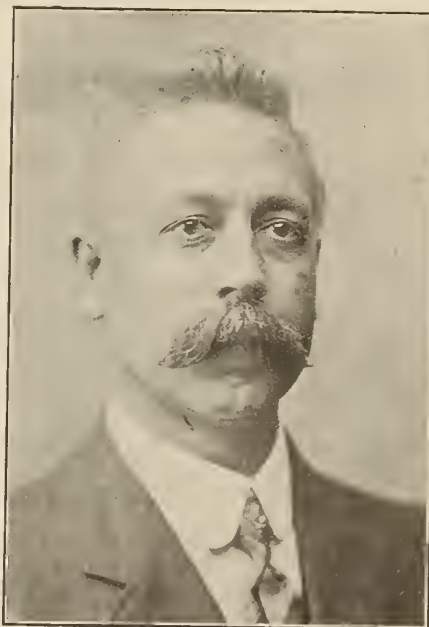
course of time what is the average price paid by his patrons for shoes, and also know the individual needs of each customer, if possible. For this purpose an index card system, giving a record of the name, address, date of last purchase, kind of shoe bought and price paid proves a valuable help. Plans of this kind has been outlined so frequently that it is not necessary to refer to them at any length. Many suburban retailers take infinite pains to preserve such records, and from them, compile a periodical mailing list, sending out reminders at certain seasons, calling attention to special lines. Thus personality plays an important part in the contact between seller and buyer. After all, personality coupled with service is the surcharged wire or current that keeps business alive.

## I Have No Time to Read

There is still a third type of retailer who comes along and says, "I have no time to read," or he says, "a trade journal is like the Bible—always plenty of them around, but very little read." The man who declares that he has no time to read, does not generally have to proclaim this fact in an audible voice. His manner, his address, his stock, his system and his surroundings are often visible evidences of the fact. The busy fellow can always find time

## Starts Off Well in Shoe Game

N. Leach, who has embarked in the shoe business in Smith's Falls, Ont., is a widely known and highly respected resident of that town. He was employed for some 26 years in the Frost & Wood Agricultural Implement Works and on



N. Leach, Smith Falls, Ont.

the occasion of his retirement from the service, was presented by his fellow employes with a roll top mission oak desk and chair. Mr. Leach is at present carrying a representative stock of staples, but intends to add shortly a full line of finer goods. He finds that business has opened up very well, in fact much better than he expected for a beginner in the footwear game.



to glance through all trade publications and if he has not the time, he will take it. But there are a few doing business on a back street with tumble up stocks, forbidding store fronts, and dust-covered cartons, who have no time to read, or who will very sapiently exclaim, "I will not allow anyone to tell me how to run my affairs or dictate to me, I can direct my own business. I have been here for 33 years and guess that none of these new-fangled notions or fresh Johnnies can teach me anything. They may have a more expensive establishment and a more showy front, but after all, it is the fellow who cleans up the most at the end of the year that has the most satisfactory experience."

There are always enough exceptions to most rules to prove the correctness of them, and now and then perhaps a shoe retailer who does not read and never has read, may make a success of his line, but generally, the more aggressive and wide-awake men, those who are to the forefront in proper stock-keeping systems, good buying methods, effective window decoration, store service, profitable price marking and clean, "live" stocks, are the ones who follow closely the trend of the trade, who meet and exchange views, who seek new ideas, attend either local or provincial trade gatherings, and occasionally get away from their place of business and visit other centres, where they can approach things with an open mind and find out, after all, that the world is a much larger sphere than the small orbit in which they circulate. It pays the average retailer, not only to read but take time to read, and if he does not agree with everything said, he should not jump at the conclusion that the writer or speaker is always wrong. Some statements will bear close examination and new light will be shed upon a subject the more it is studied.

### The Leisure of the Busy Man

With few exceptions, the busiest man is the easiest to see and has the most time to attend to tasks. The chap who has "no time," is invariably the fussiest, keeps open the longest hours, and accomplishes the least. A certain shoe traveler walked into a store in a Nova Scotia town not long ago and told the proprietor that he would like him to come over to the hotel and see his samples. The retailer was sitting at the back with his feet on the stove, smoking a corn cob pipe. The traveler who knew him pretty well, said, "Why can't you come over this morning or this afternoon?"

"Too busy," replied the dealer.

The road representative looked at the man, smiled significantly and said, "Well, you certainly are not perspiring any at present."

"Look here," drawled out this business prince, "Never judge by appearances. Physically, I may be inactive, but mentally, I am very, very busy," and it was not until two days after that, that he wended his way over to the hotel to look at the samples. This is the fellow whom you could not hoist out of the rut if you tried, and there are a few of his kind in every part of the country. Never will all people think alike, although human nature is much the same the hemispheres over. If two persons do not happen to agree, they surely can afford to disagree, if their views are honest.

"Yet it would not do for all people to think alike," mused the oddly philosophical Brother Jones, after 53 years of married life. "When I was courtin' Susannar, few thought the same as I did about her, in fact, I was in a hopeless minority and married her believing that she was a jewel. Now, after a long tug in the traces together, most everybody else thinks she is crackerjack of a wife, with an angelic disposition, but they little know the tongue-lashings that I have endured and that temper of hers. Again, the world thinks differently from what I do."

And thus, most people see only one side of a question and their attitude often shifts according to the angle of their perspective. Engage in a little introspection at times. If

things would appear to you in the right light, get out of the shadow into the sunshine. Step out of the alley into the open, remove your smoked glasses and get in step with your brother across the street or your competitor in the next block. Cultivate him. You will find, that he is a pretty good sort after all, and by association, and intercourse, many misunderstandings, petty grievances, or short-sighted prejudices will disappear, like the fog before the clean noon-tide sun.

## Loves Ladies But Not as Clerks

Editor of the SHOE AND LEATHER JOURNAL:

Sir,—I see that the question, "Is it profitable to employ lady clerks in the shoe store?" has been discussed with considerable vigor in your columns. About the only winning point that I can discover, after reading interviews with respective dealers in various parts of the country, is that where women are employed, some money is saved in the matter of wages. This seems to be about the only valid point brought forward in favor of lady help in the shoe shop. Now, some of the various dealers' views were really amusing. There is one man who says that he employs a lady clerk and that she is a crackerjack and he would not have a man under any consideration. No doubt this lady clerk is his wife's sister. He wants to keep all the money in the family.

Another fellow states that he has one lady clerk and one man clerk, and that he lets the man do the work about the store. Of course, while the man is doing that, a woman comes in and this lady assistant waits upon Mrs. Honey or Mrs. Sugar Bowl, and thus takes her place virtually ahead of the man. This male clerk should take a position somewhere else. The most honest expression of opinion comes from Vancouver, where a retailer says that he does not employ women clerks because he thinks that men are better salesmen, and he looks on the shoe line as a man's business and thinks that a woman is as much out of place in a footwear store, serving the public, as a man would be in a millinery parlor or a dressmaker's salon.

If I were out of a job to-morrow, I would try to get a position with this employer, as he apparently is willing to pay a good salary and to suitably recognize extra efforts on the part of his staff. He does not speak of so much saved in wages in a week or a year.

I seriously doubt if a quarter of the shoe stores in Canada employ women clerks. To my mind, and I have traveled a great deal throughout the West, women clerks are few and far between. I think those merchants who employ them are going backward, and should try some other vocation; and I have no antipathy, either, toward the fair sex. I regard women with adoration. As a help in the shoe store, my admiration would be speedily converted into toleration.

Yours, etc.,

Edmonton, Alta.,

March 12th, 1913.

SALES BOY.

## Develop Personality in Business

The story is related of how the merchants in a fair-sized village quietly stamped out a great deal of the mail ordering habit among their customers. From day to day they observed large shipments of freight and express coming into the village from the big catalogue houses for distribution among the people whom they were supposed to serve. Eventually they became alarmed, and after a consultation decided to talk the matter over quietly with their respective customers to persuade them that they could give just as good values as the mail order houses. This had a splendid effect, and resulted in a great deal of the business formerly sent out being kept at home. Personality gained a victory, and if this phase of a dealer's selling power were more developed, it would mean more business.





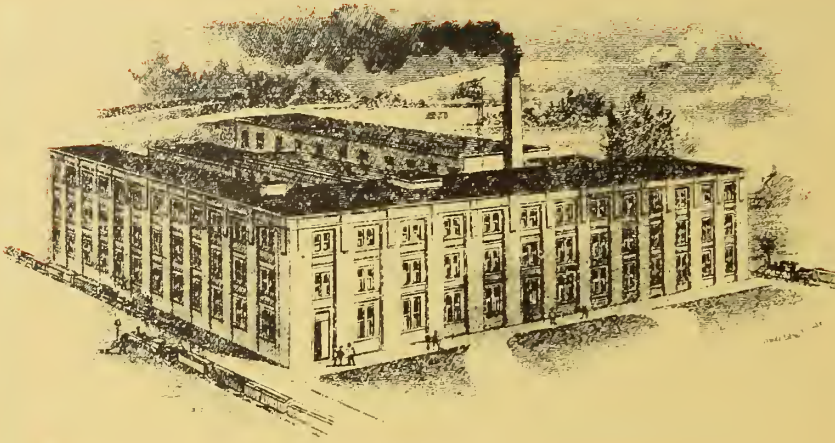
## From 1905 to 1913

**Eight years of steady increase have made possible the erection of the most complete tannery in America**

To have been enabled in eight years to increase the output of its establishment over 7900 per cent. is truly a noteworthy achievement, and one of which any firm might pardonably feel proud. To have added to that achievement the creation of a market to take care of the increased production looks to us like a convincing testimonial to the value and honesty of the product.

At Newmarket, Ont., there has been completed a model tannery. There is not a more complete tanning establishment on the continent. Everything that science and inventive genius has been able to devise for the elevation of quality and the lowering of cost of production is in use here. Throughout the establishment the most modern methods of tanning, and the most successful machines are employed under the most favorable circumstances.

**Davis Leather Company Limited, Newmarket, Ont.**



1905

Viewed as the result of eight years' endeavor this completed plant appears as a monument, not to the sagacity of the Davis Leather Company, but to the unvarying high quality of their leathers. Every skin that ever left the Newmarket tannery has been cured, tanned and finished so well that it could be relied upon, if necessary, to uphold alone the whole Davis reputation.

And so it has come about that every skin, and every bundle of skins, that bears the Davis mark can be depended upon for even texture, color and finish. From the beam house to the finishing room, through the process of transforming a raw skin into a finished skin, every step has

8,000 Sk  
100 Sk  

---

7,900 inr

been carefully th  
has been perfecte  
ago, was thought  
calculated to pro  
price, is left und  
individually. Not  
separately, but no  
Each skin must su

This necessitat  
a large number of  
sive as you'd th  
"chain system."  
back—it goes sto  
room, and from a

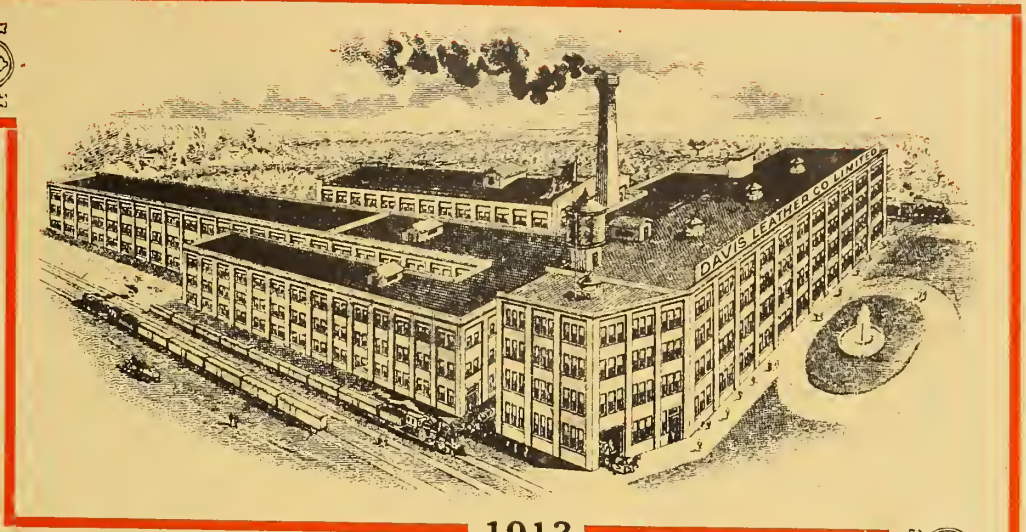
Davis Leather Company Limited, Newmarket, Ont.





in 1913  
in 1905

eight years



Every little detail  
that, a few years  
Nothing that is  
leather at a lower  
skin is treated  
skin goes through  
ected as a batch.  
in its own merits.

being handled by  
is not as expen-  
to a wonderful  
in no skin travels  
al from room to  
n. Not one man,

but many, are responsible for the appearance and quality of the skin, consequently the possibilities of a defective getting through are very small. Every skin has to pass through many hands, and under many eyes, all on the lookout for some defect in texture, tannage, color or finish. Before the new plant was thought of a reputation for careful, painstaking effort had been won by the old plant. No defective skin ever left its doors. With all the added advantages of system and machinery you will readily understand that it is practically impossible for a poor skin to leave this new plant. Its completeness is, in itself, a guarantee of the quality and high standard of its product.



Davis Leather Company Limited, Newmarket, Ont.



HON. E. J. DAVIS  
President



ANDREW J. DAVIS  
General Manager



E. J. DAVIS, JR.  
Superintendent



AUBREY DAVIS  
Vice-President

In 1905, just eight years ago, the Davis Leather Company, Limited, was formed, and the first portion of the plant was established at Newmarket. At this time, the daily output was 100 skins. By 1912 this had been increased to 3,000 skins. With the present plant running to capacity the daily output will be from 7,000 to 10,000 skins. For sometime past it has been absolutely impossible to supply the demand, especially for some of the better known leathers. Now this big handicap is overcome. Soon every manufacturer will be able to get his leather when he wants it, and in what quantities he wishes. And getting it, as he will, in good order, with every skin perfect, he will have the further satisfaction of knowing that the leather he puts into his good shoes is tanned in the most modern and complete plant in America.

**Davis Leather Company Limited, Newmarket, Ont.**



## When Will Recede Toe Arrive? Trade is Asking

(Continued from page 40)

—the very latest wrinkle in up-to-date shoe trimmings. These new lasts have also ribbon stitched edges. The improvements, together with the high grade leathers used and the unusually expert workmanship shown on every sample, make exceedingly classy looking shoes. Especially for city trade this company are showing a shoe on a city last with ribbon stitched edge and flange heel with wooden pegs on top pieces instead of the usual slugging wire. This



Patent colt bal.,  
mat. calf top, blind  
eyelets,  $\frac{3}{4}$  heel,  
"dinky" pull strap,  
recede toe — By  
Ames-Holden-  
McCready.

is an effect which is undoubtedly new in Canada. In gun metal and patent button shoes buttons with a bone black finish are used. This is also a new effect. It is very hard indeed to tell this button from a silk covered button except upon close examination. In the men's line also, fine serge and worsted tops, grey mixture, seamed with California welting, are being used which make very neat and stylish shoes.

In women's lines, as well as the usual range there are seven new lasts including medium wide and medium high toes for the average trade, and strictly city lasts for the city trade. These city lasts have medium recede toes and low, flat heels. Among this city line was noticed a very handsome combination of a fawn colored cloth top, gun metal vamp, stitched and trimmed in black silk with bone finished buttons; also a brown calf lace boot with blind eyelets on a recede last with a low flange heel, having a custom finished bottom with panel effect. Another novelty which is bound to be popular is a 10-inch storm boot, unlined, made of Norwegian calf, on medium high toe and 7 of "K. K. Junior" eyelet hooks—a new invention. This eyelet prevents the skirt catching and also assures easy and rapid lacing when putting on the shoe. Another feature of this boot is the rawhide middle sole which, even if the outer sole were worn through, would stand any amount of wear and tear and come through unscathed. Ames-Holden-McCready are also showing twenty lines of women's high grade turn slippers and pumps. This is an unusually stylish looking line of footwear. Among this is a new slipper made on a strictly pump last which absolutely prevents gaping at the sides. This line of footwear is worthy to be placed alongside of the finest imported goods. In fact there are some features to be found in this range of men's and women's shoes which are hardly duplicated elsewhere to-day.

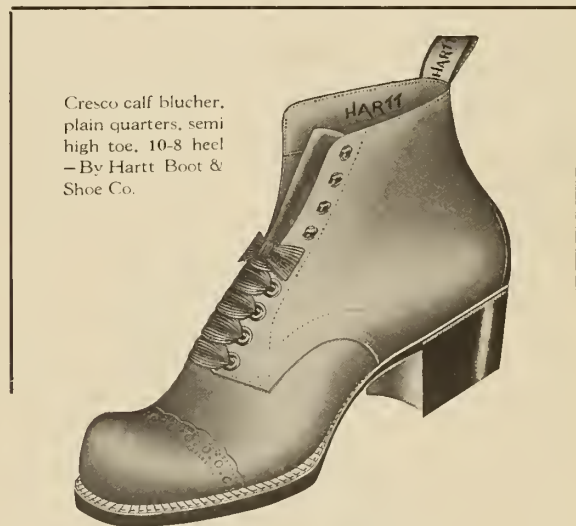
### Colors and Dull Finish Leathers

The C. E. McKean Co., of Quebec, state that they believe colors and dull finished leathers will sell very freely this fall. Receding toe lasts will be the favorite in high-class goods in the cities and larger towns, but they think that the wide, high toe will still have a big call in moderate

priced lines, and for the general trade. They are showing some exceptionally nice shoes in tans—one being a tan willow calf blucher, medium toe, with two full soles on the "Premier" last. Another is a chocolate willow calf, with two full soles waterproofed, plain quarters and high toe, on the "Binford" last. Another showing is a tan willow calf blucher, leather lined, with heavy slip sole, plain quarters on the "Senator" last. Still one more attractive shoe is a whole foxed, Lotus calf bal. with blind eyelets, medium toe, on the "Premier" last. The line of welts this year of the McKean Co. is the strongest and snappiest ever turned out by this wide-awake firm.

### Some Very Classy Things

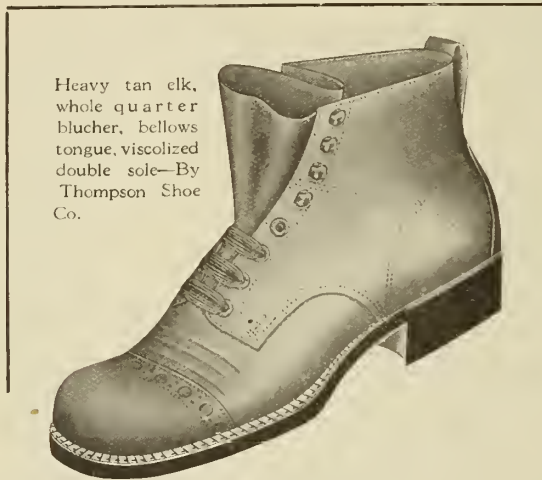
Getty & Scott, of Galt, are to the front with a select and splendidly assorted line of fall samples which are undoubtedly the finest and most representative ever turned out by this progressive firm. In children's footwear red kid and red calf button boots are very popular. Other offerings are high cut napoleons in fancy leathers and combinations, with patent collars. In misses' brown and grey buck buttons are leading styles, as well as gun metal button and patent with grey and black tweed tops. Patent button with red, brown and grey suede tops are also seen in other pleasing varieties. Misses' high cut storm leg button in gun metal, tan calf and patent are likely to be in big demand. The wide toe or nature last generally prevails in this range. Buttons are strong, but gun metal and tan calf bluchers are selling well. Little gents' gun metal and patents on wide foot form lasts, together with youths' lines to match, in blucher and button are leading factors. Little gents' storm leg bluchers in gun metal and heavy box calf are meeting with favor. The offerings in growing girls' are shown in all leathers, gun metal and patent being the leaders with full college toe and firm walking heel which has always been a strong feature in this line. Other varieties are shown in both button and blucher in tan, black, elk and gun metal. In women's footwear, the range is more comprehensive than ever. Over one hundred lines are shown on all the popular lasts with the receding and medium high toe predominating. Some fascinating creations are here, among them being a suede button with cravenette top, Cossack cut; black elk,



Cresco calf blucher,  
plain quarters, semi  
high toe, 10-8 heel  
—By Hartt Boot &  
Shoe Co.

high cut blucher, with inch heel and medium toe; black and tan elk, high cut, with K K hooks, heavy viscolized toe, suitable for skiing or outside sports. Another neat shoe is a Puritan waterproof calf bal. on a receding toe last, with wet-resisting sole and blind eyelets. A red kid, high button boot with 16-8 heel on a narrow straight last and white calf trimming is a decided beauty and another winner is a maroon suede button with covered Louis heel on the same last. Patent leather buttons and bals. on recede toe lasts, with grey, brown, red and white suede tops are also very popular. Another impressive line is that with grey silk and tweed tops as well as black cloth,

carrying a patent or gun metal vamp with a height of legs ranging from 12 to 17 button. In bals., gun metal, patent and tan are seen on recede and moderately high toe lasts, some with fabric tops and carrying heels from 12-8 to 16-8. Vici kid shoes with dull kid and black cloth tops made on snappy, nice fitting lasts are also extremely strong and staple in character. A number of storm calf buttons and bluchers on high toe lasts with viscolized soles are proving exceptionally popular, as well as tan elk golf shoes with heavy soles and low heels and the new eyelet hook. One unique feature that may be mentioned is a high felt button shoe with full plain toe, cushion insole and viscolized outsole. This dressy boot is a lively feature in the Western



Heavy tan elk, whole quarter blucher, bellows tongue, viscolized double sole—By Thompson Shoe Co.

trade and is a decidedly comfortable one for cold weather wear or automobiling. Other lines seen are women's cushion soles with ample toe room and 14-8 heel in kid and other leathers with dull tops. An all white buck button boot as well as others in grey and brown suede complete an exceptionally attractive and artistic "Classic" range.

#### Women's Kushion Sole Turns

The Thompson Shoe Company Limited, Montreal, will continue to show and carry in stock a strong and extensive line of women's Kushion sole turn shoes. They are specialists in men's Goodyear welted shoes at popular prices, also in women's Goodyear and McKay shoes of all kinds. Their travelers are all on the road for fall and the firm report much larger orders than they anticipated, which speaks well for their lines. Their catalogue of stock goods has had the desired effect of increasing their sales. It is a handy reference book to have around at all times.

#### Tan Calf is Going Strong

The Tebbutt Shoe and Leather Co., of Three Rivers, report that tan winter calf will have the largest sale with them in their men's fall and winter lines. The Russia and willow calf will be big sellers. The firm believe that tan calf is undoubtedly the most popular and durable leather ever made, and that the blucher cut is back again in favor for three reasons:—It fits all kinds of feet; it goes on easily and generally gives the retailer much less trouble to sell. The biggest seller with the firm is their tan winter calf Doctor's Anti-septic on Fits-U last. A black winter calf and box calf on the same and other orthopedic lasts are going nicely. The firm have put in a new boys' Fits-U last, which is surpassing all past records as a seller and they also state that the Professor Gold Cross cushioned lines in vici kid and gun metal are going well from coast to coast.

#### Strong on the Recede Toe

Walker, Parker & Co., of Toronto, are showing a large number of splendid offerings for fall on receding toe lasts in patent, gunmetal and tan. They believe that bals are replacing bluchers and that the demand for the button shoe is somewhat on the decrease. Fifty-two per cent. of the out-

put of this firm last season was lace-shoes. Heels are lower while tops are about the same height. There are no freak offerings, everything evidencing plain, quiet, conservative effects. A number of offerings have blind eyelets, while others have the eyelet hooks, which are a new thing, and warranted not to catch the skirts or clothing of women. One very attractive model is a glace kid bal. with wide rounded full toe. A dark Russia calf bal. with blind eyelets, carrying about an inch heel, is also decidedly snappy. Various styles are seen in button with slant and straight cut tops and carrying from fourteen to eighteen buttons. One particular feature about the line is the number of receding toes shown, the firm believing that this toe will be very popular during the coming season. No high toes are displayed at all in the range. A number of walking shoes, with wide shank, low heel and extension edge are also seen. The Empress line this year is stronger and more impressive than any ever turned out by this well known firm.

Lachance and Tanguay, of Quebec, believe that the ordinary high toe will be popular for this season at least and in the representative range for fall which they are offering to the public, they are of the opinion that the best selling leathers will be patent, gunmetal, calf, tan calf and box calf. Bals and buttons will have the strongest call in their range.

The Williams Shoe Co. of Brampton, have a representative and well-selected line of shoes for fall and winter. Their heavy welts in elk, tan, black and green and other shades are splendidly made and finished and are guaranteed absolutely waterproof. Their staples are popular with the trade and this fall's samples are more comprehensive in character than ever, while several new lines have been added for waterproof winter shoes. A. Winn, formerly of the Winn Shoe Co., Milton, Ont., and F. J. Lashbrook, of London, Ont., are covering the west from Fort William, Ont., to the Coast in the interest of the Williams shoe.

The Dumford Elk Shoe Co., of Stratford, Ont., have produced a fine range of samples of prospectors, outing work and boys' shoes which are most comprehensive in



Men's tan elk blucher, slip sole, low heel — By Western Shoe Co

character ranging from the heavy, wet excluding sixteen inch hunting boot to light flexible boys' outing shoes. The stock is all of the celebrated Dumford elk tannage and the soles are Goodyear welt, pegged or standard screwed. The line is the best and most representative ever turned out in the history of the firm. The travelers are now on the road with fall and winter samples.

#### Both Moderate and Recede Toes

The W. B. Hamilton Shoe Co., of Toronto, have a very nice range for fall and winter. They have put in two new lasts for men. One is an English last with recede toe, low heel and broad shank, which is shown in all leathers, with blind eyelets. Another last carries a moderate toe with one

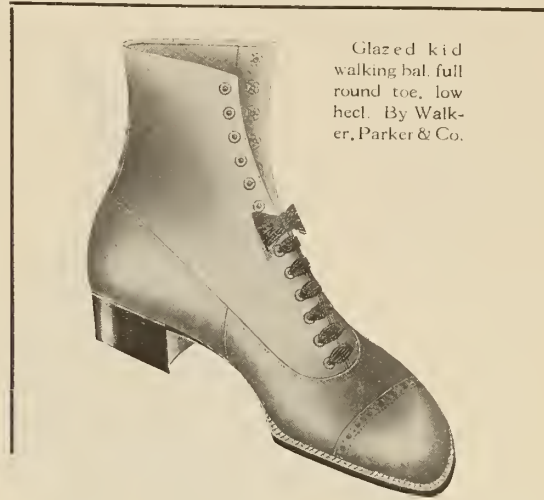


inch heel and is known as the Excel. It comes in gunmetal, tan calf, velour calf and patent colt. The usual heavy lines in storm and winter calf, with full double and viscolized soles are shown. Buttons are well represented in men's. In women's footwear the firm are featuring three lasts and are turning out a large proportion of buttons. The recede toe with ten-eighth heel, in all leathers, bids fair to be a winner. Then there is the Comfort last, with a moderately high toe, which makes an excellent walking shoe. This is built in three-quarter length. The toe is moderately high. Another striking shoe is built on the College last with fairly low heel, round wide toe and cushion sole, which is designed to give solid ease. It comes in gunmetal and vici kid, with mat calf top. The showing in patent, in all lines, is strong, while tans are well represented.

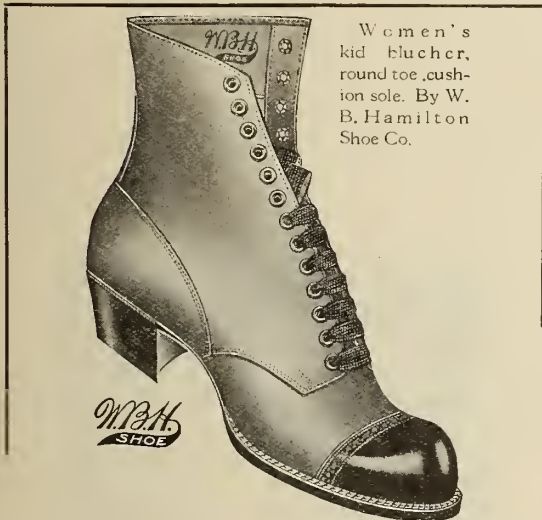
**Look for Little Change**

Regarding fall and winter styles. The G. V. Oberholtzer Co., of Berlin, Ont., say they expect the conditions of last season to prevail largely as regarding last, etc. Medium toes will be the leading lines. As to bals., bluchers or buttons, they doubt whether any bals worth mentioning will be sold in the staples, but understand, in the finest lines bals are becoming somewhat popular. The firm are not in a position to give any views as to what will sell readily in the coming season. The fact that prices have to be advanced again this

the coming season than there has been in any during the last number of years. This is very welcome to the shoe manufacturer who has too often been obliged to discard patterns and lasts which had scarcely begun to pay for themselves. They believe that the leading style for fall will con-



Glazed kid walking bal. full round toe, low heel. By Walker, Parker & Co.



Women's kid blucher, round toe, cushion sole. By W. B. Hamilton Shoe Co.

tinue to be the medium high toe and medium high heel, the same as during the past season, and while some manufacturers are endeavouring to push the receding toe on the market, as far as they can see, in ladies' work at any rate, the call is for high toe. They believe patent leather will be the leader, but there will also be a large call for glazed dongola kid. Tan calf and gunmetal will follow. This would not apply to men's work of course.

**Some Choice Lines for Men**

The fall samples of the Regal Shoe Co., Toronto, surpass any previous showing made by this firm. They have added three new lasts. The Arlington carries a recede toe, low heel, wide shank, and is built on distinctively English lines in bals. and button, in both black and tan. It is a decidedly attractive creation. The Arena possesses a higher and wider toe, which is a compromise between the extreme recede and the knob. It is especially made for young men, carrying a nine-eighth heel, with a moderate swing effect and comes in bals., bluchers and button in both black and tan leathers. The Siesta is a nature form last, with low heel and broad shank and is designed for men of portly carriage, coming in all widths, from the narrowest to the widest. A

season, makes it somewhat uncertain as to what lines will sell most readily under these conditions.

The Hurlburt Co., of Preston, Ont., say that they are now working on their spring samples for 1914. They report a big demand for their infants' soft sole shoes and specialties in boudoir slippers. They have sold a large number in bals. and bluchers for fall and expect that these will predominate during the next season in preference to buttons, which have for some time held the lead in children's footwear.

**Moderately High Toe to Fore**

Luc Routier, of Quebec, say that the moderately high toe is still to the fore in their samples of men's, boys' and youths' lines for fall. They think that this style of toe is likely to prevail for some considerable time, especially in medium priced goods. Gunmetal and velour calf are the strongest sellers and they find a tendency toward the brighter finish in these leathers. A good class box kip and calf are in good demand for the coming season and in the heavier leathers black and tan chrome and combination stock are in active requisition, being ordered freely for fall trade. Business with the firm is booming, and they report that the prospects for the future are all that could be desired.

**Patent is a Strong Factor**

The Weston Shoe Co., of Campbellford, Ont., say so far as they view matters there will be less change during

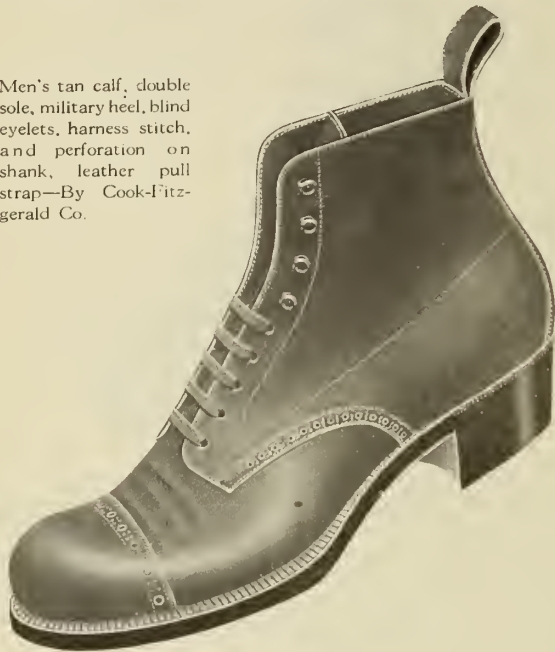


Men's slip sole tan calf blucher, medium toe. By W. B. Hamilton Shoe Co.

number of excellent showings are made in black and tan winter calf, with full double sole. A heavy tan, cresco calf blucher, with piano felt lining and insole, plain quarters, felt slip sole and rubber outsole and heel is worthy of mention. Another offering is a tan, whole quarter blucher, with rubber

welting and viscolized sole. There is a liberal representation of button boots and the usual number of patents. Several models carry slightly flanged heels and invisible eyelets, and for the most part trimmings are very plain. Smooth, expert, classy shoemaking is seen on all the samples which are most comprehensive in character and are bound to command

Men's tan calf, double sole, military heel, blind eyelets, harness stitch, and perforation on shank, leather pull strap—By Cook-Fitzgerald Co.



attention for their graceful lines, superb finish and varied character. Tans are shown from the warm, medium shades in popular prices to the darker, light chocolate hue in the higher priced range.

#### Summary in Feminine Footwear

A leading shoe manufacturer in New York state, in summarizing fall styles for women, furnishes the following interesting summary of features:—

Lace shoes comprise 20 per cent. of the samples, an increase over last year of 50 per cent. The opinion prevails that of the fall purchases 15 per cent. will be lace styles at least, which shows a gradual return to favor of this style, dormant for seven years.

Shoe cut six instead of seven inches in height.

Square rather than slant tops.

Fourteen rather than 16 buttons, and in high grades 12 buttons.

Lower heels, 13 and 14 eighths rather than 15 and 16 eighths.

Close edges prevail, with few perforations.

Newest tip is plain stitched with no perforations.

English last in all samples. Selling well just now.

Materials: Patent first, dull second, tan and suede good sellers, usual amount of kid shoes and some velvets, cloths and red champagne and grey calf boots and undressed effects.

Lasts: For the West, medium height and wide; for the East, longer vamps and drawn-out effects, with toes more pointed.

Blind eyelets giving way to small metal eyelets in high grade boots.

Prices generally advanced 10 to 35 cents a pair.

The eternal change of fashion, which is forever taking place in the dress of women, cannot be said to apply to the new styles in women's footwear for next fall and winter, says the Shoe Retailer. While new fabrics, leathers and combinations have been and will be introduced from time to time, the lasts of the shoes practically remain the same. If a record had been kept of the various shoes sold to the high-grade trade of the large cities during the past few

years, it would be found that but little changes have been made in the lasts themselves. What change there has been made in lasts has come principally from Western retailers, who insisted upon having the new lasts in the different raised toe effects. The higher grade of trade in the East has been and is using recede toe lasts with either long or medium-short vamps.

The really new thing in women's lasts is the longer forepart, which is reflected in the introduction of the long French vamp made with a square throat. No extended vogue is expected of the strictly French forepart. On the other hand, longer vamps and medium narrow toes will meet with greatest favor in high-grade lines.

### An Active Career in the Trade

Selling shoes for thirty-three years, a number of which have been spent in Owen Sound, is quite a good record. In a nutshell this sums up the career of James Flett, of Owen Sound, manager of the establishment of the United Shoe Dealers in that progressive centre. Mr. Flett was born in the city of St. John's, Newfoundland, and leaving school shortly after he was fourteen years of age, he entered the employ of Childs, Charlesworth & Co., in their branch in Brantford, known as the "Toronto Shoe Store." He remained with this firm for three years and then left to take a position with Daniel Dengate & Co. in the same city, where he remained for two years. His next situation was in the wholesale warehouse of Charlesworth & Co., at 16 Front Street East, Toronto, where he remained for several years until the firm went out of business. He was then a city traveler for two years in Toronto, and also represented the house of John McPherson & Co., of Hamilton, on their



eastern ground, covering the territory from Toronto to Montreal, including the Ottawa Valley. His next post was in Owen Sound as manager of the shoe department of McColl & Lee for five years, when the firm dissolved and gave up the footwear branch of their business. For over seven years Mr. Flett managed the shoe section of W. F. Gray & Co. In his present post as manager of the Owen Sound Store of the United Shoe Dealers, he has built up a large connection. He is an excellent stock keeper and salesman, knows the trade thoroughly and has made many friends in all the centres where he has worked by his obliging disposition and strict attention to the wants of customers.



# Where Will Men's Popular Price Welt Come From

Retailer Says Canadian Makers are Charging too Much and Forcing Retailers to Go Across the Line for \$4.00 Welts—Want Dealers to Pull their Chestnuts out of the Fire—Manufacturer Retorts that Certain Shoemen will Take any "Junk" from Outsiders so long as it Has "Looks."

"Where are the four dollar shoes to come from in the future?" asked an Ontario shoe retailer, the other day. "I believe that I do as good a class of trade as anyone in this town. I want to tell you that, among the young men, there are eighteen pairs of four dollar shoes bought to every two pairs of five dollar shoes. I am speaking of the fellows between seventeen and twenty-two and twenty-three years of age. It is out of the young men that we make our money. They will buy more boots than any other class of my patrons, and four dollars is about as high as the majority of them can go.

"Of course, to talk to some retailers you would think that the average price of the shoes they sell is five dollars or more, but let me tell you that misrepresentation is easier than realization. When it comes to making a fellow pay five dollars who is in the habit of paying four, it is easier said than done. Now, I have no fault with the women's end of the business. We can get a first-class women's welt, either button, bal or blucher, to retail at \$3.50, \$4.00 and \$4.50, but in men's, there seems to have been, owing to the increase in the price of leather and other causes, a concerted action on the part of the manufacturers, to raise the figure for Goodyear welts so high that the dealer cannot possibly put across a really good calf skin shoe, with a smart appearance and neat trim at \$4.00, that is, if he wants to make any money.

"No, I am not a grouch, a sorehead or crank—but I want to tell you that I am in business to make money for myself. I am here to sell shoes and to clean up a profit, not primarily for the manufacturer or the wholesaler, but for myself. The sooner retailers throughout the country realize this, the better for their interest. At one time we could buy an excellent men's calfskin Goodyear welt blucher for \$2.60, \$2.75, \$2.85, which we could retail at \$4.00 and make a very good margin. But nowadays nearly every manufacturer, who pretends to get out of the staple line and be somebody is asking anywhere from \$3.35, \$3.60, \$3.80, \$3.90, etc., for his shoes, which means that they have to be retailed at \$5.00, \$5.50, and \$6.00. It is all right to talk about people paying higher prices for their shoes. They do pay more, but there are comparatively few in the smaller towns who will give \$5.00 for a shoe, and if they do, it must be a crackerjack. For the working men, who want a Sunday-go-to-meeting pair and the young men who do not care to pay more than \$4.00, where is the shoe dealer to get a good, well-made, stylish last to retail at this figure? You must at least make 33 1-3 per cent. profit on the selling price to do business to-day, and if we have to pay the figures already named for the kind of shoes that we desire, we cannot retail them at \$4.00.

## Wanting To Be Too Big

"Now, to my mind, the Canadian manufacturers are overdoing the thing in their haste to make so-called high-class stock and be "big fellows." I want to tell you that the so-called high-class trade is limited to just one-twelfth of the buying public. About one-half or six-twelfths of the regular purchasers are what you call medium class buyers, and the remainder—five-twelfths, are perhaps looking for bargains, snaps, or the cheaper lines generally. This wanting to be a big fellow and retail \$5.00, \$6.00 and \$7.00 shoes may be all right in the thick of the fray on St. Catherine Street, Montreal; Yonge Street, Toronto; Portage Avenue, Winnipeg; or Hastings Street, Vancouver, but in the smaller centres and suburban districts, it is a differ-

ent tale. Now, I know that a number of Canadian shoe dealers, although they do not care to do so, are bringing in shoes from the other side, where they can buy very fair men's welts as low as \$2.15, \$2.25 and \$2.35. They pay a duty of thirty per cent. and lay down the goods here at about the same figure as they would have to pay for a similar class shoe from a Canadian manufacturer. Now, if the makers in the Dominion cannot turn out as good a product at less money, when the duty is considered, it is time that somebody saw an opening and came to the rescue, so that we can secure reliable and presentable Goodyear welts that will retail at \$4.00. It is all right to talk about educating the public to buy higher priced goods than \$4.00, but I want to tell you that when a proposal of this kind is put up by the manufacturers, it is easier to theorize about than to put it into practice.

"A young or middle-aged man comes into my store. He has been in the habit of buying a certain shoe for \$4.00.

## An Aggressive Western Traveler

One of the best known Western travelers is A. C. Paddock, who has been selling the shoes of the Amherst Boot and Shoe Co., of Amherst, N.S., in Alberta for the past ten years. Along with E. J. Blaquier he introduced the line in the West and later the Amherst Central Shoe Co. was formed with headquarters at Regina, this being a sale company. Messrs. Blaquier and Paddock held a part interest in this organization, which is their present business location in the capital city of Saskatchewan. The Amherst Cen-



tral Shoe Co. have a large trade and employ a staff of six men who cover the territory from Port Arthur to the Coast. Mr. Paddock was born in St. John, N.B., and his first position was with the Ames, Holden Co. in their maritime branch. After remaining with them about a year he went West and has met with a large measure of success. He is only thirty years of age and is looking forward to many more years in the shoe business. He comes East each winter and spends a few weeks at his old home in St. John.



I inform him that the price of leather, linings, etc., has gone up and that the manufacturer has jumped his quotations so that I can no longer let him have that shoe for less than \$5.00. I explain to him the quality, style and conditions which have given cause to the advance, but he has firmly made up his mind that he cannot afford to pay more than \$4.00 for a shoe, and I have not time to carry on an argument or conduct a debate with that fellow. His mind is already made up and he will possibly go some place else, where he can secure a \$4.00 shoe or else he will not buy at all and will get his old ones re-soled.

"Now, I could sell half a dozen pairs of the regular \$4.00 shoe, which has been my strong feature in the past, while I am carrying on a campaign of education—as it is called—to make a purchaser buy a \$5.00 shoe, or in other words, loosen up for an extra dollar. He will not do it without a struggle, and in many cases will not do it at all, and I am not a-going to be the one to teach him. I, therefore, think that Canadian manufacturers should hesitate before they compel every retailer to pay a price that will make him sell his men's welts at \$5.00.

#### The Other Side of the Picture

"A word to the wise is sufficient, and probably some manufacturers will realize the truth of what I am saying and see the point of view from the ground of the retailer who is trying to do business, making a reasonable profit and satisfying a trade that he has been catering to for the last sixteen years."

"Yes," said a well known traveler, "I admit that there may be a good opening for a firm in Canada who are able to make a snappy, catchy welt shoe for men that the retailer can sell at four dollars. Of course, if a man is bound to handle this class of trade he can secure what he is looking for, but the trouble is that many of the shoemen will take and buy an American shoe which is nothing but a mere shell, and is skinned at every vital point and robbed at the toe, the counter, the heel, the innersole and the lining, and regard it as superior to an honestly made Canadian shoe. It may be a 'looker,' but it is certainly not a wearer. Yet, many a Canadian shoeman will buy it and pay thirty per cent. duty on this shoe and if we come along and offer him a better made shoe at a few cents more than he pays the American house (but considerably less than it costs him after he has paid the duty), this fellow will tell you that he prefers American goods, that they sell better, are brighter, snappier, or dressier.

"It seems to be a case of distant pastures looking green, and if a Canadian firm attempted to put such a miserable and cheap creation across as some of the United States makers of cheap welts do, we would be looked upon as little better than thugs. Mind you, I am not saying anything against the makers of the better class of men's goods across the line, but there are houses which turn out flashy "crabs" on eccentric lasts, built and made for display only, and yet some retailers will sell this shoe in which there is not one foot of good leather stock.

#### They Have Strange Ideas

"When we attempt to give them a much better shoe that they can retail at four dollars they will say, 'Oh, no, we can do better across the line.' I have been invited several times by three or four capitalists to organize a factory that can put men's welt calf skin shoes into the hands of a retailer at about \$2.60 or \$2.65, so that he can sell it for \$4.00. Of course, in order to do this, with the present high price of leather and labor, we would have to devitalize the shoe, or in other words, use leather board, straw board, leatheroid, fibreboard, hiteite, or some other substitutes for leather in order to produce this looker. It would, however, be what a certain class of retailers are aiming at, namely, putting across a shoe at four dollars, and on which he can make a

good profit and never stop to consider the worth and wear.

"I believe it is because welts have been turned out at such a low figure on the other side, that the present agitation has arisen in many states in favor of the 'pure shoe' bill which is designed to stop manufacturers using substitutes, or if they do use substitutes, to make them stamp on the shoe the kind of 'ingredients' contained. I see that a number of prominent retailers and trade journals are in favor of the bill. Oh, yes, when it comes to making a shoe down to a price and not up to the standard, I want to tell you that it can be done. The great majority of reputable manufacturers in Canada have not the slightest ambition to excel as makers or creators of cheap shoddy goods. There may be an opening for a shoe that will sell for four dollars retail, but I think the move is too precarious to warrant any capitalist starting to feature this line, and to depend solely upon Canadian trade or dealers for sufficient support would be like leaning on a bruised reed. We can afford to let American makes of cheap Goodyear welts selling at \$2.10, \$2.20, etc., come in, but as a retailer I would hate to handle them or build up a trade by means of such shoes as were recently handled by a Toronto wholesale firm which went to the wall. What is the use of talking? The retailer and the maker will never see eye to eye, although I admit their relations are improving."

### Soaring Prices of Some Lines

The Department of Labor's index number of wholesale prices was slightly lower in January, standing at 136.2, as compared with 136.8 in December. Grains and fodders, dairy products, fruit and vegetables were lower, while animals and meats and fresh fish were upward. Winter wheat and barley also were upward. Hog products were easier. Iron and products of iron showed some advances. Compared with January, 1912, for which the index number was 133.2, a rise of three points is shown. The chief increases appear in the groups, animals and meats, fish, hides, leathers, boots and shoes, textiles, furs, metals and fuel, with decreases in grains and fodder, dairy products, fruits and vegetables. The index numbers are percentages of the average prices during the decade, 1890-1899. They are based on 272 commodities representative of Canadian production and consumption. In retail prices, the feature of the month was the easier market for dairy products, eggs declining in many cities, and butter being much easier, while milk declined in two cities. Some other lines of food were lower also. A year ago at this time meats, dairy products and potatoes were strongly upward.

### The Demand For Cloth Tops

Indications seem to point to a return of the fabric top shoes. Present demands, says the Commercial Bulletin, have lowered the in-stock department supplies of this type of shoes, and many manufacturers are making up additional supplies. Black cloth top boots, button style, are selling well and likewise black velvet boots. Shipments of the latter to a number of sections of the country are ahead of a year ago.

Some manufacturers and some retailers are pushing fabric and fabric top boots for the purpose of checking the advance in leather prices. Black worsted, black velvet and white canvas have proved serviceable substitutes for leather, and a large sale of these is looked for in 1913.

Rubber sole shoes with black, tan and white uppers, some of the white uppers of duck, will also sell in 1913. The rubber soles will not be offered as a substitute for leather soles, because they will cost more than twice as much as do other soles. But their use will have a tendency to lessen the demand for leather soles.



# Make All Your Advertising Pay—You Can Do It

Some Critical Remarks on Retail Publicity Showing Wherein Certain Dealers' Announcements Excel and Wherein Others Fall Short—Frank Discussions That May Help Readers to Get New Viewpoints

The spring season offers a particularly favorable opportunity for the average retailer to do some effective advertising. Whether the space used is large or small, the returns reaped are largely determined by the use which the footwear merchant makes of the facilities afforded him, either through the daily or weekly press, or other advertising literature.

Without attempting to lay down any specific instructions, it may be considered that a too common error among the ordinary users of advertising space is that they want to get too much for their money, or, in other words, they seek to crowd too many adjectives and too great detail in what is often a small space. It is the same mistake that the average dealer frequently makes in dressing his windows. While there may be safety in numbers and wisdom in the multitude, yet neither numbers nor the multitude have ever stood out significantly for individuality, personality or specialization.

## Be Brief, Bright and Direct

Have something definite to say and say it quickly, briefly and instructively. Watch the announcements of other merchants, even if they are in different lines to what you are, and when you see what you regard as a valuable idea or a helpful pointer, seize it. After all, we are only a world of imitators to a large extent and, while certain individuals receive credit for originality, still, if one could probe through the surface, or go behind the screen, it would be discovered that much of the ingenuity and so-called cleverness is really the result of adaptability, application, research and intuition.

Much depends upon the use of good illustrations. If the cuts employed are not appropriate or modern, far better not to use them at all, and to let the type tell the story. Then again, a good, catchy head-line of four or five words is to the ad. what the head-dress is to an individual. It may not be everything, but when once the attention of the eye is captured, the inclination of most people is to read through the entire announcement, if it is not too long. This is the first step and a very important one and creates a favorable impression which will frequently lead up to sales if supported by good service, nice window display and reliable shoes.

## Good Display—Concise Copy

Redden's ad. is a good example of an unusual form in shoe advertising—a long single column ad. It wisely sticks to two featured lines, and gives selling points in a brief, yet satisfactory manner. The type is harmonious all through; the whole ad. is an example of good display plus concise copy. Such ads. can be duplicated with benefit to all concerned.

## Full of Good, Sound Sense

Craig's Red Seal Shoe Shop has also a forceful, attractive method of advertising.

The heading is an old Biblical phrase adapted to surroundings in a logical manner through a play on the word "last." From this start the ad. goes on to show how important a part the up-to-date last plays in modern shoe-fitting and satisfaction. This is strong copy in that it is away out of the ordinary stereotyped "rot" about having "the best shoes on earth," which is not real advertising, but buncombe pure and simple, and it is treated as such. One column space could hardly be better employed to the advertiser's advantage and it will well repay the reader to study closely the displays and wording made in leading city papers by trained shoe advertisement writers who specialize on pulling trade and making their announcements "hit you in the eye," metaphorically speaking.

## To Get Worth While Results

While much has been said on the subject of quoting prices, it may be put down as a safe rule that, with the majority of retailers doing what is called a family trade, the presence of figures often leads to a visit being made to your store. Some retailers do not advertise in the newspapers because they claim they do not know how to write an ad.—have not time to attend to it, obtain no direct returns or give some similar stereotyped reason. If this is the only objection, it can be easily overcome by a little practice, study and attention. There are always some spare moments or hours during certain periods of the day when a shoeman can be thinking out what he should be featuring in his advertisements, booklets or general literature. Monday is often a good time to take an hour or two for such work, when the store has been put in order and the stock assorted after the usually large Saturday trade. It may be put down as a safe maxim that anything that is worth while in this world, anything that counts effectively in the up-build and expansion of a business, requires the expenditure not only of money, but of considerable time, talent and attention to detail.

## REDDEN'S Store News

We Are Selling  
This Week



Ladies Calf Walking Boots. 17 buttons high in tan or black at \$4.00

Also the "Skuffer" shoes for children.



Tan or Black. laced or buttoned 5 to 7 1-2 \$2.00  
8 to 10 1-2 \$2.25  
Every pair guaranteed at

**REDDEN'S**  
The Best Good Shoe Shop

A SINGLE COLUMN ADVT. OF  
SYDNEY SHOE FIRM

## The Last Is Not Least



in importance in the manufacture of shoes. Scientific lasting is what makes Red Seal Shoes

true models of the human foot. This means perfect fitting and with the high grade of material and workmanship employed insures a long life of shapeliness to every pair.

ONE-HUNDRED AND THREE different styles await your selection. A made-to-measure department at your service.

We Fit ABSOLUTELY

**CRAIG'S  
RED SEAL SHOE SHOP**

93 Peachtree  
Atlanta-Made-Shoes

A WELL DISPLAYED TRADE PULLING  
ANNOUNCEMENT



Worth while results imply and impose worth while methods, and when the latter are not in evidence, no wonder the rewards are not satisfactory.

From time to time there are presented in the pages of the SHOE AND LEATHER JOURNAL criticisms of the ads. of retailers taken at random from the daily or weekly press. The observations on these announcements are presented in a frank, helpful spirit. If the reader does not always agree with the remarks, he can, at least, accord the critic the merit of sincerity and remember that all cannot, and never will, see "eye to eye" as long as "the sun shines or water runs."

**An Ad. With Balance**

The Yale Shoe Store ad. is a splendid example of forceful, well displayed copy. Note the perfect "balance" of the component units of the ad. and how well each part fits in with the whole display scheme. Each side balances the other and every section tells its own story, yet all appearance of clashing type is obviated. Everything "fits in," as it were. For a big sale ad. this is a model that every shoeman should hold before him, and it reflects great credit on Mr. Affleck's grasp of the main essentials as well as the important details underlying the problem of successful retail advertising. This alert Winnipeg merchant has built up a strong, active hustling business and in this work his publicity plans have very materially contributed.

**Where Cut Is Not Up to Mark**

McDonald Bros.' ad. is well displayed. As the copy says, the headlines tell the story—but in a very general way. The cut used is useless. In fact it takes up space that might otherwise be used in the ad. by a slight rearrangement of the copy. It would be far better to use a good line cut of a shoe in this space. This copy is all right for an introductory notice, but it should be followed up if a daily newspaper

is being used by specific detail bargains with prices and full description each day. If only a weekly can be used this announcement should be followed by a vigorous poster campaign or else by an announcement distributed by car-



# 5 Day Shoe Sale

**STARTS FRIDAY, NOVEMBER 29**

The headlines tell the story. Don't you miss it. These bargains will not last long. So, to secure the shoes, YOU MUST ACT AT ONCE.

—THE QUALITY PLACE—

## MacDONALD BROS.

320 CHARLOTTE STREET, SYDNEY

TWO COL. WIDE AD. OF A SYDNEY FIRM

riers or forwarded through the mail, preferably the latter. We may say, in our opinion, that parallel rules across the copy are not necessary. Otherwise the copy itself looks good and is well set up.

### Boys' Boot Special

600 Pair Boys' Box Tall Boots, on a stylish last and solid leather throughout. All sizes. Regular \$2.75. Sale Price **\$1.95**

Boys' Fleece Lined Rubbers. Regular 90c. Sale Price **65c**

Boys' and Youths' One Buckle Overshoes. Sale Price **\$1**

Small sizes for men, about 100 pair in sizes 5, 5½, 6 and 6½, tan and black. All Good-year welt soles, and value, \$5 to \$6. Sale **\$2.45**

Men's "Storm" high top left boots, leather lacing. Reg. \$5.00. Sale **\$3.45**

1,000 Pair Men's Storm Alaska Overshoes. Selling Saturday only **95c**

Boys' \$3.00 Felt Lined Boots with felt soles. Sale Price **\$1.95**



## Our Sixth Annual Stocktaking Sale!

A great many people have been waiting for this Sale. We find it necessary once each year and just before taking our Annual Inventory on February 1st, to clean up our stock. Many lines become broken in sizes and many shoes become soiled from handling and in order to make a clean up, prices are cut for quick selling. This sale of High Grade Footwear affords you an opportunity to stock up at Bargain Prices.

**Visit This Sale Early. You Will Save Money**

Don't wait until these lines are sold out because they cannot be replaced at these prices. **DO IT NOW**

### Misses' and Children's Footwear

At greatly Reduced Prices

Misses' and Child sizes in Cardigan, stocking and rubber. Sale **95c**

Misses' Felt Boots, with felt soles. Regular \$1.75, \$2.00 and \$2.25. Sale **\$1.45**

Extra Special for Girls—High top tan button boot. An excellent school boot for spring. Reg \$3.00. Sale Price **\$1.85**

Women's high top tan button Boots, 16 buttons, a new fall style. This is a very popular boot and sells regular at \$5.50. Sale **\$3.45**

1,000 pair Women's Storm Alaska Overshoes. Selling Saturday only **75c**

Children's Felt Boots in black or tan, with felt soles. Regular \$1.25. Sale **85c**



### Men's High Grade Boots

Men's high grade boots in tan, buff, gun metal, and patent leather, buttoned or blucher laced style. This is a clearance of many of our best lines that sell regular at \$5.00, \$5.50 and \$6.00. All sizes represented. Sale Price **\$3.95**

See the Windows



See the Windows

### Women's Fine American Boots

Women's Fine American Boots, in varn kid, gun metal, tan and patent leather, button or lace style. Goodyear welt sewn soles, and made on the most stylish lasts. Regular \$4.00, \$4.50 and \$5.00. Sale Price **\$3.45**

### Men's House Slippers

Regular \$1.25 to \$2.00 Kosey Slippers, now **95c**  
Regular \$3.00 and \$3.50 Kid, Romeo Slippers, now **\$2.45**

### Women's Suede Boots

Women's black and brown suede Boots, and black velvet boots, flexible welt soles, stylish last. B. C. and D. **\$4.85**

Boys' \$3.00 Felt Lined Boots with felt soles. Sale Price **\$1.95**

Mail Orders Filled

# YALE SHOE STORE

JOHN AFFLECK, Proprietor

Phone Main 7348      321 PORTAGE AVE

Mail Orders Filled

Satisfaction Guaranteed or Money Refunded



SEVEN COLUMN WIDE ADVERTISEMENT OF WINNIPEG FIRM



**Of Too Sombre An Aspect**

The Gavin ad. is scasonable and as such no doubt pulled business. But it savors too much of the "stock list" style of advertising. Two or three representative lines picked from this big range, with a snappy, informative selling talk would be more effective in drawing people into the store. Mention could be made that the lines talked about were only samples from a big range of felt footwear. One from each class—men's, women's, and children's shoes—would serve to build up a splendid and telling ad.

The border is too black—looks like a funeral notice—which feeling is not in harmony with a live shoe store's policy. The same applies to the heavy headline, which should also be lighter in style and more in harmony with the balance of display type used in the ad. One thing to be commended about this ad., however, is that the advertiser

concentrated. It is like trying to kill a deer at long range with a shot gun—"can hardly be did," as the Hoosier poet would say.

**It Stands Right Out**

The Jordan-Marsh ad. is one of the "classiest" footwear ads. that has appeared in any newspaper for a long

# FELT .. SHOES

---

Now that cold weather is here, why not keep your feet warm in a pair of warm felt shoes. *We have them, and plenty of them.*

---

Men's	Women's
<p>Men's high top (10" leg) fine vici, rubber sole and heel, felt lined, with felt sole and insole ... ..\$8.00 Same in ordinary height ... ..\$6.00</p> <p>Men's fine vici blucher, felt lined, with felt sole and insole, with elk out sole and rubber heel ... ..\$6.00</p> <p>Men's fine vici blucher, with felt lining and felt insole, and out sole, very neat and warm ... ..\$4.50</p> <p>Same style, only not so good a grade ... ..\$3.50</p> <p>Men's all felt lace, with full leather covered vamp...\$3.00</p> <p>Men's all felt lace, with leather vamp ... ..\$2.50</p> <p>Men's all felt, either lace or congress ... ..\$2.25</p>	<p>Women's fine vici blucher felt lined and felt sole, rubber heel, a warm and neat shoe ... ..\$4.00 Same style in cheaper grade ... ..\$2.50</p> <p>Women's all felt with leather vamp ... ..\$2.50</p> <p>Same shoe, only extra high ... ..\$2.50</p> <p>Women's all felt lace...\$1.85</p> <p>Boys' all felt with leather vamp ... ..\$2.00</p> <p>Boys' all dongola felt lined and felt soles ... ..\$2.50</p> <p>Misses' all felt, leather vamp ... ..\$1.75</p>

---

## Women's

Women's fine vici blucher, extra high top, 10" leg, felt lined, felt insole and outsole with elk leather sole top, rubber heel, a beautiful shoe and exceptionally warm ... ..\$6.50  
Same in the usual height shoe ... ..\$5.00

Fine jersey button, extra high, button to knee, fleece lined, plain toe with rubber sole and heel, the most stylish winter shoe made, very neat and very warm...\$9.00

---

**EVERYTHING TO KEEP YOUR FEET WARM.**

Phone 880 North  
Corner Cumberland  
and Arthur Streets

DEEP TWO COLUMN ADVT. OF PORT ARTHUR SHOEIST

is not afraid to use plenty of space to tell his story. The fault with this ad. is not lack of selling points, but too many of them; the reader's interest is scattered instead of

## Shoes for Easy Walking

**WHAT** a pleasure to stride off across the Common for a brisk walk with a friend. Tell the chauffeur to pick you up at Copley Square.

To walk well—easily, swiftly, gracefully—the right kind of shoes, of course. We study your feet and give you shoes that will make walking a new joy—also you will be correctly shod.

*Here's a Shoe That is  
Perfection for Easy Walking*

## Men's "Back-to-Nature" Shoes

A hand-made shoe most skilfully designed for Easy Walking. It hugs the arch closer than is possible for the ordinary shoe. Its firm fitting character causes it to gently massage the foot while walking and thus stimulate the circulation instead of retarding it. The muscles of the arch play as freely as when walking barefoot.

*Made in soft, wet kid, wax calf and soft grain tan leather*

Price to the Elect Who Appreciate Good Comfortable Shoes ..... **7.50**

*Expert Shoe Fitters always in attendance to demonstrate "Back-to-Nature" Shoes.*

Men's Shoe Store—Street Floor, Main Store.

## Jordan Marsh Company

The Largest Retailers of Apparel in New England

AN ADVERTISEMENT THAT MAKE YOU WANT TO GET A PAIR

time. Although the ad. of a Boston retailer, it is inserted here as a vivid example of how retail shoe advertising ought to be done. There is no dodging this ad. It stands right out on any page and catches the eye at once. It has a dignity that is positively refreshing in these days of scare-head lettering and sensational type. The better class of buyer will at once be attracted thereby and will undoubtedly respond.

Of course, the reference to the local "Common" makes the ad. even more effective—and the illustration at the top backs up the tone of the first paragraph. It is a striking line cut. The copy is a splendid selling talk starting with general talk on the art of easy walking and leading from that up to the subject particularly in hand, which is "back-to-nature" shoes. The cut of the two parts of the shoe is also well executed. Type, border, illustration and tone of copy are all extremely harmonious. The paragraph describing these shoes is an excellent example of a forceful sales talk. Display is well balanced and thoroughly attractive.

It is important that your employe has confidence in you, but it is even more important that he have confidence in himself.



## Branching Out in Shoe Line



After conducting a successful fine tailoring and men's furnishing business for eighteen years in Fenelon Falls, Ont., M. H. McCallum is branching out and is adding a line of men's fine shoes, in order to complete the covering of his customers from head to foot. Previous to locating in Fenelon Falls, Mr. McCallum was in the tailoring business in Neepawa, and Drayton. Born in Fenelon Falls

in 1872, he has held many positions of honor in his native place. At the present time he is president of a very progressive Board of Trade, and also chairman of the Public and High School Boards of Education. He believes that manufacturers can secure as desirable facilities in Fenelon Falls as in any other place. The town is as well situated and operates its own electric power plant, furnishing power in any quantity at ten dollars per horse power. Mr. McCallum is an enthusiast over the future of his town, which, as a business man, he has done a good deal to build up and develop.

## Changes in the Trade

Some years ago there was much talk about shoe departments in general stores driving out retail shoe dealers, although the latter claim to handle a better quality of shoes, and are experts in fitting shoes, says a traveler. These dealers have made a life study of their business and the wants of the public, and score a strong point in giving more special and individual attention to customers than is possible in general stores. But now we have special retail stores, belonging to the big shoe manufacturing corporations displaying in their show windows not only handsome and varied lines of new shoes, but also old shoes, which need half-soleing, samples of shoes after being half-soleed, also half soles and samples of the leather from which they are cut, with the announcement that shoes will be repaired for 50 cents per pair while you wait. Most shoe repairing shops ask 75 cents to \$1 for this work, done by hand, and many men in this line of trade, considering the high price of leather and other materials, are talking of demanding more money. With the large shoe manufacturers offering to do the work so cheaply in the stores where their shoes are sold it would seem difficult for custom shoe repairers to get more money.

## From Errand Boy to Director

A period of thirty-one years in the same store is in itself a record to be proud of, for it speaks volumes for the recognition of worth, energy, and honest effort, but when there is combined with this stretch of years the knowledge that he has risen from errand boy to one of the directorate of New Brunswick's big shoe house, Richard J. Walsh fully merits the heartiest congratulations. The firm of Waterbury & Rising, now merged into the "Waterbury & Rising, Limited," are one of the oldest business houses in St. John. Brought into existence in 1878 with a scanty capital and a small business, they have become one of the leading factors in the shoe trade in Canada, with three large retail establishments and a wholesale trade that covers the three Atlantic provinces. A few years ago, upon the retirement of G. H. Waterbury, the business was formed into a joint stock company and the former parcel boy was made a director. In 1907, in recognition of the fact that he was observing his twenty-fifth year in the employ of the firm, he was made the recipient of a handsome gold watch, chain and charm. Not only in the leather world is Mr. Walsh well and favorably known, but in social circles he takes a prominent position as well. A Catholic in religion and a Liberal in poli-

tics, he has held many important positions of trust and honor. At present he bears the distinction of being Grand Deputy of the C. M. B. A. in New Brunswick, and is also president of the second largest branch of the order in Canada. He is an ex-president of the Father Mathew Association, and also of St. Peter's Temperance Society, and for years was treasurer of the Young Liberals' Club. On several occasions he was the representative of Lorne ward at the Liberal conventions. He is also a justice of the peace for the city and county of St. John. He was born in St. John in 1862 and left school at the age of fourteen years, entering the employ of M. Harrison, shoe dealer, as errand boy, and later joined




the staff of Waterbury & Rising as junior. He has frequently contributed able and interesting articles on matters of importance in the shoe world to leading journals, and has been the winner of valuable prizes in articles on store furnishing, arrangement, salesmanship, etc. The St. John Telegraph of March, 1904, said: "He is a ready and trenchant writer, wields a facile pen, and is a frequent contributor to the press at home and abroad." In his being awarded the second prize for an essay on "What Constitutes a Good Salesman?" and the first prize for an article on "Store Furnishing and Stock-keeping," the judges observed: "The impression we receive from Mr. Walsh's handsomely penned essay is that he is thoroughly familiar with his subject, treating his theme in language so fascinating that we devour it like a dish of ripe, fragrant strawberries."

## Now Covering Western Ground




"Meeting with great success in the West," is the report sent in by Maurice Schwartz, who is now covering the larger portion of Manitoba and Saskatchewan for the Thompson Shoe Co., of Montreal. He is conversant with the shoe making trade in all its methods and has had a well-rounded experience. For some time he was with the Murray Shoe Co. and the Cleo Shoe Co., of London, and ably looked after the territory between Montreal and Toronto. Previous to that Mr. Schwartz was with the James C. Bartlett Co., slipper manufacturers, of Haverhill, Mass. He clerked for a couple of the largest retail stores in Montreal before taking a position on the road. He possesses a frank, generous disposition and has the rare gift of making and retaining friends.





# AMONG THE SHOE MEN.



L. P. Pelletier, shoe dealer, has registered in Montreal. A. Lockard, of Lucknow, has started in the shoe business.

W. M. Carroll has opened a boot and shoe shop in Kentville, N.S.

Mr. Felsen, sr., has started a shoe and harness business in Pembina, Alta.

J. T. Tebbutt, of Tebbutt Bros., Three Rivers, was in Montreal recently.

R. W. Bradley, shoe dealer, of Manor, Sask., has discontinued business.

H. A. Beatty, of the Slater Shoe Co., Montreal, was in Toronto a few days ago.

Griffith Clarke, of A. R. Clarke & Co., Limited, was in Montreal and Quebec recently.

A. M. Jarvis is covering Western Canada for the Murray Shoe Co., of London.

P. J. Wiggett has purchased the shoemaking business of L. W. Tillison, Kamloops.

Alex. Angus, of Ames-Holden-McCready Co., Montreal, was recently in Ottawa.

J. Planty, shoe repairer, Bathurst St., Toronto, is putting in a stock of boots and shoes.

R. J. Kidd, manager for Robt. Neill, Peterboro, was in Toronto this week on business.

Mr. Richard, of J. H. Winchell & Co., Haverhill, spent some days in Montreal recently.

The Boston Shoe Co. has taken over the business of the Dominion Shoe Co. in Winnipeg.

M. L. Savage will represent the McDermott Shoe Co., Montreal, in the West this season.

M. Rosenstein has opened a new boot and shoe store at 459 Queen street west, Toronto.

Andrew Casey, of St. John, N.B., has joined the staff of the Brockton Shoe Co., Toronto.

The assets of the Boston Shoe Co., of Montreal, are advertised to be sold on April 2nd.

J. A. Johnston, wholesale shoes, of Brockville, was calling upon the Toronto trade this week.

John Fishkin, of Owen Sound, is opening a new shoe store at 615 Queen street west, Toronto.

W. J. Henry, of the Royal City shoe store, Guelph, was in Toronto calling on the trade last week.

F. Wagner, of the Aylmer Boot and Shoe Co., Aylmer, Ont., was in Toronto last week on business.

Ald. James Robinson, of Montreal, was in Toronto last week calling upon several friends in the trade.

W. C. Metz, of Elmira, Ont., has sold his shoe business to Aaron Hoffer, who has taken possession.

N. Macfarlane, of the MacFarlane Shoe Co., Montreal, was in Toronto this week on a business visit.

J. Thompson Allen, shoe retailer, of Mount Forest, Ont., was in Toronto last week calling upon the trade.

Thomas W. Simpson, of Berlin, is now representing the McKellar Shoe Co., of Berlin in Eastern Ontario.

D. S. Pettes, of the Thompson Shoe Co., Montreal, spent a few days in Ottawa last week on business.

Thos. Tobin, an employe of the R. M. Beal Leather Co., Lindsay, died recently from an attack of pneumonia.

There will be no shoe and leather market fair held in

Boston this year but in July, 1914, a fair will be held which it is expected will be the greatest ever.

George Toureau has left the Scout Shoe Co. and is now traveling for Dufresne & Locke, Maisonneuve.

The shoe store of Mrs. Couture, Marie Anne street east, Montreal, was somewhat damaged by fire recently.

A. J. Starkman, of Grand Valley, Ont., has opened a new boot and shoe store on Arthur street, Toronto.

Lamontagne, Racine & Co., of Quebec, manufacturers of heels and shoe findings, have dissolved partnership.

J. E. Hopkins, proprietor of the Model Shoe Store, 2152 Queen St. E., Toronto, has moved into a fine new store.

Fred. Jacobi, of Toronto, has returned from an extended business trip to the West. He went as far as Edmonton.

J. Huycke has opened a shoe department in connection with the men's furnishings business of Hall & Co., Cobourg.

M. H. Carscallen, shoe dealer, 1267 Bloor street west, Toronto, spent a few days in Montreal on business recently.

Andrew Casey, late of Hawkesbury, Ont., has removed to Toronto, where he has secured a position in the shoe line.

I. Ducharme, of Hull, has erected an addition to his shoe store which gives him considerable extra flooring space.

Arel & Deslauriers and the Singer Shoe Co., of Montreal, are among the new firms which have recently registered.

Walter E. Yates, warehouse manager for McLaren & Dallas, Toronto, is spending a couple of weeks at Janetville, Ont.

P. Leroux, shoe retailer, of Hull, Que., has recently built an extension to his store in order to take care of his increasing trade.

E. T. Jacobi, 5 Wellington street east, Toronto, is spending a few days in Boston and other New England centres on business.

C. S. Pace, who is widely known in the footwear trade in the eastern provinces, has established a new boot and shoe store in Saskatoon.

W. H. Galt, Montreal, manager of the Gutta Percha and Rubber, Limited, was in Toronto for several days last week on business.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, paid a visit to the Toronto branch recently.

Robert Wilson, representing the Walker-Whitman Shoe Co., spent the last few days in Toronto displaying a full range of select fall samples.

J. B. Kilgour, of the firm of Kilgour, Rimer & Co., wholesale shoes, Winnipeg, has returned home after a three months' visit to Florida.

R. E. Jackson, of Brockton, Mass., is covering Western Canada in the interest of the Walk-over Shoe Co., and visiting all the principal cities.

R. Murphy, representing the Julian-Kokenge Co., of Cincinnati, was in Toronto and other cities last week showing a full range of fall samples.

W. E. Smith, who for some months past has been engaged with A. McGillis, shoe retailer, of Fort William, has returned to his home in Toronto.

W. F. Martin, sales manager of the Kingsbury Foot-

wear Co., Montreal, was in Boston and other New England shoe centres recently on a business trip.

Arthur Wellwood, shoe retailer, 1250 Bloor street west, Toronto, has sold out his business to the McCall Shoe Co., who now have four stores in Toronto.

R. W. Bradley, who for the past thirteen years has been in the shoe business in Manor, Sask., has removed his stock to Ogema, where he has engaged in the same line.

R. T. Hayes, manager of J. M. Humphrey & Co., St. John, has returned from an extended business trip to New York, Boston, Lynn, Brockton and other shoe centres.

J. J. Walsh, shoe retailer, of Lindsay, has made extensive renovations to his store. He has put in a metallic ceiling and otherwise added to its interior appearance.

H. B. Pollock, of the Regal Shoe Co., Toronto, left this week on an extended trip through Quebec and the Maritime Provinces with a full line of fall and winter samples.

T. Davis, shoe dealer, 256½ Queen street west, Toronto, has sold his business to J. Barlow and intends opening in a new stand on College street, near Ossington avenue.

Mr. Dubois, representing Charles K. Fox, Incorporated, Haverhill, Mass., was in Toronto last week displaying an artistic line of women's fancy slippers and turn shoes.

Mr. Dunford, late of the Dunford Elk Shoe Co., Stratford, has taken a position with Williams & Son's factory at Milton and is now representing that firm on the road.

J. M. Peterman and Maurice Schwartz, both representing the Thompson Shoe Co.'s lines in the Western provinces, are now calling on the trade in their respective territories.

L. B. Shafer, representing the Moore-Shafer Shoe Manufacturing Co., of Brockport, N.Y., was in Toronto during the past few days showing a splendid fall line of goods.

W. G. Downing, of Brandon, is spending a few days in Toronto and other points in Ontario. He has been engaged in the wholesale shoe business in the West for a number of years.

Sloan Bros., St. Catherine street west, Montreal, are moving into a new and well equipped store located farther west on the same street in the block owned by Ald. James Robinson.

The Owl Shoe Store, 123 Yonge street, Toronto, will shortly add a stock of women's high grade shoes and fit up a well equipped department for this branch of the business. Ed. Cook is the proprietor.

Mr. Gorman, late manager of the shoe department of Perry & Alport, Orillia, is opening a new footwear establishment in that town under the name of the Orillia Shoe Co. He is a brother of Stephen Gorman, shoe retailer of Belleville.

The Rapid Shoe Repairing Co., of Hamilton, which has established branch stores in various parts of that city, has purchased the machinery of the Marshall Shoe and Leather Co., and has removed it to the Rapid store at 255 King street east.

The following are representing E. T. Wright & Co., of St. Thomas, for the selling season for fall: Fred. A. Macfarlane, from Winnipeg to the Coast, J. M. Macfarlane, through all Ontario, and W. W. Lindsley, from Montreal to Halifax.

J. A. Allard, who for nearly a year has been in charge of the boot and shoe business of A. E. Wry, Limited, of Sackville, N.B., has bought out the business. Mr. Allard has had twelve years experience in making and repairing boots and shoes.

Jas. Whitehead, who has been in business in Walkerton for thirty-one years, sold out recently to T. R. Murdoff, of Toronto. Mr. Whitehead conducted a grocery, boot and shoe and clothing establishment and gives possession to Mr. Murdoff on May 1st.

Griffith B. Clarke, vice-president of A. R. Clarke & Co., Limited, Toronto, leaves this week on a trip to Europe. He will be away about three months traveling through Italy

Germany, France and England. The trip will be taken for business and pleasure.

The Brockton Shoe Store, 119 Yonge street, Toronto, of which A. R. Trudeau is manager, announces it will henceforth specialize in four dollar shoes instead of three fifty as previously in order to better the quality. The store deals exclusively in men's welts.

W. H. Stagg, who lately covered Eastern Ontario for the Toronto branch of Ames-Holden-McCreedy, Limited, is now looking after the north-western portion of the province. His former ground is now being covered by W. J. Drysdale, who has had his territory extended.

The Two Macs, Ottawa, were recently awarded the contract for supplying shoes to the members of the Ottawa fire department. The shoe accepted by the committee was a box calf blucher, Goodyear welt, on a straight last, with bleached calf lining and full double viscolized sole.

Julius Kuechler, formerly Canadian representative of the Moore, Shafer Shoe Manufacturing Co., of Brockport, N.Y., has taken an important position with the Regal Shoe Store in Winnipeg. He is well known to the trade in the Dominion, upon whom he has called for a number of years.

A. C. Kitchener, 239 Victoria St., Toronto, has returned from a business trip to England. He brings back with him several new styles in rubber heels manufactured by the Palatine Heel Branch, which are being well received by the trade and for which he has secured generous sized orders.

"Here is what I call a just cause for complaint," remarked a Wellington county shoeman. "These are some samples of short rubber boots just in and I have to return them on account of poor quality. Look, see how your fingers stick to them; and they are so soft in the leg that they will not stand up."

G. W. Murphy, of Sydney, C.B., who opened a shoe repair and custom shop in that city about eighteen months ago, has now a line of machines for new work and repairs and employed six men last season. He will shortly install a stitcher. Mr. Murphy is meeting with splendid results and has built up a trade which is constantly increasing.

E. G. McCough, of St. John, N.B., now represents the Thompson Shoe Co., of Montreal, in the lower provinces. "Ed." as he is familiarly addressed, is well known in the Maritime Provinces, he having conducted retail shoe stores in St. John and North Sydney. He reports favorable results so far with his new line.

Thomas Rankine, of Thomas Rankine & Son, of Edinburgh, Scotland, makers of the "Gael," "Keltic," and "Rara" shoes for men for walking, golfing, shooting, skiing and climbing, is spending a few weeks in Canada on a trip of inspection. He has visited Montreal, Toronto, Halifax, St. John and other cities, and will go as far West as Winnipeg.

Hide and Leather says: J. S. King, of the Relindo Shoe Co., shoe manufacturers, Toronto, was a buyer in the upper leather market in Philadelphia. Mr. King says business is fine.

E. J. Davis, president of the Davis Leather Co., Kingston and Newmarket, Ont., was in Boston last week. He reports business active in Canada, where he is a leading tanner.

Robert Gray, of Weston, has sold his shoe business to David Henderson, lately employed with W. Powell, 1682 Dundas street, Toronto, who has taken possession. Mr. Gray has purchased new premises at 1520 Dundas street, Toronto, and erected an addition to his store. He is opening up with a well assorted stock of shoes and expects to do a large family trade.

A despatch from London, Eng., says: A new caprice of fashion shown in a smart shop in Oxford street is a watch worn on the shoe. A window displays a grey suede pump with a tiny jewelled watch worn as a buckle and fastened with a tiny silver chain. The proprietor says that several society women patrons have given orders. He asserts his belief that it will be as popular a fad as the wrist watch.

Getty & Scott, of Galt, have been appointed selling



representatives in Canada for the celebrated line of women's evening slippers manufactured by A. & A. W. Flateau, of London, Eng. These dainty creations embrace all the latest expressions in style, beauty and smooth workmanship and the models are decidedly attractive. They come in a variety of leathers and brocaded satin, gold, silver, blue, pink and white, with extremely pretty ornaments of jet, cut steel, corded silk, pom poms and rosettes.

The business known as James Twitchell & Son, boot and shoe merchants, passed out of the business circle of Clinton recently. Over 35 years ago Mr. James Twitchell started business and later added boots and shoes. The new purchaser is Harry C. Borbridge, of St. Thomas, who will run off the stock at once. Harry Twitchell, the junior member, will probably go West, where the other members of the family are. The senior member will stay in Clinton and look after his shingle business.

Messrs. Philip Jacobi, Toronto, have made arrangements to double the output this coming season of their celebrated Non-Rip Barefoot Sandal. The superiority of this brand is so well known to the trade the demand necessitates an extension of the plant. The upper and sole leather are of the very best selected stock, tanned in Canada, thus insuring first class wearing qualities. A cheaper grade of sandals is also handled by Philip Jacobi for those who require them, but both grades are very stylish in appearance.

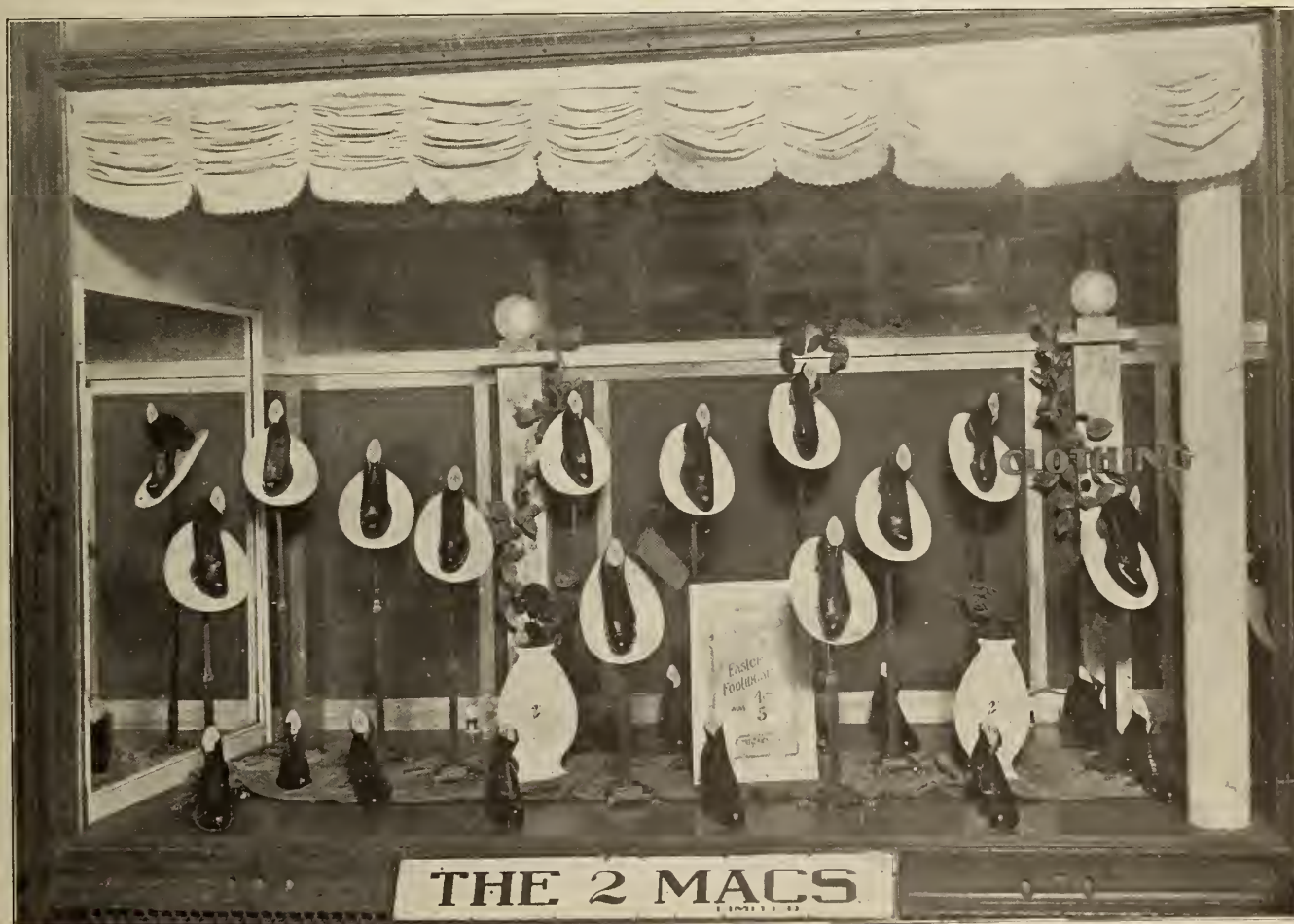
A despatch from Montreal says: Under the Winding-up Act, the property of the A. P. Cimon Shoe Manufacturing Company, Limited, was offered for sale at auction last week by Marcotte Bros. A bid of \$39,000 was made for the land, factory, machinery and stock in process of manufacture, but it was too small to suit the liquidator, so the sale was postponed until next week. The factory is four storeys in height, a solid brick building, and measures 45 by 173 feet, but the

area of the lot, which is situated on De Fleurimont street, is considerably more. The stock of finished boots and shoes, amounting to \$5,942, was sold to J. G. Watson for 72½ cents on the dollar.

Contracts for the erection of a five-storey building, the new Calgary home of the Northwest Commercial Travelers' Association, will be awarded in a few days. The building will be of brick, and will be thoroughly modern in every respect. A number of bids for the construction of the building have been received by Burroughs & Richards, the architects, and the tenders have been forwarded to the executive council at Winnipeg for consideration. The structure when completed will cost about \$100,000.

H. L. Scythes, who has been in the shoe business for the past eight years at 611 Dundas street, Toronto, has sold his block of stores and will retire from the footwear line. He will remove to Edmonton, where he will go extensively into building operations, having just returned from an extended visit to Calgary, Regina, Winnipeg, Saskatoon and Edmonton. Mr. Scythes, who did business under the style of Scythes Bros. (his brother having been with him a few years ago), has a large trade and an exceptionally attractive store.

The Easter trade this year, owing to the early advent of the festival, was not as satisfactory with most retailers as when the event is observed in April. The weather was generally of a wintry character, except for a very few fine days and not conducive to the heavy selling of spring lines. A number of retailers complain that, owing to Easter being honored so early they did not receive shipments of their spring footwear in time for display and in certain sections reports are to hand that spring goods have not yet arrived, although factories and wholesalers are doing their best to make prompt shipments.



AN EFFECTIVE, WELL DISPLAYED AND ATTRACTIVE EASTER WINDOW OF THE TWO MACS' SHOE DEPT., OTTAWA, OF WHICH J. HOWARD CARKNER IS THE MANAGER. THE WINDOW WAS TRIMMED BY J. L. BEAUDRY





# SHOE FACTORY NEWS.

An addition is planned to the shoe factory of the H. H. Crosby Co., Limited, of Hebron, N.S.

Charles A. Ahrens, shoe manufacturer, of Berlin, and wife spent the Easter holidays in Findlay, Ohio.

The shoe workers of Berlin, Ont., have elected new officers and recently held a very successful social gathering.

W. Carroll, superintendent of the Aylmer Boot and Shoe Co., Aylmer, Ont., was in Toronto last week on business.

F. W. Knowlton, of Montreal, Canadian manager of the United Shoe Machinery Co., spent a few days in Toronto last week.

C. S. Corson and H. B. Pollock, of the Regal Shoe Co., Toronto, spent the Easter holiday in Boston and other shoe centres.

A by-law will shortly be submitted to the ratepayers of Stratford in connection with a proposed leather factory to be erected by B. F. Kastner & Co.

Oscar Dufresne, of the firm of Dufresne & Locke, shoe manufacturers, has been appointed chairman of the finance committee of the Maisonneuve council.

The T. Sisman Shoe Co., of Aurora, recently installed an inside lacing, a five-foot sole cutting and other machines, as well as a new seventy-five horse power engine.

The Amherst Boot and Shoe Co., of Amherst, N.S., after paying semi-annual dividends on preferred stock have ordered a six per cent. dividend to holders of common stock.

The Elkman Shoe and Supply Co., of Brampton, Ont., have recently added several metallic and heeling machines for making boys' and youths' nailed and standard screw shoes.

St. Stephen, N.B., will likely erect a building for a shoe factory and will endeavor to raise stock to the amount of \$25,000. It is almost certain that the project will go ahead at once.

A leading tanner writes: "In the face of the advance in hides recently—the poorest quality of the entire year—and judging from the available supply, we are likely to see record breaking prices as the clean, short-haired stock comes in."

It is understood that George A. Slater, Limited, Maisonneuve, will build an extension to their factory during the coming summer in order to keep pace with the increasing demand for "Invictus" shoes.

P. H. Secord & Sons, of Brantford, have a contract to erect a new shoe factory, four storeys high, of stone, brick and cement, for the Galt Shoe Manufacturing Co. The cost will be \$35,000.

Eastern capitalists have made a proposition to Port Arthur to locate a boot and shoe factory in that city. They have written the city council asking what inducements the city can offer toward the proposition.

Chris. J. Fitzgerald, formerly of New York, now president of the Cook-Fitzgerald Co., London, has been offered the management of the new London Jockey Club, but has declined on account of business reasons.

Peter Kramer, father of F. W. Kramer, superintendent of the Dominion Rubber Co.'s plant at St. Jerome, Que., has retired from the service of the Granby Rubber Co., Granby, Que., after a record of a quarter of a century. He was the recipient of several presentations.

A new Montreal organization known as the Sunlight Shoe Co. are, through the A. E. Saucier Shoe Co., putting

out a new line known as Sunlight Shoes, which includes boys', youths', and little gents' McKays and imitation Good-years and misses' and children's shoes and women's pumps in McKays, turns and imitation Goodyear.

The Snedecor & Hathaway Shoe Co., of Detroit, expect to commence the cutting of shoes in St. Thomas this week, and to have their plant removed and be manufacturing within a month. The company have leased temporary premises on Curtis street, but expect to erect a building of their own in the near future. G. J. Murdock, president of the company, has been in St. Thomas making final arrangements.

The Canadian Consolidated Rubber Co. have declared a regular quarterly dividend of one and three-quarters per cent. on the preferred shares and one per cent. on the common shares of the company for the past quarter. The Canadian Consolidated Felt Co. have declared a dividend of one and three-quarter per cent. on the preferred shares of that organization.

H. E. Burnham, for some time past superintendent of the T. Sisman Shoe Co., of Aurora, has resigned to take a similar position with the newly organized W. G. Downing Shoe Co., who have obtained their charter and will shortly establish a factory in Ontario. The company will make men's standard screw and Goodyear welts in elk and other leathers. Among the members of the new organization are W. G. Downing, of Brandon, Gideon Knechtel, of Brampton, and Geo. W. McFarlane, of St. Catharines.

Getty & Scott, Limited, of Galt, have, during the past few months increased the capacity of their factory by seven hundred pairs a day, making the daily output 2,500 pairs a day in women's, misses', children's, youths' and little gents' footwear. It is expected that within a few weeks the factory will be turning out 3,000 pairs a day, which will place this enterprising Galt industry among the big people of the continent in the production of high grade footwear. This largely increased output has been brought about through the factory systematizer and chief.

The Barrie Tanning Co., of Barrie, who recently increased their capital stock from \$100,000 to \$300,000, will, during the coming summer, complete their new tan yard and extension to their beam house, which was commenced last fall. The firm were obliged to call off construction, however, on account of not being able to get material in time to have the building closed in before the cold weather arrived. Ample supplies are now on the ground ready for spring operations. When the new tan yard and beam house are completed, the Barrie Tanning Co. will have a capacity of eight hundred sides a day.

Construction work will shortly be commenced on the First Prairie Shoe Co.'s factory in Brandon, at the back of which are W. Percy Gillespie & Co., of Toronto, who recently opened a Western branch in Brandon. The building will be 150 feet long and 50 feet wide, four storeys high, with basement. It will be erected of brick and concrete and will be exceptionally well lighted and admirably arranged. Frank Patton has been engaged as superintendent of the new plant. For several years he was with the Murray Shoe Co., of London, and has held other important positions, having been connected with the United Shoe Machinery Co.'s office in Toronto for some time.

It is understood that the Nova Scotia Shoe and Leather Co., which obtained a charter providing for the tanning of leather, the manufacture of shoes and harness, and wool pulling with a share capital of \$100,000 are not likely to go



ahead with the erection of the proposed new factory in Sydney, C.B. At a meeting held recently only a few of the subscribers were present and there was a division of opinion regarding whether the industry should be located in Sydney or St. Peters. Some of the subscribers were in favor of a tannery and nothing else, while others did not see their way clear to endorse the shoe factory project. The matter has in the meantime been dropped.

The J. Leckie Co., Limited, of Vancouver, B.C., are adding a new addition to their factory. The plans are now ready and tenders will be called for at once. The building will be alongside the present building and will be 143 by 33 feet in dimensions, seven storeys and basement, mill construction, and equipped with automatic sprinkler and supervisor. The three upper floors and basement will be used for factory purposes to increase their output from five hundred pairs to one thousand pairs per day. The Leckie Co. manufacture men's, boys' and youths' Standard screw and Good-

year welts, making a specialty of high cut prospectors', surveyors' and hunting boots, and the finest grades of heavy welts.

James T. Sutherland, of Kingston, Eastern Ontario and Quebec representative of the Cook-Fitzgerald Co., Limited, of London, and manager of the Frontenac Hockey Team, was in Toronto during the past few days showing a splendid range of samples. Mr. Sutherland was for many years a traveler for American shoe firms, but says that he now represents a line of men's welts that has no superior on the other side. He also looks after a hockey team that can hold its own with the foremost aggregations on American ice. Recently the Frontenacs took a little jaunt to Boston and defeated the Pilgrims by six goals to five, although the latter team vanquished the all-star septette from Winnipeg by six goals to four. This is certainly going some and Mr. Sutherland adds that he does not care whether it is on sole leather or ice, his organizations always come out on top.



The foregoing is a group picture of the hockey team of A. R. Clarke & Co., of Toronto, champions of the Riverdale Manufacturers Hockey League. They won the handsome challenge cup donated by Hon. A. E. Kemp. The leather men captured seven games during the season and lost only one. The second annual banquet of the Association was held on Thursday night last. About one hundred were present and spent an enjoyable evening. The Hon. A. E. Kemp Challenge Cup, as well as solid gold lockets for the individual players and manager, as gifts of the management of the different concerns represented in the league, were presented to this year's champions of the league, the A. R. Clarke Company's team. C. P. Borland, who is one of the trustees

for the cup, presented same to Griffith Clarke on behalf of the A. R. Clarke Co., Limited, team and President J. D. Robinson presented the lockets to the individual players. This league, although only in its second year, has proven to be a decided asset to Riverdale in the sporting line and promises to become one of the best in Toronto in a very short time.

The following are the members as seen in the group portrait:—Front row, from left to right—H. A. Sailor, treasurer; J. Spanton, goal; Griffith B. Clarke, president; A. Cramer, right; H. H. Diggon, secretary. Back row—W. Mellmurray, centre; N. Nicholson, right; J. Sullivan, point; G. Owens, cover; A. Collins, manager; Ed. Randall, rover (captain).



### VETERAN TRAVELER'S LAST JOURNEY

The shoe trade, from one end of Canada to the other, will learn with deepest regret of the death of Robert Rogers, who passed away at his home, 52 Shannon street, Toronto, on Monday, March 31st. He was fifty-five years of age and had been identified with the firm of Philip Jacobi, shoe store supplies, Toronto, for the long period of thirty-eight years nearly all of which was spent on the road. Mr. Rogers was born in Warboise, Huntingdonshire, England, and came to Canada as a lad with his parents, locating in Toronto. When seventeen years old he entered the service of Mr. Jacobi and had covered the Dominion from ocean to



THE LATE ROBERT ROGERS

ocean many times in the interest of the house. Of late years he was in the habit of making semi-annual tours to the West, going as far as Vancouver and, at Calgary a few weeks ago he was taken ill and had to return home, reaching Toronto early in February. Mr. Rogers was several years ago a victim in a wreck on the C. P. R. near Montreal and suffered an injury to his heart. Recently cardiac and other ailments developed and hastened the end. "Bob" Rogers, as he was familiarly known, was a man of honor, integrity and worth. He made warm friends by the score in every branch of the trade by his obliging disposition, his sterling character and his high principles. Possessing unflagging energy, he was in love with his work. He never spared himself; he never broke an appointment nor violated his word, and his record was clean, progressive and faithful; a credit to himself and to the house which he so ably represented. A widow, two sons—Harold and Clifford—and a daughter, Miss Hilda, all residing at home, are left to mourn his departure. Alfred Lewis, who for forty-two years has been with Mr. Jacobi, and James Acton, president of the Acton Publishing Co., are brothers-in-law of the deceased.

### BREEZY BLASTS FROM QUEBEC

E. Goulet, manufacturers' agent, will remove about the first of next month to Crown street.

Alfred Marois, of Tourigny & Marois, recently bought one hundred and forty lots in Montcalmville.

P. Daigle, shoe retailer, of Crown street, suffered from the recent storm, his plate glass window being wrecked by the wind.

Clovis Blouin, lumber merchant, J. P. Beland, accountant, Henry Rochette, manufacturer, J. E. Villiers, accountant, and Albert Rochette, foreman, all of Quebec, have been

granted a charter under the name of the National Shoe Stock Co., Limited, with a capital of \$20,000, to make counters, heels, box toes and other parts of the shoe.

Alfred Garant, accompanied by his father, M. V. Garant (formerly of Goulet & Garant), is on a business trip to Boston and New York.

Thos. Duchaine, lately in the shoe manufacturing business, accompanied by his wife and daughter, spent the Easter holidays in New York.

Trade in general has been good both in retail and wholesale lines during the past few weeks. Dealers have been kept busy selling rubbers, while manufacturers are also running to capacity.

The Canadian General and Shoe Machinery Co., of Levis, have gone into liquidation. The demand for liquidation was made by the Chinc Hardware Co., of Quebec, who are creditors to the amount of \$2,060. It is said that the company are doing a good business and it is likely that some settlement will be made whereby operations may be placed on a sound footing.

Among the visitors in the city during the past few days were Philip Pocock, of the London Shoe Co., London, Ont.; R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B.; W. C. Rising, of Waterbury & Rising, St. John; J. A. McLaren, W. A. Hamilton, John Abernethy, H. White, and E. O. Weston, of Toronto; Alexander Meyers, Alf. Lambert, A. E. Jackson, and R. L. Savage, of Montreal, and J. S. Townsend, of Hamilton, who recently started in the jobbing business in that city.

### NEWS NOTES FROM VICTORIA

James Maynard, of Victoria, is starting a new shoe store on Yeates street.

The C. E. McKeen Shoe Store Co., Limited, of Vancouver, are opening a store in Victoria.

G. D. Christie, shoe retailer, who has been spending the winter in the East, has returned home.

R. E. White is opening a branch at Duncan, B.C., where he will carry a well assorted line of goods.

Young & Manton, 636 Johnson street, who have been doing a big repair business, have added a stock of shoes.

J. H. Munsell, who was with J. Fullerton, of Victoria, has opened a shoe store on Johnson street and is stocking men's and boys' lines.

Retail trade in Victoria has been very good, but, as usual, the banks are shutting down on some dealers, which is causing them to reduce stock. However, travelers report having received a number of nice orders for fall lines.

### WINNIPEG EVENTS OF INTEREST

Mr. Mackay, of Moose Jaw, Sask., spent a few days in Winnipeg recently.

It is reported that F. Burt intends opening a men's fine shoe store in the new Lindsay block, Winnipeg.

W. Fleming, late of the Moyer Shoe, Limited, has taken a position with Mackay & Co., Moose Jaw, Sask.

W. Goodie has purchased the Lightning shoe repair shop from Mr. Affleck, of the Yale Shoe Store. Mr. Goodie expects to carry a good line of men's working shoes in connection with his repair business and doubtless will make a success of his venture.

### SOME NICE OFFERINGS FOR WOMEN

Murray W. Crosby, representing Utz & Dunn Co., of Rochester, N.Y., was in Montreal, Toronto, Hamilton, London and other cities during the past few days showing an exceptionally attractive and artistic range of fall styles in ladies', misses' and children's high class shoes. The collection embraced one hundred and twenty different samples, the major portion of which were button. Mr. Crosby re-



ports that there is an active demand for the receding toe in the high class trade, while in the medium priced goods the moderate toe prevails. Gun metal and patent buttons with cloth tops bid fair to be very popular in fall footwear. The most fashionable models have a long vamp and narrow, receding toe and carry a heel from 14-8 to 16-8 high. There is also a strong showing in seude, grey, brown and black being the leading colors. The demand for patent leather shoes appears to be on the increase. Heels are a little lower if anything than last year, the edges are close trim and the models evidence plain, conservative and artistic lines. Some bals. are shown and in the heavier lines of winter calf with waterproof soles a very pleasing display is presented. In misses' shoes the wide medium toe has the largest call, with a common sense heel and exceptionally neat fitting features. Mr. Crosby reports a record business in the interests of this widely known Rochester firm whose daily capacity is nine thousand pairs in ladies', misses' and children's turns, welts and McKays.

#### A SALESMAN OF ENERGY AND OPTIMISM

Twenty-eight years in the shoe business and still in the "pink" of condition is the record of William E. Gerrish. When he attained his majority he weighed only 160 pounds. His parents and friends were afraid he was in delicate health and that consumption or some other dread disease would overtake him. Instead of any fearful malady claiming him as a victim, adipose tissue has been accumulating and to-day Mr. Gerrish tips the beam at 225 pounds. He got the sobriquet of "Pink" from the fact that it has been a lifelong custom with him to wear a carnation boutonniere. He began the shoe game with Winch Bros., of Boston, with whom he rose from messenger boy to one of their principal salesmen, being in the service of the firm twenty years. He



next spent five years with Endicott, Johnson & Co., of Endicott, N.Y., and for the past three years has been on the staff of the P. J. Harney Shoe Co., of Lynn, Mass. Mr. Gerrish has been coming to Canada for several years and covers the Dominion for his present firm from Quebec to Winnipeg. He is now making his fall trip with a representative and artistic line of samples, embracing over one hundred and fifty lines in popular priced women's welts, McKays and turns. Mr. Gerrish maintains a permanent sample room in Boston. He possesses a genial disposition, is an optimist and a booster and no one ever heard him "knock" the goods of a rival. He has a hearty hand grasp and welcome slogan for every one. Mr. Gerrish resides at Malden, Mass., and when at home spends considerable time at all the leading ball

games. He is an ardent fan and has witnessed all the world's series for a number of years. He is also interested in other lines, but principally in the splendid line of Harney shoes.

#### RUBBER PLACING IS VERY FAIR

The various rubber companies whose salesmen have been out since March 10th report that business is very good and that placing orders for next season are coming in nicely. A large number of retailers say that the rubber footwear trade has on the whole been very good, although, in many sections, not equal to last year when, owing to specially favorable weather, sales took an abnormal jump, particularly in the early winter months. Cloth goods have not been as active during the past season and some dealers have considerable stocks on hand. The advances in price have been very small, except in leather top goods, although second quality lines and the smaller sizes for children and misses, boys and youths are from one to two cents higher. The companies strongly advise all dealers who have not already placed their orders to do so before April expires, as there will be a revision of prices toward the end of the present month. What the increase will likely be cannot as yet be learned.

#### BIG INCREASE IN THEIR SALES

Canadian Consolidated Felt Co., at the annual meeting of the shareholders held in Montreal last week, reported net earnings of approximately \$113,000 for 1912. After a deduction of \$29,000 bond interest and \$35,000 preferred stock dividends, the company showed surplus profits for the year of \$49,000, equal to 3.3 per cent. on the common stock. About \$25,000 was set aside for improvements, etc., and the company carried forward a balance of \$24,000. Earnings on the \$500,000 preferred stock of the company were equal to about 17 per cent. The sales of the company last year showed an increase of nearly 100 per cent. Two factors operated again larger profits than were actually shown. One was the high price of leather and the other trade conditions resulting from the open fall and winter.

The annual meetings of three subsidiary companies of the Canadian Consolidated Rubber Company were held last week. The companies were the Canadian Rubber Company, Granby Rubber Company and Merchants Rubber Company. President D. Lorne McGibbon presided. The directors were all re-elected. At the annual meeting of the Canadian Consolidated Rubber Co. on March 27th a very gratifying report was presented. The directors' annual statement showed net sales during the last year to have been \$8,000,000, an increase of 25 per cent. on the previous year, and net profits \$832,846. Dividends, interest, etc., absorbed \$813,843. The surplus account now totals \$1,991,627.

#### WILL HOLD SALESMEN'S CONVENTION

The annual conference of the branch managers of Ames-Holden-McCready, Limited, which was held for nine days in Montreal, was a very successful and profitable gathering. All the factories were visited and spring styles for 1914 considered. A. J. Johnston, Winnipeg manager, E. A. Dagg, Calgary manager, and Frank Morgan, Edmonton manager, spent a few days in Toronto on their return to the West. The company have just placed on the market two new lines which they believe will make a decided hit with the trade. One is a range of popular priced men's and women's welts and the other is an exceptionally high grade welt for both sexes, which W. V. Matthews, general superintendent, believes will command a very wide patronage. It is proposed to hold a big convention in July next of all the travelers of the various branches of the Ames-Holden-McCready Co. at headquarters just before the spring selling season for next year. It is expected that the event will be one of great profit and interest to all concerned. At the headquarters of the company in Montreal a large room has been fitted up for travelers, which is a decided convenience.

---

**CLASSIFIED ADVERTISEMENTS**


---

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

---

**SHOEMAN** with twelve years' experience desires position as traveler with first-class shoe house. Can supply AI references. Apply Box 45, *SHOE AND LEATHER JOURNAL*, Toronto.

---

**ACTIVE YOUNG MAN**, with special aptitude for displaying and selling shoes at retail, might better his position by getting in touch with The Burns Co., Limited, Oshawa, Ont.

---

**PRACTICAL SHOEMAKER** and experienced salesman seeks position as traveler with progressive firm, reliable, and conscientious worker. Age 33, at present employed

but desires change. Box 43, *SHOE AND LEATHER JOURNAL*.

---

**WANTED**—Shoe salesman to take Dunford's Elk and Dunford's Men's Eze through Maritime Provinces and Quebec on commission basis. Furnish references and state commission. The Milton Shoe Co., Limited, Milton, Ont.

---

**FOR SALE**—Boot and shoe business on one of Toronto's best business streets; a going concern, stock about, \$3,500; new, clean, staple and up-to-date. Reason for selling and other particulars on application. Apply Box 44, *SHOE AND LEATHER JOURNAL*, Toronto.

---

**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, Ont.

## For Fall 1913 Shoes Make it Logan's—

—The Leather of Quality—

Logan Tanneries, Limited,

Pictou, N. S.

F. G. CLARKE, President.

C. E. CLARKE, Vice-Pres. and Treas.

### CLARKE & CLARKE, Limited

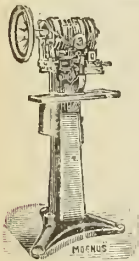
*Established 1852.*

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.



## “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



## 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.

“La Duchesse” Shoe Co.  
REGISTERED

“Successors to B. Vaillancourt”  
40 Grothe St., MONTREAL

## Woven Labels

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

The Colonial Weaving Co. Limited  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL



Established Over Half a Century



## Our Brands of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work.

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better Shoe Findings Etc.

THE BREITHAUPT LEATHER CO., LIMITED  
BERLIN - - - ONTARIO

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

### J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

REPRESENTING

**Tetrault Shoe Mfg. Co.**

Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**

Exclusive Children's Line

**Regina Shoe Company**

Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370

### 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.

### The Bonner Leather Co.

Manufacturers

**GLAZED KID**

(Black and Colors)

**CHROME LAMBS**

(Glazed and Dull)

1060 Notre Dame St. W., 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** Limited  
BERLIN, ONT

Also Slippers

Solid Leather Shoes

# ❖ RUTHSTEIN'S STEEL SHOES ❖



## ❖ REAL PROFIT PRODUCERS ❖

If you will just figure out the number of men right in your own locality, who are prospective purchasers of good work shoes, you will see the possibilities there are for Ruthstein's Steel Shoes.

There are no shoes made which are so well fitted to withstand the extraordinary wear and tear to which heavy working shoes are subject, and if you will hand out Ruthstein's Steel Shoes whenever you have a call for shoes of such a nature you will be putting over a good business proposition.

Because the satisfaction each customer will derive will show him the best value he has ever experienced in working shoes, and you will be making a good profit.

Any way, get to know about Ruthstein's Steel Shoes by having us send you our descriptive booklet, for they are surely real profit producers.

### ❖ N. M. RUTHSTEIN, The Steel Shoe Man, TORONTO ❖

GREAT BRITAIN FACTORY, NORTHAMPTON

UNITED STATES FACTORY, RACINE, WIS.

BLACHFORD, DAVIES & CO.

GEO. G. LENNOX

60-62 FRONT ST. W., TORONTO, ONT.

87 KING ST., WINNIPEG, MAN.

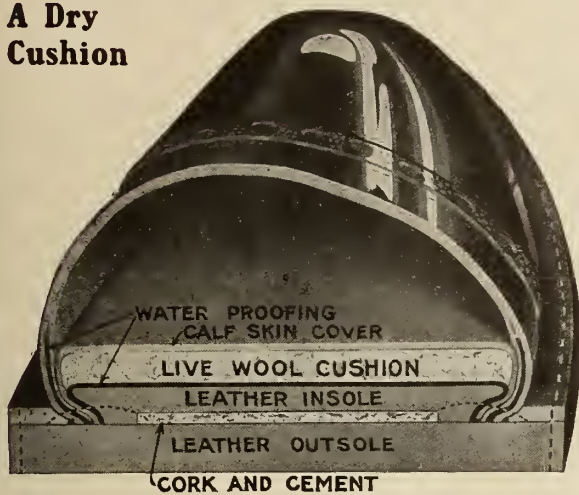
Sole Selling Agents

Distributors for Manitoba, Saskatchewan and Alberta



# No Sole Rubbers Needed Damp-proof and Dust-proof

**A Dry  
Cushion**



CANADA PAT. JULY 4th, 1911

**Insole  
Smooth  
as Velvet**



CANADA PAT. JULY 4th, 1911

The black line over insole, and extending part way up the sides between linings and vamps, shows where damp-proof material is placed in shoes.

This damp-proof material is so compounded that neither heat, nor cold, nor perspiration has any effect on it.

**Hawthorne's Seal'd Sole Shoes** are different from all other shoes, as no dampness penetrates soles or seams of soles to foot, have an insole that conforms to and fills every curve of the foot, distributing weight evenly and admits of perfect blood circulation.

**Hawthorne's Seal'd Sole Shoes**, are ideal for many reasons—no acid from perspiration can enter leather insole and in-seam (which causes insoles to break and curl up) relieves perspiring and burning feet—relieves corns, calouses, bunions, etc., in fact prevents and cures afflictions caused by ordinary shoes. No shoe trees needed in shoes not in use.

**Once You Wear Them  
You Always Wear Them**

They don't sacrifice style for the above features.

*Sole Manufacturers for Canada*

**An All-the-year Shoe**



**Comfy Home for Feet**

**Minister Myles Shoe Co., Limited  
Toronto**

# “Kingsbury”

## New Styles for



43 Last, High Toe, Low Heel



Note where the shoe bends  
FLEX-WELT



34 Last, Dome Toe, very “Chic”

¶ We particularly want you to see the *new* styles that the men on the Kingsbury “firing line” will show you in the near future.

¶ They are even better than the shoes shown here—which have stood the test and have come through with flying colors and undiminished popularity. It’s a habit Kingsbury Shoes have!

¶ In the Kingsbury range for Fall, 1913, there are many shoes you need and should have. They are sure and quick sellers. Not a shelf-warmer in the lot.

One of these men is in your

# Kingsbury Footwear

## Specialists in

# MODERN

“KINGSBURY” BRAND

That tells the whole story.  
Clinches the trade



34 Last, Dome Toe, a splendid seller



# “America’s Beauty”

## all Selling

☞ Don’t forget our new process FLEX-WELT. We have had a keen demand for this creation, because it satisfies a real need—foot comfort.

☞ Note the illustration on the opposite page. The FLEX-WELT shoe bends where it *should* bend to be comfortable—*across the ball of the foot*—not at the shank. This makes all the difference in the world to the wearer, and accounts for FLEX-WELT popularity.

☞ We will place it in any shoe *on order*. Ask our traveler to tell you more about it.

territory—See him before you order

## Company, Limited

## cies’ Footwear

## EAL



J. D. CAMPBELL  
(Maritime Provinces)



A. J. PINN SONNAULT  
(Province of Quebec)



J. A. MALBOEUF  
(City of Montreal)



W. E. SHORT  
(Manitoba, Alberta,  
Saskatchewan,  
British Columbia)

### “AMERICA’S BEAUTY”

Well named, which explains its popularity



R. B. CHALUE  
(Province of Ontario)

# MINER RUBBERS

There are sales-making features in Miner

Have you seen  
Miner Rubbers  
with the  
Red Soles?



Do you know  
that  
Miner Quality  
is guaranteed?



The keenness of competition in rubber selling makes it almost imperative that the rubbers you  
Patent Non-Slip Friction Plug for solid heels raise Miner Rubbers up from the position of

## THE MINER RUBBER COMPANY

SELLING

Jackson & Savage, Limited, Montreal  
R. B. Griffiths & Co. - Hamilton

J. M. Humphrey & Co. - St. John, N.B.  
W. A. Marsh Co., Western, Limited, Winnipeg



# RUBBERS

shoes that can't be found in any others



All Solid-Heel  
Miners are  
equipped  
With Foster  
Patent Non-Slip  
Friction Plug



There is a  
Miner Rubber  
to fit  
Perfectly  
every style  
of shoe .

ould have features that creditably distinguish them from others. Such things as the Foster  
rubbers which have no distinguishing features. ¶ Talk it over with the Miner man.

**NY, LIMITED - GRANBY TORONTO MONTREAL QUEBEC**

### AGENCIES

F. Maranda - - - - Quebec  
Blethford, Davies & Co., Limited, Toronto

Coates, Burns & Wanless, London  
Dowling & Creelman - Brandon

## MURRAY-MADE SHOES

"Without a Fault"

The  
Murray  
for  
19

### Get The "Murray Habit"



#### Whatever You Want--

Whether it is the Metropolitan effect you desire or the extreme high toe or year round staples, you will find all proved selling styles in the Murray line for Fall, 1913.

Sell Murray made shoes—not once, but all the time.

If you have sold them once you know the good value and up-to-date style given in our lines.

Derby and Murray-Made shoes will give you good profit and benefit your business.

# The Murray Shoe

## London

C. H. McGee, Maritime Provinces

J. G. Settle, Eastern Ontario and Quebec



New  
Line  
Fall  
3

**DERBY  
SHOES**  
"Built up to Quality"

# Pre-eminent Features in Our Fall Samples

Superior Quality

Five pronounced new models  
Custom effects in patterns and  
construction

Profit-making facts—not dreams

=====  
YOUR BEST INTERESTS DEMAND A  
THOROUGH CONSIDERATION OF  
OUR FALL FOOTWEAR

=====  
**Derby**



Quality Shoes for Men  
=====

# Company, Limited

## Canada

Murray, Western Ontario J. F. Sharpe, Northern Ontario A. M. Jarvis, Western Canada

# PACKARD QUALITY

PLUS

## A STRONG ADVERTISING CAMPAIGN

### WILL HELP YOU SELL OUR GOODS



The above is a fac-simile of our new 24 sheet poster which will be put up in a short time on the bill boards from coast to coast. This poster is 21 ft. long and 9 ft. 3 in. high and is printed in a number of colors.

## Are You Ready to Meet the Demand for Our Lines?

There is going to be a big run on White and Tan Goods. How is your stock of Polishes? Now is the time to order.

### L.H. PACKARD & CO., Limited, Montreal





"FAMOUS FOR FIT AND QUALITY"

The most popular Rubbers in Canada are on the way to you now. Samples, Illustrated Catalogues, Price Lists, etc., are coming with the travelers from the following distributing agencies:

W. B. Hamilton Shoe Co., Ltd., Toronto	Canada Shoe, Montreal	Waterbury & Rising, Ltd., St. John N.B.
D. D. Hawthorne & Co., Toronto	Alfred Lambert, Inc., Montreal	J. W. Boyer & Co., Victoria, N.B.
J. D. King Co., Ltd., Toronto	James Linton & Co., Montreal	W. G. Downing & Co., Brandon, Man.
John McPherson Co., Ltd., Hamilton	Thompson Shoe Co., Ltd., Montreal	Gutta Percha & Rubber, Ltd., Win- nipeg
Sterling Bros., Ltd., London	Louis McNulty, St. Johns, Que.	Maybee, Kennedy, Ltd., Moose Jaw
C. Stephens Co., Ltd., Collingwood	Eastern Townships Shoe Co., St. Hyacinthe	Gutta Percha & Rubber, Ltd., Calgary
J. A. Johnston Co., Brockville	J. H. Begin, Reg., Quebec	Damer, Lumsden Co., Vancouver
Gutta Percha & Rubber, Ltd., Mon- treal	J. H. Larochelle & Fils, Quebec	Gutta Percha & Rubber, Ltd., Van- couver

WAIT FOR THE "MALTESE CROSS" MAN

## **GUTTA PERCHA & RUBBER, LIMITED**

**HEAD OFFICES**

**47 Yonge Street - - - TORONTO**

*Branches—Montreal, Winnipeg, Calgary, Vancouver  
Sydney, Melbourne and Perth, Australia*

**(Not in Any Trust)**



A STRIKING APPEARANCE in your window does not naturally mean big sales to you. It's not always the most "stylish" shoe that brings the best results. And so don't buy just for high or receding toes, but for good sensible toes and heels, and excellent workmanship all through, and good honest leather—buy Yamaska Brand. They'll give you all the style that's necessary, and a great deal more value.

La Compagnie J. A. & M. Cote  
St. Hyacinthe, P. Q.



ASK FOR  
**So Cosy**  
TRADE MARK  
SHOES

Our Trade Mark So Cosy stands for "Hurlbut quality" soft soles. They are made in a modern, well-lighted, sanitary factory.

Our 1912 output was 300,000 pairs. Every Canadian jobber has them.

THE HURLBUT CO. LIMITED  
PRESTON CANADA

— K. & S. —  
**Russet Leather Repairer**

For mending damages on any kind of Russet shoes

**K. & S.**  
Manufacturers of

Patent Leather Repairer, Russet Repairer. Patent Russet and Canvas Cleaner, Crayons for Repairing all kinds of Leather, Russet Polish made to match all stock. Bottom, Heel, and Edge Ink, Bottom Stains and Edge Filler.

TRY OUR

**Repairing Crayon**

for repairing Vici, Box Calf, Velours, etc.  
Made in Black, Light and Browns

**KENT & SMITH**

71-75 Blake St., Lynn, Mass., U.S.A.



Brackley Shaw  
President

C. T. Shaw  
Vice-President

# Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager

T. de G. Stewart  
Sec'y Treas.

The Largest Sole Leather Tanners in the British Empire

Established 1859

WAREHOUSES:

MONTREAL

216 Notre Dame Street West  
Head Office

TORONTO

665 King Street West  
W. J. Heaven, Mgr.

QUEBEC

516 St. Valier Street  
J. A. Scott



TANNERIES:

HUNTSVILLE

and

BRACEBRIDGE

Capacity

3000 sides per day

18 million pounds per annum.

Manufacturers of

## MAPLE LEAF OAK, UNION AND HEMLOCK SOLE

Sides, Crops, Backs and Bends—Shoulders, Heads and Bellies—Tapsoles, Toppieces, Cut Soles, Counters, Heels, Box Toes, etc

The fact that since the foundation of the business by the president, Mr. Brackley Shaw in 1859, we have always been the largest producers of Sole Leather in Canada, and that we are to-day also the largest producers of Sole Leather in the British Empire, is sufficient guarantee that our methods of dealing with our customers—our goods—and our prices are right.



## The 100 per cent. efficiency line

Williams Shoes are designed and built for hard usage, and lots of it. Everything that won't give service is left off, and everything that tends to longer life is put in. Every shoe gives every cent's worth of value in actual service.

Have a 100 per cent. efficient line of staples in your store

Williams Shoe Company, Brampton, Ontario

# 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.



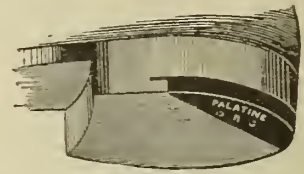
Write for prices and samples



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

Quartered 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 AND LONDON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT

TAP

STAR



SOLES

BRAND

We have made this brand stand for something. You can be absolutely certain of their quality. There is no fluctuation in the various grades. They cut with a minimum of waste.

These Soles will satisfy your customers when used in repair work as no other brand has done.

**BEARDMORE & CO.**  
TORONTO MONTREAL QUEBEC



## The shoe you sell every day in the week

Those fancy styles you're worrying about so much will surely spruce up your stock some, but they'll lose half their effectiveness if not backed up by a good line of staples and medium grade. It's the staples and medium quality you sell every day in the week that make your profits, and you'll need a real top-notch line to keep that profit sure and steady.



The "Oberholtzer" is the shoe for your stock. It has sales making style and satisfactory wear. It sells wherever shown, and pleases wherever sold—and does it on quality.

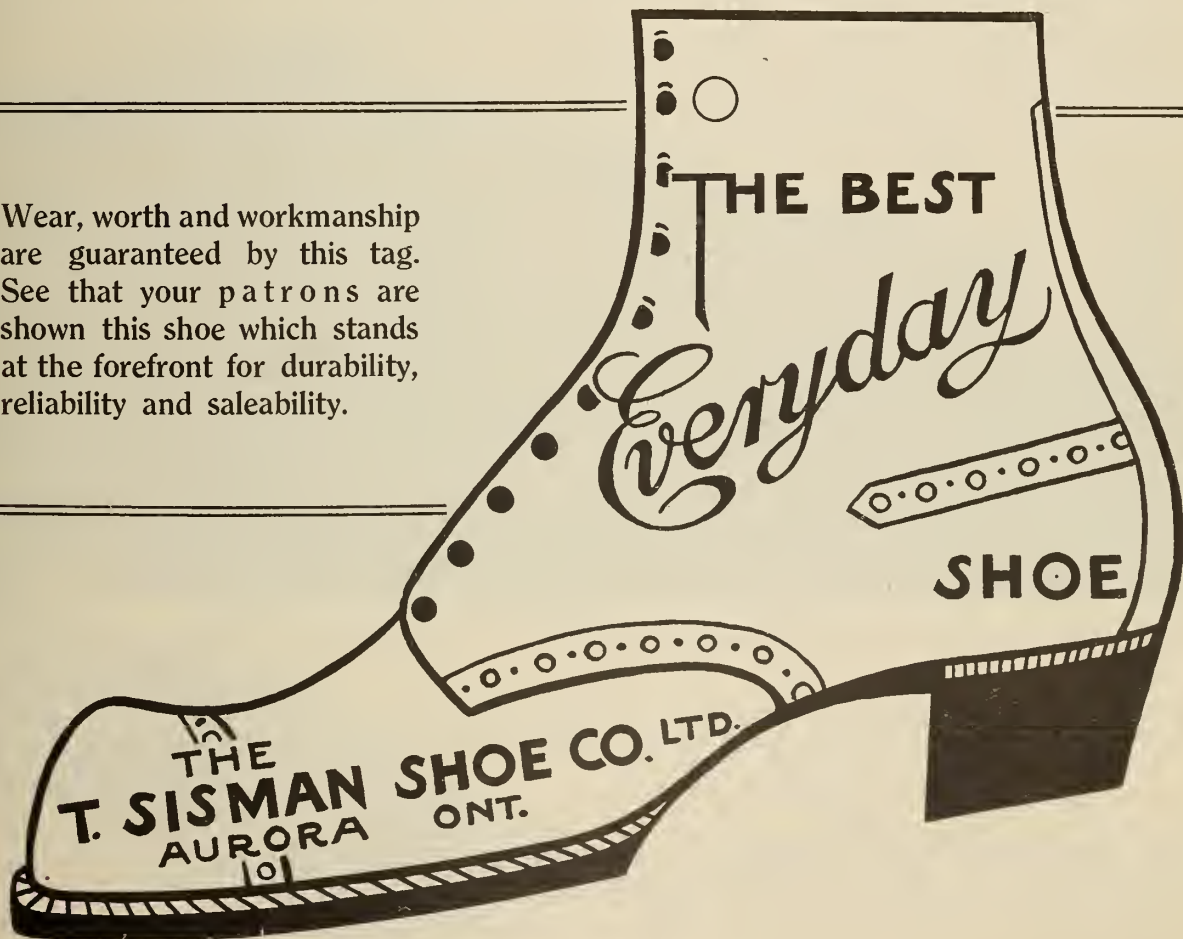


For men, women and children.

Have you seen the "Oberholtzer" salesman?

**G. B. OBERHOLTZER & CO., BERLIN, Ont.**

Wear, worth and workmanship are guaranteed by this tag. See that your patrons are shown this shoe which stands at the forefront for durability, reliability and saleability.



# WHAT'S IN? A NAME!



Just as much as you make the name stand for. We set out to make the best Boys' Boots in Canada. And then we gave them a name. That name must be lived up to. And that name must always stand for Canada's best Boys' Footwear

We have in our factory equipment, experience and ability enough to accomplish our aim, we are young and aggressive and embody 20th century ideas in our shoemaking and we ask you to judge us by our works.

## SEE OUR FALL SAMPLES AND BUY FROM THEM

WE SPECIALIZE and we offer you just a little better than any other house is in a position to do.

## THE RELIANCE SHOE CO., LIMITED, TORONTO



The new home of Palmer Moose Head Brand Oil Tanned Shoepacks, Larrigans and Moccasins.

Genuine Palmer Oil Tans are stamped "MOOSE HEAD BRAND." The goods with a world wide reputation.

MANUFACTURED BY

**John Palmer Co. Limited, Fredericton, N.B.**  
LARGEST MANUFACTURERS OF OIL TANNED FOOTWEAR IN CANADA







**Non-Rip  
Barefoot  
Sandal  
Guaranteed**



A complete stock of Infants',  
Childs', Misses', Women's and  
Men's always on hand.

HEADQUARTERS FOR  
SHOE FINDINGS AND  
SHOE STORE SUPPLIES

**PHILIP JACOBI**  
5 Wellington Street East  
TORONTO



**Look Over  
Your Findings Stock**

**N**OW is the time to order  
your findings, especially  
laces and polishes. The selling  
season will soon be under way.  
Are you prepared to handle the  
big business?

☞ 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 the  
largest shoe store.

☞ Put our service to the test.

We have an "EXTRA  
SPECIAL" line of Sole  
Leathers for you now.

PRICE IS LOW  
QUALITY IS HIGH

**BEAL BROS. LIMITED**

52 Wellington Street East  
TORONTO

## Make a point of seeing these samples of McKays and Turns

While you're looking over samples and spending so much time with shoe travelers just keep in mind that it won't be wise to feel satisfied until you have made a careful inspection of the line of Aird & Son.

This is a line of McKays and Turns for Men, Women, Boys' and Youths' that will show up well and sell better in your store.

The travelers are now out. See that they show you their good samples.

## AIRD & SON

Makers of Men's, Women's, Boys' and Youths' McKays and Turns.

**Montreal**

## A Glove Made of "P & V" Leather Stays as "Soft as a Piece of Cloth" Even After It Has Been Wet and Dried Many Times

Take any other leather and wet it. See how boney it becomes when dry. Test the other leather against ours and see the difference. Let us send you a free sample book of "P & V" Glove Leathers, in horse and cow hide, showing all the different shades we make.

**Pfister & Vogel Leather Co.**

**Milwaukee, Wis.**



## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

Get quotations and samples.

**C. MOENCH SONS CO.**

117 Beach St., Boston

GOWANDA, N. Y.  
SALAMANCA, N. Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.

## Wait for the Dunford's Elk Salesmen. They're on the Way to You



**S**OON a Dunford's Elk Salesman will call on you with the finest line of prospectors', outing, work and boys' shoes you've ever seen. These will range from the light, flexible boys' outing shoe to the heavy wet-excluding 16-inch Hunting Boot, as illustrated.

All uppers are of the celebrated Dunford's Elk Tannage, and the soles are Goodyear Welt, Pegged, or Standard Sewed. See the samples and judge for yourself.

**Dunford's Elk Shoes**

Limited

STRATFORD, ONTARIO

## "Classy"

That's the one word that most aptly describes B. T. & B. Baggage. Plain, neat and strong, it is made in the careful B. T. & B. way that ensures perfect service and utmost satisfaction.



To be most profitable your traveling goods stock should be a B. T. & B. stock.



No. 385—Men's Deep Cowhide Bag

## Berlin Trunk & Bag Co., Limited

BERLIN - ONTARIO

Your order to any of these selling agencies will receive immediate attention:  
C. H. Griffiths & Co., Calgary, Alta.; Thos. J. Spence, 559 Banning Ave., Winnipeg, Man.; H. T. Johnson, 253 St. James St., Montreal, Que.; W. C. Mullins & Co., St. John, N.B.



## Don't be style-wise and sales-foolish

What's the good of knowing all that's to be known of new styles if you forget that most of your customers are more concerned about the quality and wearability of their shoes? Style is all right—if it helps sales. But if it is not tied up to good leather and good workmanship it's a menace to business.

In Surpass Shoes you get style enough, and such value that your customer will surely come again. Every pair must live up to the Surpass reputation. You couldn't wish for a stronger guarantee.

Louis Gauthier Co. Limited, Quebec





**H. E. THOMPSON**  
President and General Manager

# Why You Should Link Up With THOMPSON Service—

Because the THOMPSON idea is not to load you up with big stocks, but to give you a small yet comprehensive range of styles that "go like hot cakes."

You can re-order as your needs dictate. Our "Instantaneous service" policy assures your getting shoes as you want them.

This means: quick sales, quick profits, quick turnover, a jingling cash register, instead of dust covered stock on the shelves.

Moreover, in THOMPSON shoes you have something more than mere "style" to talk about.

We give you a *special feature*, a Kusion Sole in Women's shoes, that never fails to *double sales*. It is something *concrete* to talk about.

We want to tell you more about this Kusion Sole, also our "instantaneous service" proposition. It is all explained in our catalogue. *There is a copy here for you for the asking.*

Our traveling representatives are now on their way to you with a splendid range of up-to-date men's, women's and children's footwear.

This range for Fall selling is very classy and complete. Do not order before you see the THOMPSON man in your territory.

**"Make it while you live"**  
**Yours for a QUICK TURNOVER**

**The Thompson Shoe Co. Limited**

36 St. Genevieve Street - MONTREAL, P. Q.



**GEO. E. BOULTER**  
Representative  
189 Church Street  
Toronto, Ont.



**W. S. PETTES, Vice-President**

# “NUGGET”

The Name that stands for Excellence in the Shoe Polish World



It will satisfy your customers, and shows you a good margin of profit

**The Nugget Polish Co. Limited**

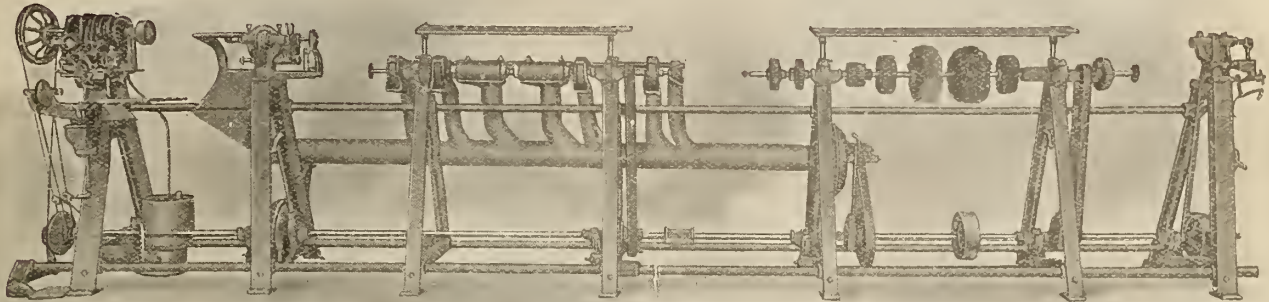
9-11-13 Davenport Road,

:::

Toronto



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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.

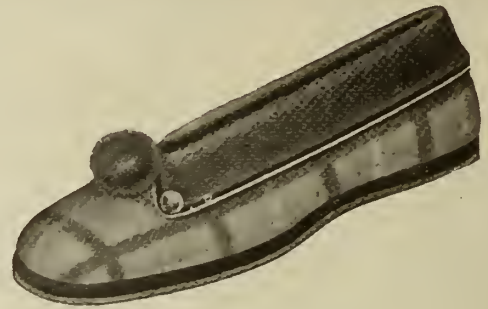
## UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC



## It's everybody's line of Slippers

A WELL-ASSORTED stock of **Trickett's** Slippers is your best insurance against loss of slipper sales. The **Trickett** line is so complete, and the lasts and patterns so numerous and diversified that the taste of practically every person who comes into your store can be readily gratified. More than this, every pair of **Trickett's Slippers** you sell is a guarantee to you that your customer will be thoroughly satisfied.

Truly **Trickett's** is everybody's line—and every Merchant's too.

*Order Early from your Jobber.*

**SIR H. W. TRICKETT**  
LIMITED

Waterfoot, nr. Manchester  
ENGLAND

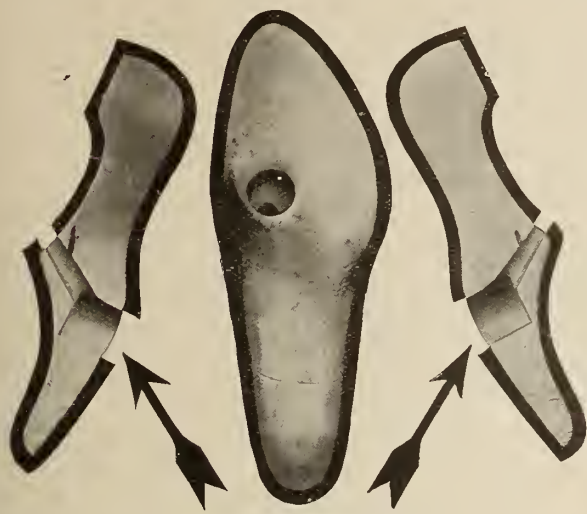
Canadian Office:

Manchester Building, Melinda St., TORONTO  
Canadian Manager, J. S. ASHWORTH



# Red Cross Duplex Shoe Trees

(HUMMEL PATENT)



Showing Ventilation

The only Shoe Tree made having all the advantages of a solid last and at the same time permitting perfect ventilation.

Reforms the shoe perfectly after usage in rain or damp.

Doubles life of leather by permitting perfect ventilation and is a foe to "cracking" over vamps.



LADIES:

No. 5—High Heel, French Mode.

THREE STYLES FOR MEN:

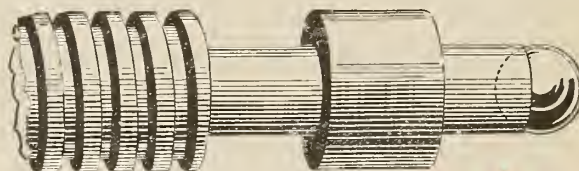
No. 22—Bulldog Toe.

No. 130—Pointed Toe with Wide Swing.

No. 66—French Toe or Custom Shape.

Independent of all combinations  
The Largest Findings House in the World

## Stretchers Which Do Not "Grind In"

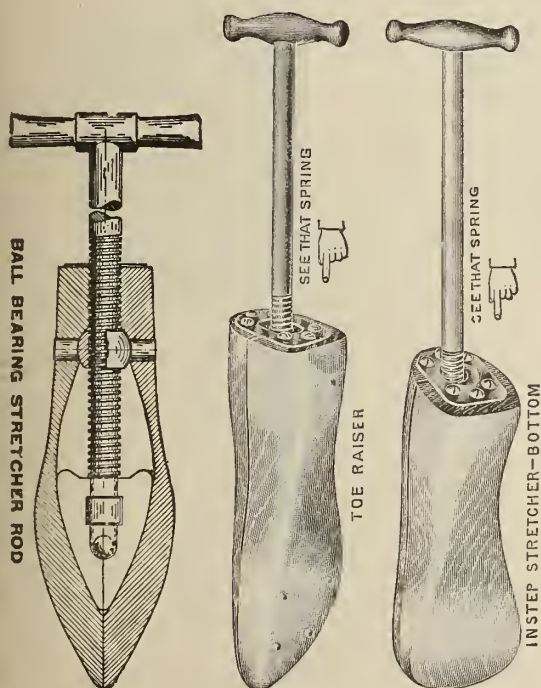


SEE THAT BALL?

Well, that makes

**B**ASSETT'S  
BALL BEARING  
STRETCHERS

the famous 3-B Stretchers, a five-year proposition.



Yes, sir; we mean just that!

Anyone returning a Stretcher in five years on which the rod has broken or thread stripped gets a new Stretcher. Can you beat it? Got to have confidence when you make a claim like that; and we have, because

Our Stretcher Rod is of roll-hardened steel, the balls are steel, the nut is steel, and it is made in a white man's shop by first-class workmen.

Write for Samples and Prices

"Everything but the Shoe"  
And nothing but high grade goods.

*The House of Krieg*

151-153-155 West 30th Street, New York



None Genuine Without this Trade Mark

INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A., & Co.	75	Guay, Eugene	36	Packard & Co., L. H.	84
Aird & Son	92	Gutta Percha & Rubber, Limited	85	Palatine Rubber Heel Co.	88
Ames Holden-McCready, Limited	12	Hartt Boot & Shoe Co.	11	Palmer & Co., Jno.	90
Anglo-Canadian Leather Co.	87	Heffering, J.	75	Perth Shoe Co.	29
Beal Bros.	91	Hurlbut Shoe Co.	86	Pfister & Vogel	86
Beal, The R. M., Leather Co., Ltd.	75	Independent Rubber Co.	27	Rankine, Thos., & Co.	23
Beardmore & Co.	88	Jacobi, Philip	91	Reliance Shoe Co.	90
Berlin Trunk & Bag Co.	94	Keith Co., Geo. E.	28	Rideau Shoe Co.	5
Bonner Leather Co.	75	Kent & Smith	86	Robinson, James	6-7
Breithaupt Leather Co.	75	Kingsbury Footwear Co.	78-79	Ruthstein, N. M.	76
Canadian Consolidated Rubber Co.	31	Krieg, House of	99	Sisman, T., Shoe Co.	89
Chicago Tanning Co.	34	La Duchesse Shoe	74	Slater Shoe Co.	34
Clarke & Clarke	74	Logan Tanneries	74	Tanning Research Laboratory	75
Cleo Shoe Co.	24-25	Marden, Orth & Hastings	32	Tebbutt Shoe & Leather Co.	18-19
Colonial Weaving Co.	74	McDermott Shoe Co.	35	Thompson Shoe Co.	95
Cook-Fitzgerald Co., Limited	26	McKeen Co., C. E.	33	Trickett, Sir H. A., Limited	98
Corbeil, A.	30	Miner Rubber Co.	80-81 and Outside Back Cover	Tetrault Shoe Mfg. Co.	17
Cote, J. A. & M.	86	Minister, Myles Shoe Co.	77	Ullathorne & Co.	36
Davis, A., & Son	33	Moench, C., Sons Co.	93	United Shoe Machinery Co., of Canada	22, 37, 97, and Inside Back Cover
Davis Leather Co., Limited	53, 54, 55, 56	Moenus Mach. Co.	74	United States Hotel	34
Dominion Die Co.	36	Montreal Box Toe Co.	36	Utz & Dunn	20
Dorothy Dodd Shoe Co.	21	Murray Shoe Co.	82-83	Williams, Walter & Co.	100
Doyle, Thos. C. (reg'd)	35	National Cash Register Co.	38	Williams Shoe Co.	87
Duclos & Payan	36	Nugget Polish Co.	96	Wood-Milne Co., Limited	32
Dunford's Elk Shoes	93	Oberholtzer, G. V., & Co.	89	Wright & Co., E. T.	13, 14, 15, 16
Dupont & Frere	36			Young, Richard	34
E-Z Walk Mfg. Co.	35			Young, W. J., & Co.	34
Gauthier, The Louis Co., Limited	94				
Getty & Scott, Limited	80, 81				

## These are of the Very Best Boot and Shoe Laces Very Profitable Both for Wholesaler and Retailer



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 soft 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.



THE BANK LACE

The best quality of glace cotton lace made of two-fold yarn. Strong and "Sound as the Bank." Neat, solid tags. Will wear well. Banded in pairs: 36-inch gents', 45-inch ladies'.

**BROUGH, NICHOLSON & HALL, LIMITED**  
Wholesale Only Supplied

**Leek, Staffs.**

**112 Wood St., London, E.C.**

All Qualities now in Stock by Canadian Agents

**WALTER WILLIAMS & CO.**

517-525 ST. PAUL STREET, MONTREAL  
20 WELLINGTON STREET WEST, TORONTO

Telephone M. 7012, 7013  
Telephone M. 2994



# 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





## The value is in every "Miner" Rubber

Whether it's a heavy lumbermen's duck rubber, or a dainty ladies' foothold so long as it bears the "Miner" or "Shefford" Brand the value is there. And it's there in quantity sufficient to make the handling of "Miners" or "Sheffords" profitable and pleasant for you.

A satisfied wearer and a happy retailer go with every pair.

Has the "Miner Man" told you all about it yet?

### The Miner Rubber Co.

Limited

GRANBY, QUEBEC

Stocks carried at Montreal, St. John, N.E. Quebec,  
Toronto, Hamilton, London, Winnipeg, Brandon,  
Calgary, Edmonton.

**M**INER  
EANS  
ERIT





APRIL 15th

TORONTO

1913

**THE**  
**SHOE & LEATHER**  
**JOURNAL**

PUBLISHED TWICE A MONTH



**ACTON PUBLISHING CO. LIMITED**  
**TORONTO** **MONTREAL**







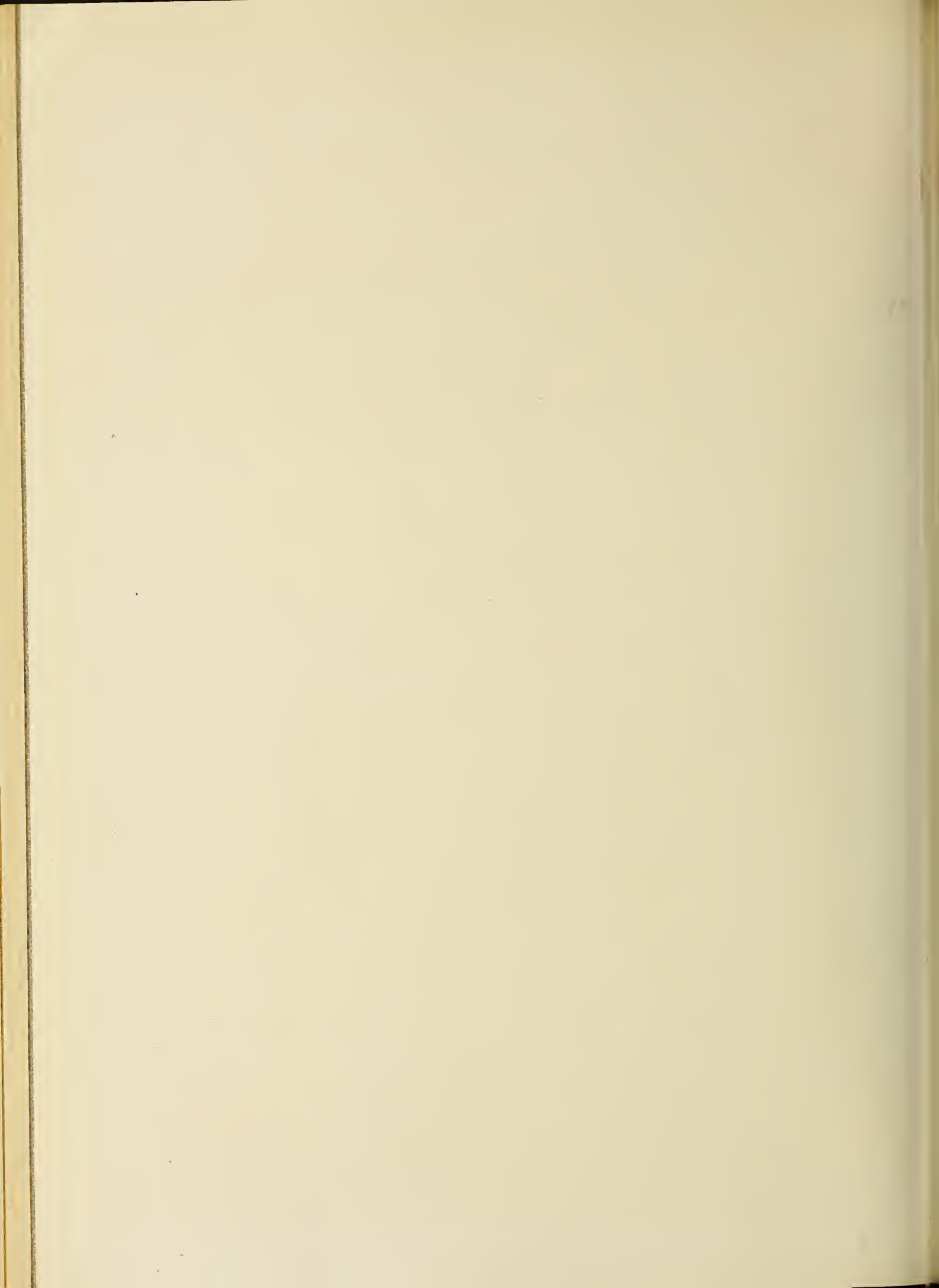
---

---

Men's Tan Button, Wide Shank, Low Heel,  
□ □ Receding Toe, Tan Cloth Top. □ □

---

---







# PATENT LEATHER

You can rely on it---every inch---because every skin is flawless through and through. We could not afford to ship inferior quality. There's too much at stake. Quality has given us the

**Largest and Most Modern  
Patent Leather Plant  
in the British Empire**

And we figure that the only way we can maintain our lead is to maintain the quality that created it. You can absolutely rely on A.R.C. Patent Leather.

**A. R. CLARKE & COMPANY** LIMITED

Toronto = = Ontario

BRANCHES

Montreal and Quebec





## 100 cents of value in every dollar of price



In selling Rideau shoes your big argument should be value. For while Rideaus can well be called "classy," it's the great stress that's laid on leathers and workmanship that makes them so absolutely worth-while. And the very fact that you can show a shoe as snappy and stylish as a Rideau, and at the same time talk quality, is, in itself, one of the strongest sales arguments possible.

Stock these shoes that make for easy selling because of "good looks" and 100-cents-on-the-dollar value.

**The Rideau Shoe Co., Limited**  
**Montreal**





# Two "reason-why" leathers —and three of the reasons

*The "Bestyet" Twins--"Bestyet" Brown and "Bestyet" Tan are distinct achievements in leather making. They base their claim to be in your shoes on their ability to give you advantages you cannot get in ordinary leathers. Listen:—*

## **Their color is even**

*You won't get one skin of these leathers that isn't the same shade from skirt to skirt, and from head to tail. And, what's more, every skin will be exactly the same shade. Shoes from them do not require to be matched up.*

## **They are washable**

*Any stain these leathers may pick up in your factory can be easily removed with castile soap and water. The bugbear of soiled shoes need never cast its gloom over you. Every shoe you send out will be perfect in color and finish.*

## **They won't fade**

*Neither of these leathers will lose its original color from exposure to the sun. Your customer can take your shoes of these leathers from his window in as good condition as when he put them in. And shoe polish won't bleach them either.*

## **Just one more reason why**

*Right now you can get either or both of the "Bestyet Twins" in any quantity you wish, but you'll have to hurry. With a big season of tans coming on these leathers are liable to be scarce soon.*

*Order yours right this minute.*

**Davis Leather Company, Limited**  
**Newmarket, Ontario**



AMES HOLDEN

M<sup>c</sup>CREADY

## The Largest and Widest Range of Fall Styles Made in Canada

This is what our travelers will proudly tell you when showing you our Fall styles. They have a right to feel elated, because they are carrying the specialized product of three of the very largest shoe factories in Canada.

And because of the specialized work in these 3 factories, they can show you a wider and more varied range in men's and women's lasts of latest patterns than any other shoe house in Canada. Every sample is a specialized masterpiece—and every shoe you get will be even better than the sample.

For particular customers who  
want the best

Don't fail to see our exclusive line of very high grade men's and women's shoes for Fall selling. This is an absolutely new departure with us, and you will find here some of the finest shoes in Canada. You can sell this line with the absolute confidence that nothing finer has ever been sold in Canada. Ask our travelers about it.

# Ames-Holden-McCready, Limited

## The Big IN STOCK Shoe House

Montreal    St. John    Toronto    Winnipeg    Calgary    Edmonton    Vancouver





# HARTT SHOES

Better-looking and better-made shoes than any others in the world at the same price.

♥ Such is the manufacturing policy behind every pair of Hartt Shoes. ♥ For the dealer who is cultivating the highest-grade demand

we have the line that is absolutely supreme. ♥ Hartt Shoes win out, by sheer merit, against any other line produced anywhere on the globe.

♥ SEE THE FALL RANGE ♥

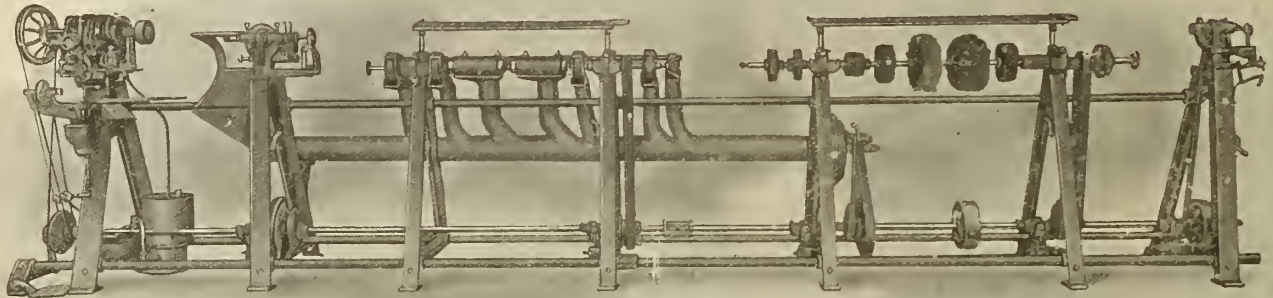
The Hartt Boot & Shoe Co., Limited

Fredericton, New Brunswick

Canada's Best  
Shoemakers



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



### MODEL N

**T**HIS 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



# There's Money in Hosiery— For the wise Shoeman—

Glance over your sales records for the last year! Now total them up and ask yourself this question:

How many of my customers could I have sold Pen-Angle Hosiery to last year without half trying?

Suppose you had sold one-third of your customers and pocketed a nice margin of profit. Your extra net profit would have paid the rent and perhaps the wages of a clerk or two. And all this with hardly any extra work or cost. Why not oblige your customers by stocking Pen-Angle—the popular, Full-Fashioned Hosiery for Men, Women and Children.

Your Lady customers want Pen-Angle Hosiery to match their shoes in shade and color. Your gentlemen customers want Pen-Angle for this and other reasons at your store. Oblige them by keeping a good working stock of Pen-Angle always on hand. If you've never stocked Hosiery before, write to us for full particulars.



## PENMANS, LIMITED, Paris, Canada

Hosiery

Underwear

Sweaters

Can be purchased from any first-class  
wholesale dry goods house, or through

EDWARD BURNS CO.  
Toronto

A. L. GILPIN  
Montreal

BRYCE & CO.  
Winnipeg and Vancouver

B. S. MACFARLANE  
Truro, N.S.

# *Style that's for sales and not for notoriety*



**L**OOKED at with the eyes of a retailer, or with those of the fashionably dressed woman, Perth Shoes look remarkably good.

In style and shape they are "correct." They are not conspicuously "different," and yet they add just that air of "distingue" so much desired by the woman who is particular in regards to dress.

Perth styles are right, not by accident, but by design---they're designed to sell. Their styles and patterns are evolved not to make them talked of, but to make them sell steadily and easily.

When you see the Fall samples you will agree that there's less noise and more real business in Perth Shoes than in many other lines.

*Perth Shoe Company, Limited*  
*Perth, Ontario*

---

*Women's Goodyear Welts Exclusively*



# “STAR” Brand Shoes are Popular

## Tied Up Until June 1st

- ¶ In spite of the fact that we have more than doubled our factory capacity in the last few weeks, we will not be able to accept any further orders until the 1st of June, as we are now running to full capacity.
- ¶ After that, we will guarantee prompt delivery of all orders.
- ¶ Every day the demand for “Star” Brand Shoes grows greater.

**STAR SHOE, LIMITED**  
**MONTREAL**

Makers of “Star” Brand Shoes



## There Is a COLUMBUS Rubber for Every Shoe



—That means perfect fitting, natty appearance, hence satisfied customers and repeat business



¶ Repeat business—that is the aim of every *live* retailer. Fit a transient customer to his satisfaction and he usually becomes a *permanent* patron of your store. And it is this sort of business that pays. It is dependable and *profitable*.

¶ A trial order will prove to your satisfaction that Columbus and Minto rubbers *do* bring repeat business.

¶ Have you received *your* copy of our new catalogue? It's yours for the asking.

¶ It will pay you to write about our special proposition. It will interest you.

**Columbus Rubber Company**  
of Montreal, Limited



J. I. Chouinard - - Selling Agent



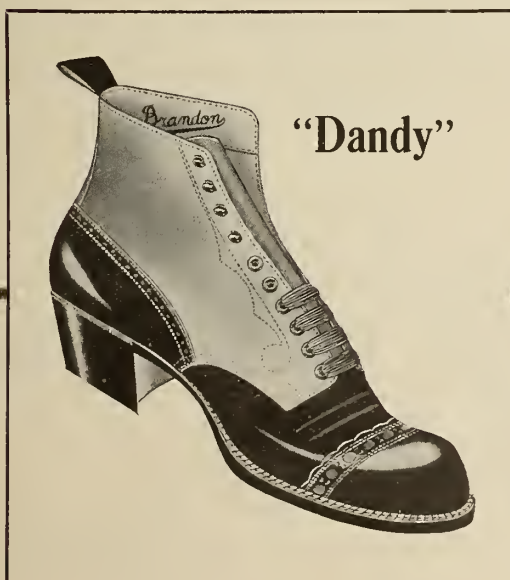




## Up-to-the-minute Business Bringers

Our sales on "Monarch" and Brandon shoes for Fall 1913 have exceeded 50 per cent. to date over last season. Merchants looking for values should wait and see our samples. Salesmen are now on their different territories.

**Brandon Shoe Co., Limited, Brantford**



# Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

When the salesmen visit you this season, Mr. Retailer, ask if his shoes are Union Made. The Retailer who carries the largest volume of business, who is seeking better profits, honest footwear and maximum service invariably carries Union Made footwear.

The Union Stamp has been widely advertised in all the leading labor journals of the country, and the Union Made Shoe is absolutely demanded by Union workers throughout the United States.

The Union man understands the value of the Union Shoe which he demands, not only for himself alone, but for his family.

Retailers have come to realize that the best made shoes are the product of Union labor, which means footwear of quality produced by the most efficient workmen, and sold at reasonable prices.

No Stamp is the seal of Union labor except the official stamp of the Boot and Shoe Workers' Union. This Stamp, and this Stamp alone, is the one genuine guarantee of Union made shoes.

With shoes bearing the Union Stamp you are prepared to cater to *everybody*, with shoes that represent the highest quality in footwear for men, women and children.

---

INTERNATIONAL HEADQUARTERS

## Boot and Shoe Workers' Union

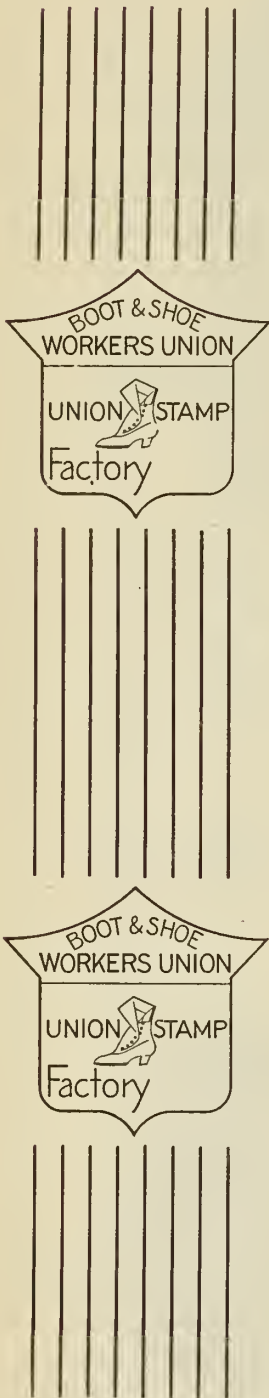
Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN  
General President

CHAS. L. BAINE  
General Sec. Treasurer





BOSTON STORE  
PROVIDENCE, R.I.



*Queen Quality*

**T**HE Boston Store of Providence is one of the largest shoe retailers of the city—perhaps the largest.

Moreover, the department is growing steadily though it's old enough to vote.

What is still more to the point—it's paying a good, round profit.

We asked Mr. Perry, the department buyer, to what he attributed its success:—

"Our own reputation and service plus the QUEEN QUALITY Shoe and its national advertising.

"We figure," he continued, "that it's a great deal easier to draw customers to our store for the QUEEN QUALITY Shoe than it would be for any other women's line.

"But we don't believe that there is any profit in doing the thing half way. If you won't handle a trademark shoe in the right way, let it alone. It doesn't pay to dabble.

"We handle the QUEEN QUALITY line exclusively for our \$3.50 to \$5.00 shoes. Of course we fill in above and below that with our other lines, but the QUEEN QUALITY sells out the cleanest, turns over the oftenest and pays the biggest profit.

"If I could make as good a showing on the other lines as I do on the QUEEN QUALITY, I should be very well pleased indeed.

"We have handled the QUEEN QUALITY Shoe since 1901 and I have still got their first catalog.

"But the business is growing as fast now as at any time.

"This year I placed my regular order for Fall and also my duplicate order, which amounted to about 50 per cent. of the original. It was scheduled for Fall delivery. The salesman, however, suggested that I would want it by September 10th, and although I had not the slightest expectation of wanting it until the first of October, he said that he would have it prepared by that time. On August 29th the head of the QUEEN QUALITY shipping department wrote me that the shoes were beginning to come through and would be ready for me at any time I cared to order them in. On September 10th I began to receive them. By October 1st I had all of the first order in. By November I had taken all of the first and most of the second order, and had re-ordered on a number of the styles from the QUEEN QUALITY stock.

"I don't know that we would care to give exact figures, but I think the facts as I have related them tell very plainly how we feel about QUEEN QUALITY Shoes."

It is interesting to note in connection with this story that Mr. Perry has been with the Boston store for twenty-two years.

There is a decided connection between success and the shoe buyer's permanency.

A good trademark shoe spells SUCCESS and permanent connections. Department stores are looking with favor at the important advantages that go with good trademarked footwear.

The department store management that does not look into the advantages of trademarked shoes over unnamed merchandise is overlooking something that may mean the difference between loss and a handsome profit.

If there is anything in this story that interests you, write us. We can and will get you more evidence and tell you frankly if QUEEN QUALITY will fit your store.

**Thomas G. Plant Company, Boston, Mass.**

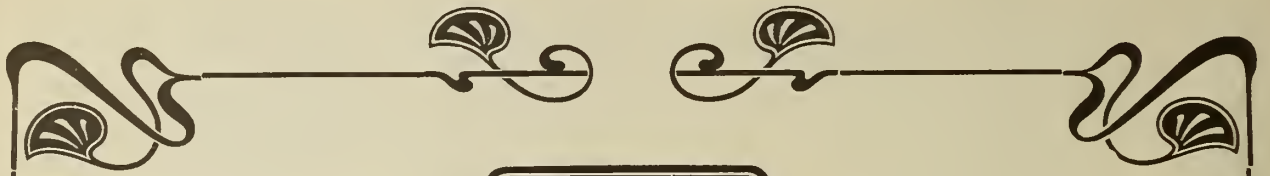
Branch In Stock Departments:

NEW YORK CITY—148 Duane St.

CHICAGO—208-212 So. Jefferson St.

ST. LOUIS—1324 Washington Ave.

Morton W. Murdoff & Son, Box 478, Trenton, Ont., Canadian Representatives.



**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.  
122 Adelaide Street W., TORONTO

- - - - - MONTREAL, QUE.  
492 St. Valier Street, QUEBEC





## Every "Regina" will be a sample

¶ It won't be long now before "Regina" samples for Fall will be shown you. They'll be worth your very careful attention because they show you just what the "Reginas" you buy will be.

¶ For we do not show by our samples what we would like "Reginas" to be, but what we know they will be.

¶ When you see the sample, you see the stock.

¶ This means more to you than getting exactly what you ordered. It means added sales impetus to your stock of women's shoes.

¶ Wait for the "Regina" man.

### REGINA SHOE COMPANY, LIMITED MONTREAL

J. I. CHOUINARD, Sales Agent  
Carries IN STOCK all lines of Shoes made by us

Brackley Shaw  
President  
C. T. Shaw  
Vice-President

# Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager  
T. de G. Stewart  
Sec'y Treas.

The Largest Sole Leather Tanners in the British Empire

Established 1859

WAREHOUSES:

MONTREAL  
216 Notre Dame Street West  
Head Office

TORONTO  
665 King Street West  
W. J. Heaven, Mgr.

QUEBEC  
516 St. Valier Street  
J. A. Scott



Manufacturers of

## MAPLE LEAF OAK, UNION AND HEMLOCK SOLE

Sides, Crops, Backs and Bends—Shoulders, Heads and Bellies—Tapsoles, Toppieces, Cut Soles, Counters, Heels, Box Toes, etc

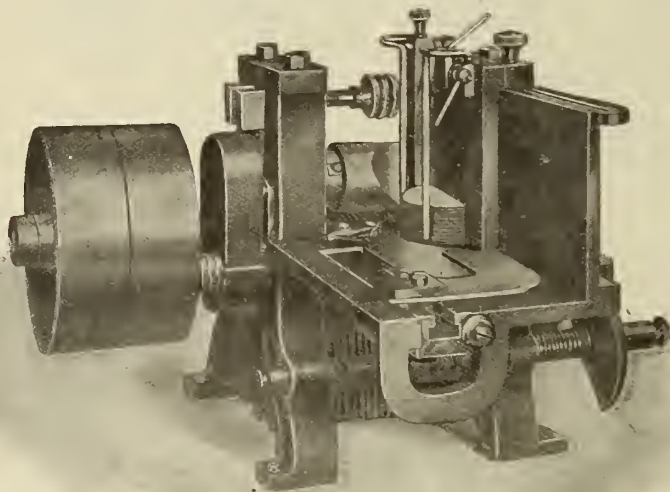
The fact that since the foundation of the business by the president, Mr. Brackley Shaw in 1859, we have always been the largest producers of Sole Leather in Canada, and that we are to-day also the largest producers of Sole Leather in the British Empire, is sufficient guarantee that our methods of dealing with our customers—our goods—and our prices are right.

TANNERIES:

HUNTSVILLE  
and  
BRACEBRIDGE

Capacity

3000 sides per day  
18 million pounds per annum.



### 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 Up-to-date 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.



# No Need to Stock Heavily for Fall

---

---

What's the sense of loading yourself up with a big stock of shoes and rubbers when you have a friend who is willing to carry the big stock for you?

I don't wish to see you overstock yourself, because I know you won't feel right towards me if you do. So I am going to keep a big stock ready for you to order from when you need anything.

Place your order now with my salesman who will call to see you. Lean a little to the safe side, resting assured that whatever sorting you need to do in season can be done quickly and safely from my big stock.

---

---

**James Robinson, Montreal**  
182-186 McGill Street

## OUR BRANDS

"Jacques"  
Cartier

"Dominion"

"Merchants"

## OUR BRANDS

"Anchor"

"Challenge"

Fleet Foot

**We Advise  
You  
To Place Your  
Rubber Footwear Orders Now**

For the following "business" reasons:

Immediate orders mean early deliveries.

Giving you ample time in which to arrange your stock to the best advantage.

And satisfy the early demands of your customers—in a manner calculated to increase your prestige.

An immediate order also means that you won't be caught unawares—and have to pay expressage on a rush delivery.

**By Placing Orders At Once You Will Be Protected  
Against the Future**

This is the situation as it stands—now. And we urge you again of the wisdom of acting immediately.

**If Our Traveller Has Not Yet Called Upon You  
Please Notify Our Nearest Branch**

Remember—We guarantee deliveries only on orders placed in good time.

**Canadian Consolidated Rubber Co., Limited**

Sales Branches:

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



## MR. RETAILER—

- ☞ Complying with your persistent demands we have stocked our Roundup in Tan and Gun Metal, button and blucher, D width, sizes 5 to 10. The bluchers are slip sole and the buttons heavy single. Price \$3.50
- ☞ Wire, phone or write—orders shipped the same day as received. Do not fail to see the other attractive models our young men are showing everywhere.

The Cook-Fitzgerald Co., Limited  
LONDON



“Roundup”

Order by the stock number

- 301 Gun Metal, Circular Fox, seamless button, single sole, Roundup last, \$3.50.
- 302 Gun Metal, Straight Fox Blucher, half double sole, Roundup last, \$3.50.
- 401 Tan Russia, Circular Fox, seamless button, single sole, Roundup last, \$3.50.
- 402 Tan Russia, Straight Fox Blucher, half double sole, Roundup last, \$3.50.



G. HARVEY TAYLOR  
Maritime Provinces

## From Halifax to Vancouver Williams

Samples of Williams solid leather  
call on you and show you these samples.  
You will find the Williams line that  
shown represents so much real profit  
no great effort required to sell them.  
A man has worn a pair he'll always



H. BRUNDLE  
Western Ontario



JACK BIRSS  
Northern Ontario



F. J. LASHBROOK  
Alberta and British Columbia

**These men  
are anxious to  
tell you why  
Williams Shoes  
should be  
in your stock.**

For men who work—and work hard—and  
are ideal. They have neat appearance, give  
give the very best possible service. You

**Williams Shoe Company**



## Over These Men Will Carry Samples of Shoes for Fall, 1913.

are now on their way to you. Shortly, one of these men will  
and tell you why Williams Shoes will prove profitable to you.  
on most complete and satisfactory. Every sample that is being  
you, and so much real comfort to your customer. And there's  
y're staple, you'll be asked for them every day—and once a  
what to ask for.



M. E. HUNTER

N.E. Ontario and W. Quebec

JIM BIRSS

Eastern Ontario

A. WINN

Manitoba and Saskatchewan

service from their shoes—railwaymen, farmers, mechanics—Williams Shoes  
sh and natty shapes—and they wear. That's their big claim to fame—they  
will be only too glad to prove that to you.

ny, - - **Brampton, Ontario**

# Murray-Made and Derby Shoes

## Get The "Murray Habit"

### Whatever You Want--



Whether it is the Metropolitan effect you desire or the extreme high toe or year round staples, you will find all proved selling styles in the Murray line for Fall, 1913.

Sell Murray made shoes-- not once, but all the time.

If you have sold them once you know the good value and up-to-date style given in our lines.

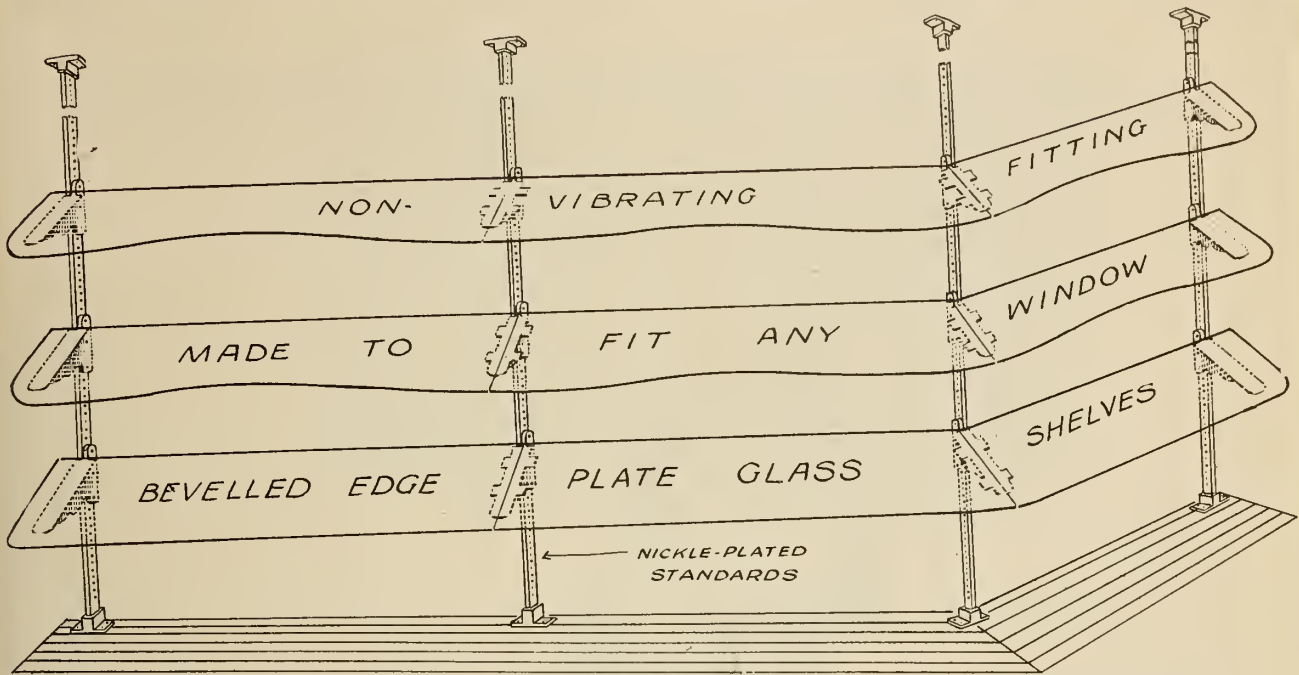
Derby and Murray-Made shoes will give you good profit and benefit your business.

# The Murray Shoe Company, Limited

London - - - - Canada



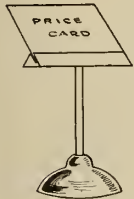
# THE BRANTFORD SHOWALL WINDOW FITTING COMPANY



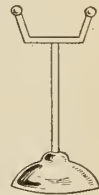
## The Display Fitting for Shoe Merchants and Others

Does not become stale. Always clean and bright. Does not obstruct light from interior of store. Enables you to show three times as many shoes to a better advantage without crowding. Write now for measurement forms and prices. Mail office, 67 William St., Brantford

Where this fixture is installed and may now be seen:



No. 1015—can be used as heel rest or ticket stand. Made in height 4, 6, 8, 10 and 12 in.



No. 101—Holds shoe at angle desired. Made in 3, 5 and 7 inches.

Mr. A. N. Pequegnat.....	Jeweller.....	Brantford
Messrs. Ludlow Bros.....	Shoe Merchants.....	Brantford
Mr. George Harp.....	Grocer.....	Brantford
Mr. D. Jolly.....	Tobacconist.....	Brantford
The Bounsdale Supply Co.....	Druggist and Grocer.....	Stratford
Mr. T. J. Ryan.....	Druggist.....	Stratford
Mr. H. Hotson.....	Shoe Merchant.....	Tavistock
Mr. A. G. Gahagan.....	Shoe Merchant.....	Woodstock
Messrs. W. Attwood & Sons.....	Jewellers.....	Hamilton
Mr. A. Juddleson.....	Shoe Merchant.....	Hamilton
Mr. G. E. Farrier.....	Barton St.....	Hamilton
Mr. E. Springstead.....	Jeweller.....	Hamilton
Mr. J. H. Hodgson.....	Shoe Merchant.....	Hamilton
Mr. A. Wilson.....	Stationer.....	Hamilton
Mr. J. A. Barr.....	Druggist.....	Hamilton
Mr. G. J. Clayton.....	Shoe Merchant.....	Hamilton
The Alexander Hardware Co.....		Hamilton
Elizabeth Hollingsworth.....	Tobacconist.....	Hamilton
Mr. F. H. Skerrett.....	Sporting Goods.....	Hamilton
Mr. Kent Corvin.....	Hardware.....	Hamilton
Mr. C. Robins.....	Tobacconist.....	Hamilton

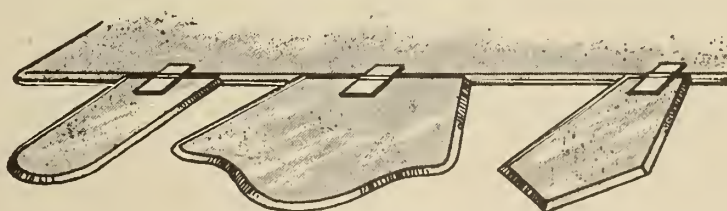
Mr. A. E. Reos.....	Shoe Merchant.....	Hamilton
Mr. F. W. Mills.....	Druggist.....	Hamilton
Messrs. Clarke & Sons.....	Stationers.....	Hamilton
Messrs. H. C. Clark Co.....	Shoe Merchants.....	Dundas
Mr. W. H. Brigham.....	Shoe Merchant.....	Chesley
Messrs. W. J. Wray & Co.....	Jewellers.....	London
Messrs. J. P. Cook & Co.....	Shoe Merchants.....	London
Messrs. Anderson & Nelles.....	Druggists.....	London
Mr. L. W. Thomas.....	Jeweller.....	London
Mr. Sumner.....	Druggist.....	London
Messrs. Purdom Hardware Co.....		London
McCullough & Co.....	Shoe Merchants, College St., Toronto	
National Sporting Goods Co., Limited.....	Yonge St., Toronto	
A. Levy.....	Shoe Merchant, Yonge St., Toronto	
J. Bretherton.....	Sporting Shoes, Yonge St., Toronto	
M. B. Young.....	Shoe Merchant, Bloor St. W., Toronto	
St. Leger Shoe Co. Limited.....	542 Queen St. W., Toronto	
C. C. Allan.....	Shoe Merchant, Queen St. W., Toronto	
G. Tamblin.....	Druggist, Yonge St. and branches, Toronto	

and numerous others in course of being installed.

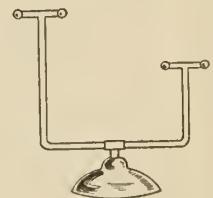
Lowest prices on all kinds of Shoe Rests and Stands. Quote number when ordering.



No. 3—Nickel plated heel rests. Made in 3 to 12 ins.



No. 116—Shelf Extensions, to fit on plate glass shelves.



No. 109—Made in height graduated 5 in. to 15 in.

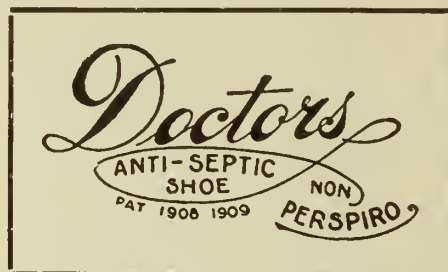
All cuts shown illustrate Nickel Plated Goods.

Ask Your Jobber's Salesman  
to Show You This One



**T**HE fact that this shoe is one of the famous "Doctors" is alone a very good recommendation for it. The fact that it strikes the happy medium between the waterproof shoe with too much weight and too little style, and the one with too much style and too little weight, makes it an ideal shoe for fall selling.

It's a shoe that looks dressy on a city street, and serviceable on a rough country road. Its peculiar style hides some-



what its appearance of sturdy strength, but the strength is there just the same.

Don't let your jobber's salesman get away without showing you this shoe. It's on the Fitzer last.

*The Tebbutt Shoe & Leather Co.*  
Limited

THREE RIVERS

-:-

-:-

QUEBEC



*The Just Wright*  
TRADE MARK SHOE

*The Just Wright*  
TRADE MARK SHOE



FULL OF DOLLARS  
FOR YOU



GOTUIT



NIFTY

EASY TO FIT—EASY TO SELL

The JUST WRIGHT sample trunks give you a chance to lessen the "sweat" and increase the "bread." You are not fair to yourself if you buy before you see the JUST WRIGHT shoe styles for Fall. A post card to Rockland or St. Thomas factories will bring them to you.

E. T. WRIGHT & COMPANY, INC.

ROCKLAND, MASS.

ST. THOMAS, ONT.

*The Just Wright*  
TRADE MARK SHOE

*The Just Wright*  
TRADE MARK SHOE

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.





## *To the Retail Shoe Merchant*

*Are you buying under economical  
and profit producing methods?*

¶ These questions, essential to your business, you will find answered in the "CLEO" samples for Fall 1913.

¶ Constructed with the shoe merchants' interest built right in the shoe, guaranteeing unexcelled Quality, Exclusive Designs, Advanced Shapes, and above all, that profit necessary to a healthy business.



Our salesmen will call upon you in good season with a proposition certainly interesting to you.

---

---

*THE CLEO SHOE  
COMPANY*

*LONDON*

*CANADA*

# Kant Krack Dainty Mode

## Make a stand for quality



GET the reputation and the reward for selling the very best rubbers in your town. Get the reputation by handling honest, value-giving Independent Brands. The reward comes easy enough in profits, for Independents are great sellers.

Increase your sales, your profits and your prestige by making a stand for quality.

**Independent  
Rubber Co., Limited  
Merritton, Ont.**

### Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside & White	Toronto, Ont.
Kilgour, Rimer Co., Limited	Winnipeg, Man.
The J. Leckie Co., Limited	Vancouver, B. C.
The London Shoe Co., Limited	London, Ont.
McLaren & Dallas	Toronto, Ont.
James Robinson, Esq.	Montreal, Que.





Make your  
Profit  
sure  
and  
certain

**I**N the Aird Line you are offered an opportunity of purchasing a good assortment of men's, women's, boys' and youths' Turns and McKays, with a sure profit attached to each pair. You don't have to buy styles, or experiment with toes or lasts—you take no chance on "dead" stock. You just turn your money over with a good, healthy profit tacked on. These sure and safe investments put you farthest on the road to success.

## Aird & Son, Montreal

Makers of Men's, Women's, Boys' and Youths' McKays and Turns

# 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.



## Your Clerks will be eager to show them

There is no possibility of McDermott Shoes staying on your shelves 'till somebody asks for them. Your clerks will have them down at the slightest provocation. For as soon as they see McDermott's they'll realize their great sales possibilities.

Can't you see the advantages of handling a line that has a "stand in" with your sales people?

**The McDermott Shoe Company**  
Women's Shoe Specialists - - MONTREAL

## Cravenette Cloth for Topping

- ☐ Every manufacturer should write us for samples and quotations on above lines.
- ☐ This cloth will not **bag, stretch or crease**. Guaranteed **all pure wool**, firm, yet mellow, full rich black.
- ☐ Sells at a lower price than the grey-black **cotton** mixtures which in so many cases spoil fine shoes to-day.
- ☐ All weights. Stock in Montreal

**Solomon & Spielmann**  
22 St. John St. - Montreal

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.





## Give your reputation a chance

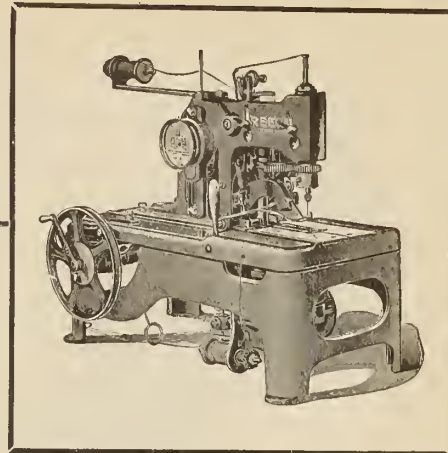
Your customers will think just as much of your store as they do of the shoes you sell them—and no more. Don't tie your good reputation up to an unreliable line of staples, but hook up with Surpass Shoes which have been giving the very best of satisfaction for over half a century.

Your reputation will blossom and grow under the benign influence of Surpass sufficiency. Give it a chance.

**LOUIS GAUTHIER CO., LIMITED**  
Quebec City



Small  
Cost of  
Upkeep;  
Simple in  
Operation



Little  
Noise;  
High  
Speed  
In Use

### REECE High Speed Button Hole Machine

is AUTOMATIC, which insures you against careless operators; no part of the work on the button hole demands the operator's care. Hence the finished button hole is of A1 quality and it stands wear in use.

WE WILL INSTAL IT ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL** **TORONTO** **QUEBEC**  
L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.

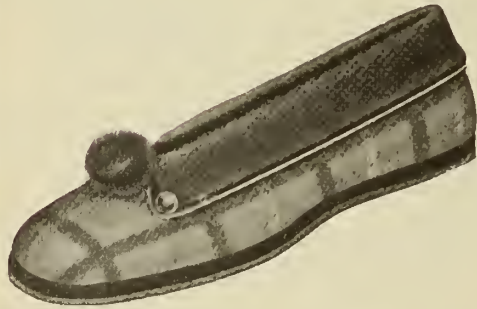


## The Better Grade Staple

"Doing things a little better"—that's what brings success. It's bringing success to "Oberholtzer" shoes. Bigger sales, more satisfied customers, better profits—all tell of the success of the "Better Grade" staples.

You should find out the reason. See the "Oberholtzer" man.

**G. V. Oberholtzer & Co.**  
Berlin



## Of course you will stock Trickett's

Every shoe merchant who listens to the voice of Big Business will stock Trickett's. First, because they actually bring people to the store; second, because they always make sales; third, because they *stay* sold. Every person who knows Trickett's will have no other, every person who wants slippers can find a style to suit from the Trickett line, and every person who gets Trickett's gets the maximum of slipper wear and satisfaction.

Trickett's slippers are easily the best to sell because they sell so easily, and please so thoroughly.

**Sir H. W. Trickett**  
Limited

Waterfoot, nr. Manchester  
ENGLAND

Canadian Office:  
16 Manchester Bldg., Toronto



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 8

TORONTO, APRIL 15th, 1913

\$1.00 per Year —In—  
Advance

## People Must Buy All Their Shoes at Retail Stores

How Merchants Are Taking United Action to Persuade Wholesalers to Discontinue the Retail Practice—The Latter Will Co-operate to Get Rid of the Nuisance—Petitions Have Been Largely Signed—Luncheon Will Be Held at an Early Date—Other Important Topics

At the last meeting of the "Boot and Shoe Section" of our Association, a resolution was unanimously passed, requesting that a letter be sent to every wholesale boot, shoe and rubber dealer, and manufacturer in Canada, stating that a great many complaints have been laid before our meeting, and sent in to us by mail, setting forth that some wholesale dealers and rubber manufacturers were selling goods to other persons than those engaged in the retail trade, and to request that this practice be discontinued, as it is unfair to the legitimate retailers who pay their wholesale accounts, taxes, rent and store expenses, and are endeavoring to honorably serve the public and give them good service.

We feel sure you will agree with us, that when goods are sold below the regular retail price, by

wholesale dealers and manufacturers, to the retail public, it leaves the impression that the retail dealer is charging too much, and when the wholesale dealer or manufacturer sells to the public at the full retail price, and the public are under the impression that they are purchasing at wholesale prices, the public are deceived, and no good purpose is accomplished to either section of the trade, all of which are necessary, the one to the other.

We feel certain that by calling your attention to this trade grievance, that you will give us your hearty co-operation and support in assisting us to remedy it, and we will be pleased if you will let us know as early as possible your views on this subject, so that we can place the same before our members.

The foregoing is a copy of a letter which has been sent to all the wholesale shoe men and manufacturers of Canada by the Ontario section of the boot and shoe dealers of the Retail Merchants' Association of Canada.

This section was organized in August last and is doing practical and effective work in the interest of the trade and in seeking to amicably adjust several vexed problems.

Favorable replies have been received by E. M. Trowern, of Toronto, secretary of the Association, from nearly all the wholesalers who have been communicated with. They express themselves as in hearty sympathy with the object in view and have promised to give it active support.

At a meeting of the Executive held last week several important matters were carried out. The Grievance committee presented their report and it was decided to hold a luncheon in the near future to which the wholesalers will be invited, when certain questions of mutual importance will be considered. The date has not yet been fixed. Copies of the retailers' petition will be presented to the wholesalers for signatures. This document has been signed by scores of retailers, and is as follows:

(1) "We, the undersigned Retail Boot, Shoe, and Rubber Dealers, doing business in the Dominion of Canada, believe that the practice, adopted by some

wholesalers and manufacturers of boots, shoes and rubbers, and other leather goods and findings, of selling goods direct to the public, is injurious to the best interests of those retailers who are carrying stocks and paying rents, taxes and other overhead expenses, as well as being injurious to all branches of the trade. In order to express our disapproval of the above custom, and to ask you to co-operate with us, we are attaching our names hereto."

(2) "We, the undersigned boot, shoe and rubber dealers, doing business in the Dominion of Canada, believe that it is not in the best interests of the retail trade, to send orders by their customers to wholesale houses and to manufacturers, to have them filled; nor do we believe that it is in the best interests of the wholesale houses or manufacturers, to fill such orders, or the orders of clerks from other wholesale houses and manufacturers in other lines, and we, the undersigned, therefore request you to assist us to remedy the same."

Having read the above, which meets with our hearty approval, we therefore agree with the retail trade through the officers and members of "The Boot and Shoe Section" of "The Retail Merchants'

Association of Canada," to carry out, under all circumstances, as far as we are concerned, the conditions as set forth above.

**Co-operation of the Jobbers**

The following is what the manufacturers and wholesalers will be asked to sign:

"We, the undersigned manufacturers and jobbers of boots and shoes, rubbers and findings, are fully in accord with the wishes of the retail boot, shoe, and rubber dealers, as set forth above by the "Boot and Shoe Section," of "The Retail Merchants' Association of Canada," in their desire to have the retailing of boots, shoes, rubbers and leather findings, and the filling of orders from retail dealers sent to us, through their customers, discontinued—as presented in the petitions submitted to us.

It was decided to hold the next meeting of the Executive on Thursday, April 24th, when further important topics arising out of the convention of last year will be taken. Signs have been printed at the request of the wholesalers, and are being sent to them. They are to the effect that "positively no goods will be sold retail."

**Grievance Committee's Work**

A Grievance Committee has been appointed, of which the following are members: J. H. Shinnick (chairman), Joseph Johnson, M. H. Carscallen. A Wellwood, T. Davis, Fred. Kibler (Berlin), A. Chisholm, T. H. Bigwood, W. T. Fegan, J. W. Jupp, A. R. Trudeau and E. M. Trowern.

It was also recommended that a slip be prepared and sent to every member of the "Boot and Shoe Section" whereby they can place on it the names and addresses of any persons whom they know have purchased goods from wholesale houses, and send the said slip to our office.

**Nothing Said About Quality**

The Grievance Committee also presented the following report:

A publication is sent out by the Department of Labor, at Ottawa, entitled, "Wholesale Prices, Canada, 1912." In this report mention was made of the wholesale prices of boots and shoes, and no reference was made to the quality; therefore, it was the impression of the committee, that the publication, as far as the "Boot and Shoe Section" was concerned, was of little value; and it may be the means of leading the public to believe that the profit in boots and shoes was considerably more than it is; therefore, the committee recommended that a request be made to the Executive committee of the Toronto Branch, asking them to deal with this subject, and to present views of this Section before the Minister of Labor, expressing our disapproval of the facts (as stated above) in this publication.

J. H. Shinnick has been elected second vice-chairman of the Toronto Section, to take the place of Richard Stephens.

The Executive of the Ontario Association has decided to meet every two weeks until further notice.

**Big Assembly in August**

Another provincial convention will be held in Toronto in August next during the progress of the Canadian National Exhibition. Preparations for the event are already in progress, and it is expected there will be an enthusiastic gathering.

**Do Not Be Careless in Fitting**

Just as there are no two faces alike, there are no two feet alike. It is not hard, therefore, to understand that shoe retailers have a very difficult problem to face from morning to night in their business when it comes to fitting shoes properly to their customers' feet. A shoe improperly fitted is hard on the wearer and also hard on the shoe, giving general

dissatisfaction and trouble both for the wearer and shoe retailer. It is easy to fit people properly if time and care are exercised. The reason that so many are improperly fitted is due to pure carelessness on the part of the retailer. Shoe dealers today have a stronger tendency to stick close to the lines carried than in years past. There is less tendency to change. This tendency works both ways for the shoe salesman. It makes it easier to hold old customers, and it makes it harder to get new ones.

**Buy Sizes to Match Demand**

A season of "Special Sales" like that just ended ought to call attention to the question of stock efficiency in retail stores. One large manufacturer of shoes has put on record his belief that ninety per cent. of the retail shoe business of the country is done with fifty per cent. of the stock maintained. Dealers, he thinks, do not base their buying (so far as extreme sizes and widths are concerned) on their records of shoes sold in previous years. Within the middle range of sizes—from seven to nine and one-half for men—they forecast their wants pretty closely, and usually all but exhaust their stocks. In the sizes above and below this range, however, they either fail to study their records or else allow their ambition to start the new season with a full stock to over-balance their purchasing.

For a case in point, study the size chart below which was clipped from a recent newspaper advertisement. It is

Clearing all leathers in 1911 shoes; they're our \$4 and \$5 values, now **\$2.85**

Look in the size chart for your size.

Widths	MEN'S SHOES, Lace and Button.												
	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
A	0	✓	✓	✓	✓	✓	✓	✓	0	✓	0	0	✓
B	✓	✓	✓	✓	✓	✓	0	0	✓	✓	✓	✓	✓
C	✓	✓	✓	✓	✓	✓	0	✓	0	✓	✓	✓	✓
D	✓	✓	✓	✓	✓	0	0	0	0	0	✓	✓	✓
E	✓	✓	✓	✓	0	✓	✓	✓	0	0	✓	✓	✓

good advertising, since it sets every reader looking for his size and width. But it apparently was not good buying, since more than two-thirds of the "outs" shown are concentrated in the four columns listing what might be called the "average sizes" in four and five dollar shoes. Though printed in a Chicago paper, it tallies closely with stock conditions in ninety-six retail shoe stores studied by Harvard University investigators last summer. Seeing it, one of them recognized it at once as typical:

"That is correct," he declared, "the majority of the size charts I made of season-end stocks had a hole right in the middle—men's shoes and women's shoes alike."

The "hole" represents sound merchandising. Service, of course, must be considered in buying, no less than sales. The big shoe manufacturer already quoted says, however, that the "outs" can be spread over a larger area of the chart if a retailer will only dig into his records, and the average number of sales for each size and width in past years and buy, then, to match demand.

This size chart taken from a recent newspaper advertisement is an interesting study in stock efficiency. It shows that the demand was closely forecasted within the middle range of sizes. Below and above this range, however, the stock record does not indicate careful buying. One prominent shoe manufacturer says that the "outs" can be spread all over the chart if the retailer will buy according to the average records of the sale of sizes in past years.



# Handling Hosiery and Umbrellas in a Small Town

Ontario Retailer Tells How He Makes Money Out of These Lines—They Work in Well With Leather and Rubber Shoes—Does Not Hold Sales in Regular Busy Seasons—Believes Newspaper Publicity is the Best of All

"Hosiery? Yes, I added this line three years ago, and have met with splendid success in this branch of the business. On a good many occasions hose have sold shoes for us and vice versa. They work in so well together that I wonder I did not try it before. We carry about \$200 worth of hosiery which, we find, is a sufficient stock, as it is easy to sort up at any time. Our lines retail from 25 cents to \$1.00 a pair in both men's and women's. We find the best way to sell hosiery in a town the size of this—about



H. L. HARRISON, FERGUS, ONT.

2,000 population, is to get a well known and widely advertised brand, which helps us, along with newspaper cuts, window cards, etc.," declared H. L. Harrison, shoe dealer, of Fergus, Ont.

He is an alert member of the footwear trade, as shown by the fact that he has one of the neatest and nicest hosiery departments that any small store could desire. He is always eager and anxious to take advantage of new ideas. For instance, he saw in the SHOE AND LEATHER JOURNAL some time ago that a certain shoe man was selling umbrellas and making a success of this line. Mr. Harrison thought the matter over and decided to stock them. He finds that umbrellas give very little trouble for shoe men to carry and they work in splendidly with the rubber footwear department. "On a damp or rainy day, it requires little or no effort to sell an umbrella to either a lady or gentleman, when fitting them with rubbers," remarked Mr. Harrison. "We find that the umbrella end is run best by putting a lot at one price, in the window, say at \$1.00, \$1.50 or \$2.00, as the case may be. We stock about \$75 worth in assorted qualities and appropriate handles, for men and women, retailing from \$1.00 to \$2.00. We are certainly glad that we took up this idea. The hosiery stock and our umbrella stock give us no trouble whatever, and yield a very fine profit."

## How He Broke Into Trade

It may be mentioned that Mr. Harrison has been in business in Fergus for the last eight years, starting in the

spring of 1905. He was born in Sussex, England, and came to Canada in 1886. He learned the harness trade first, and after working at Atwood, Listowel, Harriston, Palmerston and Kincardine, began for himself in Ethel in 1894. From there he moved to Southampton, putting in boots and shoes with the harness. After being in Southampton for eleven years, he removed to Fergus, having sold his stock in the lakeside town. In Fergus, he decided to go out of the harness business, owing to two others being in the same line, and he has specialized in shoes, proving a most successful and wide-awake retailer.

Mr. Harrison does not believe in sales at regular times, for then the people will soon learn to put off their buying until the regular sale comes along. He buys principally from the manufacturers twice a year and says he is sure to get broken lines sometimes. These are disposed of at a price displayed on a board hung at the door. Mr. Harrison does no credit business. Occasionally he sends out shoes on approbation, but not if he can possibly avoid it. He always advises his customers to get fitted at the store if possible, where every advantage is presented in the way of being suited. In this way, he has no bad debts. Mr. Harrison added that he does not think that he has lost \$25 in the last eight years.

## Different Kinds of Publicity

Speaking of the matter of advertising, Mr. Harrison observed that he has tried almost every kind of way and thinks that there are no two localities which can be treated in the same way. "We have," he said, "distributed articles from door to door—given souvenirs to school children—sent dodgers to the farmers and advertised in the newspapers all the time, and we think that, perhaps, the latter is the best way of all for our trade. We vary the space according to the season or the holiday, using from one-eighth to a whole page."

No repairing is done in connection with the business. There are two men in Fergus who attend to this work exclusively and most of the people go to the repair shop direct. If a shoe gives out at a vital point or proves faulty, and the proprietor thinks that an allowance should be made to the customer, instructions are given him to take the boot over to the repair shop and have the work attended to at Mr. Harrison's expense.

## Lemons Cure for Corns

Humanity has suffered with corns ever since shoes that pinch the feet have been worn, but there is no need of even those who will persist in wearing tight shoes having any more suffering due to this difficulty. The Italian people have less corns than any other, so it is said. The reason for this fact is simply because they resort to the most certain corn cure known in the world. When an Italian finds his corn is appearing he goes to the lemon for relief. A piece of the juicy lemon skin is tied on the toe completely covering the affected part, and allowed to remain there all night, when it is removed. The new corn will simply disappear, and the old offender will stop hurting, and in most cases dry up and disappear. In a few cases where the corn has been a bad one of long standing, it will require more than one application. The acid in the lemon reduces the inflammation and the tissues soon become normal. The remedy is safe, cheap and effectual, and should be tried by every one who knows what it is to suffer with a corn.



# Shoe Repairer Must Adopt Better Business System

More Progressive Methods Needed in Building Up Their Trade—As a Class They Have Not Kept Pace With the Small Retailer—Tell the Public the Advantages of Your Shop

Why is it not possible for shoe repairing to be conducted along the same lines as shoe retailing, and why is it not possible for the same methods of business to be pursued? There are many repairers whose volume of business is greater than that of many shoe retailers, and yet the small retailer will oftentimes have more so-called "system" in his work than the repairer, which necessarily means, in the end, a wider margin of profit, says the 'Shoe Repairer and Dealer.'

Repairers, as a whole, are conservative. Of that fact there is no doubt, and only in the last few years have they begun to assert themselves and make more of the opportunities that have always been knocking at their door. The average retailer will run charge accounts, he will send goods to his customer's house, he will do a certain amount of advertising and soliciting, not expecting that the average man will seek him out, and by neatness in his store, courteous service and attention to all the details that will please his patrons, he builds up a business that makes his "good will" valuable to his successor when he dies. By this we mean that the name of the retailer becomes a valuable asset in itself, and he can sell it at a certain price, exactly the same as merchandise when he disposes of his store. Too frequently this goodwill degenerates with a change of ownership, but the point remains true that every retailer seeks to build up a prestige about his name in order to have an asset for the future.

## Some Doubt on This Point

The methods of the progressive type of shoe retailer could well be followed by the repairer who wishes to broaden out his work. Why not allow goods to be charged? Because the margin of profit is not large enough, is the reply of many repairers. If this is true, it should certainly be remedied, because if profits are as short as that, they are absurdly small and not enough to allow any repairer to hold a place in the running any length of time. Charge accounts to responsible people is the first step in the growth of the repairer's business. They could be begun with a few people whose financial means are unquestioned and the repairer would find a rapid growth in trade particularly from women and children who will have much more work done than if they had to pay for it instantly, because they carry very little cash with them.

The subject of advertising for repairers we have frequently mentioned. It has become a positive necessity, and practically every repairer must realize the fact. There are dozens of methods of publicity, and the progressive repairer uses the one best suited to his needs, because his shop will never be on rush time if he waits for the business to come to him without any effort to go out and bring it in by showing what he has to offer the public. You honestly believe, if you intend to succeed that your own repair shop offers advantages that no other shop can equal, and it is up to you, in some way or other, to tell the public so, if you wish their patronage. Otherwise they will follow the path of least resistance, go to any shop that is handy, but last of all seek you out, unless they believe there is an advantage in so doing.

## Not "Easy Picking" Now

The repair game and shoe retailing ceased long ago to be "easy picking," so to speak, for anyone. Prices are too low and competition is extremely keen, but there is no reason at all why repairing should not advance as much as shoe retailing and it certainly will, if repairers will utilize the same progressive methods that their retailer friends have used.

Make the coming year one of bigger, better and busier business through progressive methods and energetic effort to make the most of possibilities, not through working down by price cutting and knocking your opponents, but by building up by the modern methods that have made other workers successful.

## Retail Merchants Coming

They Will Gather in Toronto from All Parts of Ontario on April 29-30—Live Issues on which Action Will Be Taken—The Bulk Sales Bill.

The shoe retailers of Ontario will be interested in the announcement that the fourteenth annual provincial convention of the Retail Merchants' Association will be held in Massey Hall, Toronto, on Tuesday and Wednesday, April 29th and 30th.

Many of the leading footwear dealers of the province are members of the Association, which is doing a good work for retail trade betterment.

During the same time there will be the Annual Business Show in Massey Hall when account systems, store and office equipment, etc., will be displayed to which all merchants will be given a complimentary ticket.

The officers of the Ontario Provincial Board are: Ald. A. Weseloh, Berlin, provincial president; E. C. Matthews, Toronto, provincial 1st vice-president; N. C. Cameron, Peterborough, provincial 2nd vice-president; E. M. Trowern, 21 Richmond W., Toronto, provincial secretary; M. Moyer, Toronto, provincial treasurer.

Do not forget the date, April 29th and 30th.

Secretary Trowern in his official notice says in part: "The proposed 'Bulk Sales Act,' which has been introduced in the Ontario Legislature, whereby, if it becomes law, every retail merchant desiring to sell his business will be compelled to place the selling of it in the hands of a trustee, and pay him a commission on the sale price, will be explained, and also the reasons for our opposition to it.

"The question will also be considered, 'Should Retail Merchants be subjected to the unfair competition of the big retail catalogue houses, who pay nothing for the upkeep of the various municipalities?'

"The Special Committee who waited upon Sir James Whitney and the members of the government, to urge upon them our request for a reduction in the rate of our business tax, will bring in their report, and the proposed amendments to the Peddlers' and Transient Traders' Act will also be explained. The proposed 'Employees' Compensation Act,' which we are opposing, will also be fully discussed.

"A report will also be presented of our proposed amendment to the present Ontario Act, whereby the employment of females after six o'clock is now a criminal offence. We consider that the Act should be changed.

"A report will also be presented by the Committee who waited upon Mr. Borden and the members of the Dominion Government, to request the abolition of the fees for the inspection of weights and measures, and also for other Dominion Legislation in the interests of the retail trade.

"An address will be delivered on 'The Effect that Reduced Parcels Post will have on the Trade of the Cities and Towns of Canada,' also 'What Retail Merchants Should Do to Hold and Develop the Trade of Their Home Town,' and 'Why Co-Operative Society Stores Should be Opposed by Legitimate Retailers.'"



# A Family Active in Business for Over Half a Century

The Name Wright has Played an Important Part in the Mercantile and Industrial Life of Strathroy—How Large Shoe Business Has Been Built Up—A Well Lighted Store that Features Traveling Requisites

There are fewer, if any, better known shoe houses in western Ontario than those kept by the Wrights in the thriving town of Strathroy, where the family have been in business for over half a century and are closely identified with the progress and stability of the place.

The accompanying cut affords some idea of the fine premises of F. J. Wright & Co., of which F. J. Wright is manager. A few doors away is another shoe store owned by his father, James Wright, who is so well established that his name is a household word throughout a large section of the country. Outside of the footwear business the Wrights conduct a large hardware store and stove and furnace store, which also has the agency for several agricultural implements.

But even the energies of this aggressive family are not confined to retail lines alone, for they are largely interested in the Wright Piano Co., which employs a number of highly skilled workmen earning good wages.

One feature of the up-to-date store conducted by F. J. Wright, which has been in progress for twenty-two years, is the admirable way that it is lighted.



F. J. WRIGHT, STRATHROY, ONT.

Besides two ample show windows at the front, there are large windows at the rear. There are no dark corners anywhere on the premises, which are eighty-four feet in depth and twenty-four feet wide.

The firm carry a footwear stock of about twelve thousand dollars and keep things on the move. They buy from leading manufacturers on the most favorable terms and have a repair shop in connection with the store where a first-class shoemaker is employed and all work promptly and neatly done. They consider the repair branch an important and profitable adjunct of their business.

They stock traveling goods of all kinds and do an extensive business in trunks, suit cases, and bags. Upstairs they have a large trunk room. They feature these requisites in window displays and during the holiday seasons.

While credit is given, they do not encourage it, and are first assured of the responsibility of the parties to whom it is extended. They report that their losses are very small in this regard.

"We attribute our success in the shoe line," added



PROGRESSIVE SHOE STORE OF F. J. WRIGHT & COMPANY, STRATHROY, ONT.



Mr. F. J. Wright, "to the fact that we handle reliable foot wear, seek to fit all customers properly, and never misrepresent our goods. We try to give the best service possible and endeavor to play fair with everybody. That is the reason our business keeps up. We allow customers to take out goods on approval, and while now and then a pair

of shoes will come back soiled, we have on the whole little cause for complaint. The country surrounding this town is good, the farmers are well-to-do, and business conditions are sound. If we did not have faith in Strathroy, its people and its future the Wrights would not have been identified in its mercantile life for half a century."

## What Advertising Should Do For the Shoe Retailer

Don't Talk About Yourself—Make the Light of Publicity Shine in Your Goods—You Are in the Shoe Business to Get Business, and Well Directed Expenditures Will Help You Do It—New Illumination On An Old Subject

By F. W. J.

As a matter of fact, it is doubtful if there exists any such thing or condition as "general advertising." This is an age of specialties in all lines of professions and business. It is equally so with respect to the different departments of all kinds of business. All of these apply to the advertising. General advertising carries the thought of promiscuous publicity, a programme this month, a few newspaper lines next month, a window card the following, and so on indefinitely. While this kind of advertising is better than none, it lacks the forcefulness in concentration and the convincing pulling qualities of the advertising which discloses system, consistency and persistency.

Anything beneficial which I can say must be along the lines of urging more serious consideration of the subject of advertising in your business. This is based upon the knowledge that what advertising retailers have done has been done in very recent years; upon the fact also, that the probable majority of shoe retailers have for one reason or another, not adopted the advertising of their goods as a part of their business, and upon my knowledge and faith that advertising is in this age a necessity to the achievement of that degree of success that we all strive to attain in our several fields.

### A Fact, Not a Question

The general benefit of advertising is not a question; it is a fact. It has made fortunes for thousands who had something good to sell, but who never would have sold it and would otherwise have remained poor and obscure. You may know how to make the best shoes and yet you cannot sell them unless you know who does make them. Even if you know you cannot sell them unless you show them and talk to the people about them. Your advertising should be a sort of general salesman for you. It must tell the people what you have to sell. It must create a demand for the goods that you handle or manufacture. It must make the public know that you have what they want. It must make the people want what you know to sell.

Make your name a guarantee of quality—the best quality—the quality the people want. Don't talk about yourself. Talk about your goods and the quality first, last and always. This kind of talk is the "general advertising" which makes pleased customers, increased business and large profits. Grapple well the admonition of Him who said, over nineteen hundred years ago "Hide not your light under a bushel." Set it forth where it may be seen and its rays.

### The Evolution of Demand

I have seen the fact demonstrated that simultaneous campaigns of advertising by competitors have been a decided benefit to both instead of having, as commonly supposed, a sort of nullifying influence. If I were to choose a new field of activity in the shoe business, I would have a great preference for that one where there was a top-liner of the progressive type, seeking new and more business through advertising. Advertising calls attention to goods and gets people into the habit of buying more of them.

As fast as you strive to improve your goods and keep them before the minds of the people, just so fast will your sales increase. It is not so many years ago when the clothing, caps and shoes worn were home-made. The time is not far distant when the housewife will no more think of making her own bread, cakes, and pies, than she does now of making suits and overcoats for her husband and sons. The one to reap the reward then will be he who had the goods that the people want, and who makes them known through advertising.

Advertising should be a part and parcel of your regular business as much as it is to see that men are engaged to sell your shoes or fit your customers. The cost should be looked upon as necessary a part and parcel of your equipment as the paying of your gas or water bill. Many retailers in large and small centres have learned the lesson of advertising and now regularly appropriate a certain percentage of the sales, say 2 per cent, 3 per cent or 4 per cent, and credit it to a publicity account to be spent in that department.

It certainly is most essential to watch outlay and curtail unnecessary expenses, but don't let this stand in your way of progress. Suppose you spend today \$100 for additional business. But wait, figure a minute! You will have made 50 per cent. per annum on your money. Doesn't that pay? Cut that profit in half if you like, and answer me: is not 25 per cent. clear a fair profit?

### Do Not Be a Back Number

Systematic, continuous advertising has other benefits than those of increased business and greater profits. The business man who does not advertise is not considered as up-to-date in the business world. He is often referred to as a "back number."

While he counts his coppers his more progressive competitor is counting his gold. Where will you find a community which does not look up to and honor the merchant who advertises? His adoption of top-line advertising methods stamps him in the public mind as a wideawake fellow. Their business and their trade will invariably follow their admiration. Just ask your banker if this is not the fact. Advertising, particularly in the present condition of the shoe business, is the greatest entering wedge for new trade which has ever been devised.

Make your advertising constant and continuous. Make your efforts follow and lap over each other. Spasmodic efforts are generally failures and seldom pay. Keep advertising if you want to be successful.

Lastly, remember, you are in business for business, so it's your business to get business.

To ease a tight shoe, wring out a cloth in very hot water and place it over the spot where the shoe pinches. Repeat this as soon as the cloth becomes cold. After two or three applications the leather will have become stretched to the foot.



# The Way Many Small Lines Increase Net Profits

Why a Findings Department Pays—Some Pertinent Pointers—Large Profits and Quick Returns are the Rule—  
Making Effective Window Displays of Certain Seasonable Lines

Can you afford to pass up a line giving a profit varying from 25 per cent. to 125 per cent.?

Most shoe merchants do not realize what they are missing by not carrying a well-equipped findings department. These goods are the easiest things on earth to sell if given a proper amount of attention, although very little is necessary if it is of the right kind.

Another important reason is that they are the greatest feeders for the shoe department proper that can be placed in any store. When located in a central position and well displayed, many people who come for findings alone will stay to buy shoes if a skilful salesman is attending to them. A findings department can thus be made most attractive and compelling.

Some people have a kind of hazy idea that a small stock of laces, brushes and shoe polishes comprises this department. This is far from being correct. A glance over a catalogue of any Canadian findings house will dispel this idea and the procuring of one is the first step required when opening or extending your present findings section.

Some goods going under this heading that might be mentioned are laces, polishes, blackings of all kinds, white canvas cleaners, over-putters and leggers, rubber heels, shoe trees, insoles, arch and ankle supports, heel cushions, bunion protectors, ice-creepers, button-hooks, heel plates,

shoe-lifts, etc. These are only a few, named just to show what "findings" really mean. Surely the salesman does not lack opportunity to exercise his talents with such material to work on.

## Small Outlay Needed

The dealer who is desirous of starting a department will be surprised at the small amount required for the initial investment. A good, well equipped stock can be procured for a price ranging from \$100 to \$200. What will make this seem doubly small is the rapid turnover attained, as a stock can be turned over in a very few weeks. It certainly is worth while when the profits are considered. On account of the rapid sales stock can always be kept new and complete with little subsequent outlay, and there is not the slightest risk, or reason for hesitating over the proposition, in view of the undoubted benefit reaped.

To ensure success, this department should be kept separate from the rest, and is best located near the entrance of the store, where it will at once attract attention of those entering. Very little space is necessary. A fair-sized stock can be shown in an ordinary sized silent salesman showcase, which must necessarily be up-to-date and of good quality. Plate glass shelves enable the placing of a complete showing of practically every line that goes under this heading. As every shoeman is posted on the prices of these cases, it

## CO-OPERATING WITH THE HOME PRODUCER

The accompanying illustration affords an idea of how an enterprising shoe dealer can encourage home manufacture. It is a special window trim put in by Mr. Chas. Seyler, of Berlin, of the various lines of shoes manufactured by Chas. A. Ahrens, Limited, of that city. Mr. Seyler is a great believer in solid leather shoes and has worked up a good reputation in a few years as a quality man. In solid leather staple lines he has always featured the Ahrens shoes, and it was his suggestion that a window display of them should be made at the time of the Easter holidays. All the lines exhibited were from his regular stock and he also used as a background the different kinds of leather in the whole skins and sides from the cutting room of the factory. The result was mutually beneficial to Mr. Seyler and the Ahrens Co.





is not necessary to go into figures and values. Customers, when entering the store cannot fail to notice a tasteful display, and if they are waiting to be served it takes up their attention and suggests a needed purchase, where they would otherwise be fuming at the slightest delay in service, which, as every dealer knows, is sometimes unavoidable. When leaving, the competent salesman will always draw attention to a display. A caller when securing a pair of shoes does not require a great deal of urging to further add to his foot-comfort by buying an ankle support, a pair of rubber heels, or some such item. Particularly with young men and women do these goods appeal.

### The Methods of Management

The majority of dealers generally place this department in the hands of one particular clerk, he making it his duty to concentrate on the findings branch. Others prefer to give it their own personal attention, allowing their clerks a certain commission or p. m. on findings they sell to shoe purchasers, believing it proves an incentive to them to push these lines. It is rather hard to say which method works out best. It is a well known saying, "Two heads are better than one" and if it is to the advantage of the whole staff to keep in mind and push findings, the sales should certainly be larger than if one special clerk has charge. Every man who can add a few extra dollars to his pay cheque will certainly do so.

On the other hand, those retailers having one clerk giving his attention to this department, instructing him in the sale and making him responsible for results think that by this method the department is more likely to be better looked after. There can be more frequent changes of displays and there is less likelihood to run short of different lines. Both methods have their distinct advantages and drawbacks, but, as every shoeman has and understands best his own particular class of help, he is able to decide without much trouble which plan is the better for him to follow. In either case it should be watched carefully and records kept of all findings so that the department will get proper credit, enabling the dealer to know just where he stands and what his profits are.

### How Advertising Pays

Although, in the case of the findings department, people will naturally gravitate towards the shoe store when in need of something in the way of footwear accessories, just as an automobilist does toward a garage, much trade can be secured, and a wholesome interest stimulated through advertising. Impress your customers with the fact that you have a stock of first-class goods, that you are in earnest in your desire to please them and feel sure that you can satisfy them.

### Use Window Displays

The windows are really your best manner of advertising this line and through the large variety and different shapes and forms of goods, a strong, telling window display can be secured. Many shoe dealers who have made a success of their findings branch think it pays to have an entire findings window once in a while, saying it boosts sales wonderfully, as well as impresses customers with the fact that you have a good, strong representation. Even in a shoe window different articles can be distributed here and there to balance things, making an ordinary window look fresh and neat. A striking background can also be obtained sometimes through the judicious use of various findings. With button hooks, shoe trees, over-gaiters and leggings, all sorts and colors of laces, arch supporters, insoles and other articles, the window will not lack for contrast and can be arranged in effective combinations. Study out a plan before dressing a window.

### Observation is Invaluable

One great advantage in expecting each salesman to boost the sale of findings is in the opportunities he has of suggesting findings which are needed by the customers on

whom he waits. You know what fine chances a clerk has of suggesting different articles. For example, a young fellow comes into the store and asks for a pair of rubbers. The clerk will see when fitting them that his heels are run down. He can suggest having them trimmed and a pair of rubber heels put on. Nine times out of ten, with the average young man, a sale can be made. Perhaps a man or woman is purchasing a pair of rubbers or some such like. It seems a small matter to suggest that you notice the condition of the laces in the shoes. The matter is far more important than it appears. If the customer's laces are in a worn condition he or she likely knows it but has overlooked it for the time being, having decided probably that morning to buy a pair the next time when passing a grocery or shoe store. If you draw the attention of such a man or woman not to the laces in their own shoes, but to your own complete stock, you will make the sale. When working towards this do not attempt to sell only a single pair, but get into something bigger. You generally end up by selling half a dozen pairs just as easily as you can one. Take the matter of polishes. Suppose you have a polish that you can particularly recommend for certain leathers. There should be nothing more simple than selling a purchaser of new shoes a box or two of it. He or she will be sure to buy if you tell them it will improve the look of their footwear a great deal more than an ordinary polish. Shoe polish is not a losing proposition.

As stated previously, you can very often suggest a pair of arch supports or heel cushions to a purchaser who complains of weak feet or asks for a special shoe to remedy some pedal defect. If you tell a parent that the heels of a pair of children's shoes will last twice as long if heel plates are placed on them you will be sure of a sale. All these articles yield a profit of a hundred per cent. or more.

### Tact is Necessary

Of course, in learning by observation as outlined above, great tact must be used in making these suggestions, so that no offence can be taken. This would do a great deal more harm than good, and the salesman must study the question from all sides, profit by past mistakes, strive to make such sales and still have the patron's good will. Quite often the latter will thank the salesman for some suggestion thrown out which means much added comfort for him.

### Proper Tone Required

This is necessary to make the department a success. What is meant by these two words is the general appearance of the findings department. Keep your stock up to the highest notch at all times; you can afford to do this, as all profits are extra profits, without overhead expense. You will find the net margin will pay your minor expenses and still leave you a handsome sum at the end of the year. It will also procure many shoe sales that otherwise would have gone elsewhere. Exact courtesy and observation from your salesmen. Above all, boom your findings department in and out of season. Push seasonable lines. There are always several articles that have a very heavy demand at certain periods, the sales of which will often pay for the upkeep of the whole department, as well as staple things that go well all the year round. In these days of high expenses and keen competition every cent must be made to count, and as a well known, successful retail merchant stated with much truth, "Many lines under one roof diminish the ratio of expense and greatly increase the net profit."

### WORD FROM AN OLD FRIEND

'I have taken the "Shoe and Leather Journal" for the past twenty-four years and have noticed a steady improvement in its pages. It is a great help to the trade.'

Sincerely yours,

J. B. BADOOR.

Stratford, April 3, 1913.



# FALL STYLES



BY C. B. DAYFOOT & CO



BY MINISTER, MYLES SHOE CO



BY C. E. McKEEN CO

# FALL STYLES



BY SMARDON SHOE CO



BY GETTY & SCOTT



BY CLEO SHOE CO.



# Fall Selling Season Yielding Encouraging Business

What Representatives for Various Manufacturers Have to Report—Fabric Tops and Suede Shoes are Favorites—The West Still Likes the High Toe—Some Firms Report That Recede Toe is Not Taking Well in the Smaller Centres

The fall selling season is now well advanced and travelers who have been out for the past few weeks with samples, are sending in encouragingly large orders to their houses. Many different reports come to hand of what is selling best. Certain localities, which are more conservative than others, still adhere to the high toe. The popularity of this in the West and in the smaller centres is yet strong. In the medium class trade the moderately high toe or the wide full forepart is having the biggest call.

The low heel also seems to meet with a large measure of favor, and among the best sellers in women's are patent shoes with cloth tops. The demand is exceptionally strong. The recede toe is going nicely in the cities, and in the highest class lines. Among women who can pay an exceptionally high price for their dainty footgear, the shoe with a long French vamp and pointed drop toe is taking remarkably well. Buyers of the costliest lines seem to think that there will be an active demand for this boot for fall trade. The requisitions for storm and winter calf shoes is decidedly brisk, particularly those built on flat tread, foot-form lines. In men's there is a very good demand for broad, full, round toes, and also those constructed on strictly English lasts. Such walking boots for women also bid fair to have a big city trade.

One authority on styles says it looks as if the button boot is still going to retain its superiority, as, for some reason or other, women cling to the button creation. In the higher priced lines, bals are selling better than bluchers, while in the medium class trade, the blucher is having a little stronger call than it had. However, it is too early yet to forecast with any degree of certainty, what the proportion will be of buttons, bals or bluchers in either men's or women's,



GUN METAL BLUCHER, LOW HEEL, CIRCULAR FOXING, FULL TOE.  
BY AMES, HOLDEN, MCCREADY

although the button is not likely to be a very strong feature in men's except where they carry cloth tops. A fair number of shoes with blind eyelets are selling, but there has been no great call for them so far. Retailers generally welcome a return to plain conservative patterns, and the elimination of eccentric or freakish models. Many manufacturers think that fabric shoes for women will be made to a very large extent for fall. The new recede toe, which already has come into style in the cities and is slowly winning its way in the

towns, is a good last for the all fabric boot. One manufacturer says, that when the high, wide, toe lasts were in style, fabrics could not be used for vamps of women's shoes, because they would tear if subjected to the unusual strain necessary to pull them over the unusually high wide toes, but with the narrow toe, it is possible to make a good satin boot with comparative ease.

Fabrics are easily pulled over the new recede toe and a



CHOCOLATE WILLOW CALF, LOW HEEL, PLAIN QUARTERS,  
WATERPROOF DOUBLE SOLE. BY C. E. MCKEEN CO.

number of makers of women's shoes, are pushing button creations for all that they are worth.

A recent despatch from Lynn, says: "Many of the new fabrics are light and dainty, and make up into shoes that are feminine in character, and that please refined women. Often the fabrics harmonize with the fashions in dress. For example, the "battleship gray" velvet boots match the battleship gray velvet dresses that are now being worn. Then fabric boots may be kept neat and clean quite easily, and that is another factor that women tend to very much. Some of the fabric shoes may be kept clean with an ordinary brush, even as can a hat, or a dress. This saves the cost of shines, a fact that is approved of by thirty purses.

To satisfy the demands of the shoe trade, the mills now are producing cloths especially for footwear. The "vestings" that once were used for tops of novelty style boots, have given place to strong fabrics, so woven that they will form over lasts and wear upon the feet, in about the same way as will leather. Many of these new fabrics are especially adapted for women's shoes. Fabrics are much more proper for women's shoes than for men's.

There are a hundred and one varieties of fabrics for footwear, just as there are a hundred and one varieties of leather. The fabric shoe may be more expensive or less expensive than is the leather shoe. Generally speaking, the buyer gets as good fabric as he pays for. The time is not yet here when the common use of fabrics is so extensive as to permit the production of shoes at less than present market prices. It is fashion that is forcing the run on fabric shoes for women."

Jackson & Savage, Limited, Montreal, are showing a splendid line of Boy Scout shoe samples for fall. The sizes in youths are made from 11 to 2, while the boys run from 2½ to 5½. Four new lasts have been added. They are the College, Normal, Varsity and Laval. The former two have wide, full nature shaped toes, while the latter two

are slightly narrower and a little higher. These shoes are made in both McKays and Goodyear welts, and come in tan calf, patent colt, boarded calf, gunmetal calf, velour veal, gun metal veal, box veal, etc., in both button and lace. Little gents' run from 7 to 10½, and an exceptionally fine range is presented. No extreme styles are offered, the whole



BOY'S GUN METAL BUTTON WELT, WITH MAT TOP—BY JACKSON & SAVAGE

line of Boy Scouts, which is very much larger than former y, owing to a considerable number of Goodyears, are all splendid every day sellers. The Girl Guide shoes are also attractive and most representative in character. Besides, the Boy Scout run of samples, the firm have added a line of men's shoes under the name of the Scout Master. These are made in all leathers and on a nice range of lasts, in button and blucher, on reede, broad, medium and high toes. The



TAN CALF BLUCHER, SEMI-HIGH TOE, ON "PRINCETON" LAST—BY JACKSON & SAVAGE

firm report an exceptionally good business so far this season, and believe that their line is the best that has ever been turned out by them.

The Regina Shoe Co., of Montreal, are showing a smart and dressy line of women's Goodyears and McKays for fall. They have added several new lasts, one being a growing

girl's, with wide, full toe, 12-8 heel and of splendid fitting qualities. Another last carries a slightly higher and fuller toe, with taller heel and makes a remarkably good walking shoe. One feature of the range is the large number of button boots on snappy lasts, there being several in patent with cloth tops, which are selling exceptionally well. The 14 and 16 button models are the favorites. There are several samples with Roman silk top in all colors and also with plaid tops. A special range is being shown in storm calf bluchers with viscolized soles, some lined with leather and others with felt. These are built on the new lasts and are taking well with the trade. A large proportion of the models have slip soles. The principal leathers are gun metal, patent, tan and storm calf. The Regina range is wide in character and selection, and evidences good shoe making, smooth finish and neat lines. The Regina Shoe Co. report an active demand for the medium, high and wide toes, with buttons still predominating.

The Tetrault Shoe Manufacturing Co., Montreal, are showing a very comprehensive and representative line for the fall selling season. They expect a big call for men's



GUN METAL CALF, LOW HEEL, RE-INFORCED ARCH, FLAT TREAD, FULL ROUND TOE ON "ARCHEASE" LAST—BY COOK, FITZGERALD CO.

black button gun metal, velours and patent, with black cravenette tops on a dressy last. They are going heavily into this line for the coming season. So far, judging from orders received from travelers, these expectations will be justified. They think the principal call this season will be for a medium high toe shoe, and toes on a good many lasts are being slightly moderated. The Tetrault company have a couple of new lasts which are expected to sell well. The Balkan has a medium high toe with a 1¼ inch heel and a steady call is being made for it so far. The "Stag" is built a good deal along the proportions of their old "Flirt" last, and is also taking well. One of the principal points in the Tetrault lines is the rubber soled shoes which are reported as making a bigger hit than ever this year. The advance in the sale of this style of shoe during the past few seasons has been phenomenal. They are making a specialty of them further adding to their usefulness and distinctiveness by the use of steel protectors on the toes which do away with the objection that the rubber wears away too fast. These protectors are screwed on, making them much more solid than if nailed on. Another big improvement, which is



something new to the Canadian shoe trade is the "Balkan" back-strap on all better grade lines. This is made of rolled leather, is very strong, and also adds to the appearance of the shoe. The Tetrault travelers are now calling on the customers and are all sending in nice orders for fall delivery. They are M. L. Savage and Harry Foote, from Port Arthur to Vancouver; J. Heffering, Toronto and Ontario Province; Wilfrid Lessard, Montreal and Quebec Province, and F. Laskey, Maritime Provinces.

**Big Demand for Cloth Top Patents**

The Smardon Shoe Co., Montreal, are presenting a choice fall line in women's turns and Goodyear welts and in men's pumps and slippers. Buttons are strongly repre-



GROWING GIRL'S STORM CALF BLUCHER, WIDE FULL TOE, VISCOLIZED DOUBLE SOLE—BY REGINA SHOE CO.

sented, five new lasts being shown. The buttons number thirteen and seventeen and a variety of toes are displayed, practically all being of the recede character, while many models carry the narrow, drop toe. The showing in patents with cloth tops is large and they are selling remarkably well. Heels run a little lower than in the past season, the lowest pedestals being 11-8 up to two inches. Kid button boots with a kid tip and cravanette and cloth tops are going very well. Among the other showings are English walking shoes with low heel, broad tread and drop toe; a grey kid button with Queen cloth top of a similar shade, and suedes in black, grey, blue, tan and brown, which are moving freely. Automobile shoes, fleece-lined, of seventeen and twenty button, with rubber soles and heels are also exhibited. A number of bluchers in all leathers for women are shown as well as some tans, in both button and blucher. Pumps are seen in patent, kid and suede, the foreparts being ornamented with silk pom poms and beaded effects, in gold, steel and jet, while a few have flat bows. Men's pumps in patent and gun metal, with plain silk bows, and slippers in Romeo, Juliet and opera style are well represented. The entire Smardon range for fall is characterized by plain, quiet effects and is most comprehensive in its nature.

My lady's new boots are half black and half white, says an exchange, the white portion being on the outer side of the foot and the black sides coming together over the ankles. There is no division between vamp and buttoned upper part, the foot being, so to speak, a "two gore" model, with seams down the centre front and back, and one gore is of black calf and the other of white buckskin. The heels are white and also the buttons, which run up the outer side of the boot in a straight line.

**Giving Premiums that Win Women**

The accompanying contest card has been used recently by a number of retailers in various parts of Canada. They declare that it proved a good trade booster and worked up a vast degree of interest among the women who do the largest amount of purchasing in family footwear. The following conditions printed on the back of each card explain themselves. They are simple and worth reading.

**Contest Card—Save This Card**

A contest card will be given to you each time you make a purchase at this store amounting to \$1.00 or more.

The amount of your sale will be punched out of this card and on the day and hour specified below you present all cards at this store.

On that day the person present holding the card showing the largest amount of purchases punched out will receive a beautiful 42-piece dinner set absolutely free.

Only one set of dishes will be given to each family—this gives everybody that trades here a fair chance to secure a set of dishes free.

If your card does not entitle you to a set of dishes at the first distribution save your cards anyway as you may have the high card at later awardings.

Thirty dinner sets will be given away one each week. On the thirty-first week we will give away a beautiful sewing machine.

Present cards on Wednesday of each week at 4.00 p.m.

**A Variety of Useful Articles**

One retailer writes the SHOE AND LEATHER JOURNAL that it is not necessary to adhere to a set of dishes. He substituted a nice line of oak rocking chairs. Others could try ladies' writing desks, oak china cabinets, kitchen cabinets, sewing machines, vacuum cleaners, washing machines, electric irons, portable lamps, parlor tables, carpet sweepers, traveling bags or suit cases, the latter often being carried in stock by alert dealers. In fact the field of selection is very wide and the outlay for articles may range anywhere from three or four dollars each up to twenty or twenty-five.

1	6	5	7	9	11	13	15	17	19	21	23	25	27	29	31	33	35	37	39	41	43	45	47	49
2	4	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42	44	46	48	50	
\$21	\$22																							
\$23	\$24																							
\$25	\$26																							
\$27	\$28																							
\$29	\$30																							
\$31	\$32																							
\$33	\$34																							
\$35	\$36																							
\$37	\$38																							
\$39	\$40																							
\$1	\$2																							
\$3	\$4																							
\$5	\$6																							
\$7	\$8																							
\$9	\$10																							
\$11	\$12																							
\$13	\$14																							
\$15	\$16																							
\$17	\$18																							
\$19	\$20																							
\$21	\$22																							
\$23	\$24																							
\$25	\$26																							
\$27	\$28																							
\$29	\$30																							
\$31	\$32																							
\$33	\$34																							
\$35	\$36																							
\$37	\$38																							
\$39	\$40																							

Name \_\_\_\_\_

Address \_\_\_\_\_

This card represents cash purchases made by the person above named. Present this card at our store each week on the day named - there will be a free distribution of dinner sets to the patrons of this store. See particulars on reverse side of card.

The contest may be carried on for a month, two months or six months. All these details are for the retailer to decide. He knows best his resources, his trade and its possibilities.

"I gave away dishes," declared one shoeman, "and the competition aroused the liveliest interest. When Mrs. Brown or Mrs. Black took home the set she had won, she would call in all her friends and the whole street or neighborhood would get talking about my enterprise. I found my sales greatly increased and scores of women entered my store to make purchases whom previously I had never seen inside the door. Everything was conducted fair and above board. There was no guessing, chance or luck, the same as in a drawing contest. The one who held the card with the largest amount in purchases punched out received the premium each week."

# STRAY SHOTS FROM "SOLOMON."



Hard work is better for a nation and individual than ease and sloth. This "land of the north" has a future to carve out that will not stand forth in the strength and

## WOE UNTO THEE

beauty of highest nationhood if we are to take on the ideals and methods of our southern neighbors. Already luxury and greed of gain are getting in their insidious work and it will not be long until vanity and vice begin to mar the fair features of the sculpture. We need to have the warning of the wise man sounded loud in our ears, "Woe unto thee, O land, when thy king is a child and thy princes eat in the morning; blessed art thou, O land, when thy king is the son of nobles and thy princes eat in due season for strength and not for drunkenness."

It is true that fools never change their minds, but the man who is always turning his coat inside out needn't complain if people think it is a strait jacket he needs.

## DOUBLE SHUFFLERS

Look out for the fellow whose opinions change with the weather, who blows hot one day and cold the next. There are people who say yes to everybody who comes along. Their mill runs every day and Sundays, and it doesn't matter whether you take musty corn or Manitoba hard wheat they will turn you out chicken feed or family flour at will. There are always with the winning horse and look to see the side the butter is on before they take a bite. Like the man said to his wife when she was tired keeping him by going out scrubbing: "Leave you? Never, my dear, while you have a dollar!" The double shuffler we have always with us.

Don't despise the poor fetich worshipper if you are making money the one thing needful. The thing you sleep with and walk around with in your waking hours

## THE MONEY GOD

is no better than the fat-headed god of the African. When this money worship gets hold of a man it is worse than booze. It makes him meaner than a skunk. You don't need to be a miser to be a dollar worshipper. There are men who throw about gold in handfuls who have the idol habit as confirmed as the worst old screw. They size people up by the money they have or are making, and every man to them is an opportunity for making or losing. They wouldn't admit it, but they would sell the nails out of their mother's coffin or dispose of the bones of their father to a blacking factory to turn a penny. This habit we are getting of measuring men by the dollar standard is growing upon us.

Fools are not all dead or rogues would not make the fat living they do. It takes two to make a deal. And one must ever be a little "easier" than the other to keep the pawns

## FOOLS AND MONEY

going. "The simple believe every word, but the prudent man looketh well to his going." Before you buy Western town lots find out whether they are on "sloughs" or dry land. There are some people so anxious to get rich these days that they will bite at a proposition to sell water lots in hell. You can sell real estate three thousand miles away more easily than you

can get people to look at a good business proposition at home. We are legislating against bucket shops and race-track gambling, while ministers as well as laymen are putting up money on chances that have the faro layout or book-making skinned forty ways. "Fools and their money are soon parted."

Far fields have a green tinge, but often when you get to them they have neither the looks nor pasture value. The man who is always bragging about what he would do

## WANDERING DESIRE

if he got the chance, lets chances by while he is mouthing. "Do with thy might what thy hand findeth to do." Put in good honest hard licks where you are placed and you will get success there, and prepare yourself for bigger things farther on. The biggest thing a man can do is to do well what he is at. Opportunity has no use for laggards and boasters. David was minding sheep when he was sent for to take a kingdom. Elisha was plowing when Elijah called him. Work, don't wait for the call. "Better is the sight of the eyes than the wandering of the desire."

Just now science is waging a vigorous war against the fly. It is being "swatted" in the papers, in medical gatherings, health bulletins, women's associations, and even in

## SWAT IT

sermons. What a pity in getting after the house fly we do not make up our minds to swat the species that gets not into our milk, tea and gravy, but into and spoils our lives. "Dead flies cause the ointment of the apothecary to send forth a stinking savor." That which should be healing becomes deadly, that which is aromatic, nauseating and pestilential. Man! You might be a power in the community if you let drink alone or curbed that secret deadly vice. You are smart enough in business to be finance minister, but all your ability seems to run to tricks instead of helpfulness. You have a kind heart and a genial countenance but you have a bad tongue—you are a reputation assassin. "Now Naaman, captain of the host of the king of Syria, was a great man with his master and honorable, he was also a mighty man of valor, *but* he was a leper."

All the world despises a blatherskite. Even fools can sense a fellow who is all talk. When you hear a man shed words like drops in an April shower you can put him down that he has water on the brain.

## JUST BLATHER

"A fool also is full of words." We have the evidence in every public meeting as well as every newspaper we pick up. The man with a case or something to say worth saying doesn't waste time and breath getting his ideas out; but the fool, like the brook, goes on forever. Even the frost of public contempt does not seem to stop the flow. Just go into any gathering from a council meeting to an ecclesiastical conference and see if it is not the fellows with the few ideas that have the flow of language. A loquacious lawyer attempting recently to be funny with a spinster who was on the witness stand asked her if she had her "chances," meaning offers of marriage. The witness, who was a Scotch body, replied. "Chances or no chances, I wadna hae a blether like you."



## What would you say to close this shoe sale?

Mr. Thos. Billings is a wealthy farmer and well known to you by reputation, but he has the name of being able to drive a rather close bargain. He comes into your store and asks to be shown some "Sunday-go-to-meeting" shoes.

Apparently he means business, and you show him several lines at \$4.00, \$4.50, and \$5.00, giving him your best attention. You explain to him where the value lies in your men's fine welts, their shape, fit, comfort and durability. He tries on two or three pairs of your \$5.00 range.

Mr. Billings agrees with you in every particular. He likes what he calls the "look of the boots," appreciates the quality, and thinks the five dollar figure is not too dear to get shod for a wedding or a tea-meeting function. He admits you would not sell him anything that would not fit his foot or give satisfactory wear. **Still he does not buy.**

You know that he has the money in his pocket and you feel that he wishes to purchase a pair for "best," but he won't add the final word.

This is an embarrassing situation, for nearly every day a retailer encounters one or more customers who seem desirous of buying, have no fault to find with the goods, and yet apparently cannot or do not come to any definite decision.

### **What would you say to Mr. Billings in order to make this footwear sale?**

For the best answer, the SHOE AND LEATHER JOURNAL will award cash prizes of \$3.00, \$2.00, and \$1.50, and for all those, outside of the prize winners, which are considered worth publishing, \$1.00 will be paid.

Competition closes May 10. Send in your replies as soon as possible. Results will be announced in an early issue. Any one may take part in this discussion.

**Address Competition Editor**  
**Shoe & Leather Journal**  
1229-31 Queen Street West - - Toronto

# Does It Pay to Control a Certain Line of Shoes ?

Manufacturers Often Expect Too Generous Orders in Return for Exclusive Handling—Dealers Now and Then Seek to Corral Too Many Lines and Trouble Comes—A Problem on Which Maker and Merchant May Never Agree

How many hundreds or thousands of dollars worth of shoes should a dealer buy from a manufacturer before he can obtain the exclusive control of that line in the centre in which he does business?

This is a question upon which neither the manufacturer nor the retailer is likely to agree. There is always a certain amount of selfishness and narrow interest on both sides, and the parties are apt to look at the problem from different angles. Some manufacturers want to literally "hold up" the retailer if they give him control in a certain town, while certain dealers think by buying a few dozen pairs, the makers should appoint them as special or exclusive representatives and not sell to any one else in that centre. How large an order should a retailer place with a manufacturer of branded shoes before being given the exclusive local supervision of that line? It is doubtful if this ever will be settled. Much depends upon the size of the town, the number of shoe stores in the place, the class of trade catered to, whether the factory is a large or small one, and also whether the dealer is progressive and alert, or whether he is a dead or stagnant one.

"Here is where the chief difficulty comes in," said a traveler of a well-known Ontario factory making men's

welts exclusively. "Some fellow in a small town thinks because he gives us an order for a few hundred dollars, that we should not sell to any other dealer in the place. I call around next season and find that he has done little or nothing to push our goods. When I tell him that I will sell Brown or Smith down the street, he grows indignant, and says he is practically the only man there who can do business for us, and the other dealers do not count."

## How Retailer Falls Down

"Now, this taking the agency from one man and giving it to another is a constant source of friction and misunderstanding. I am in the habit of telling a man straight, that, if he does not give me an order for such and such an amount, that I will sell to others in the town. We make a range that nearly any shoe man is glad to handle, and therefore I have no difficulty in placing our business.

"The chief trouble, as I have intimated, arises over the fact that nearly every retailer who wants to control your line, also wants to control three or four other lines as well. The result of it is—none of them get the attention that they should. Then, if you kick, he gets hot and doing business with him becomes a bugbear instead of a pleasure. We do not like

## AN ENTERPRISING SHOEMAN GOING TO THE WEST

Scythes Bros., who have been in business for the last sixteen years on Dundas St., Toronto, are conducting a clearing sale and will retire from the shoe trade. This firm has been one of the most aggressive and enterprising character. The business was established by W. G. F. Scythes in 1897. Some eight years ago the block in which the store is now located was built, and this has now been sold at a very gratifying figure. Mr. W. G. F. Scythes retired from the firm about five years ago and is now conducting a large music house in Regina. His brother, H. L. Scythes, who has been identified with the business for eight years is leaving Toronto shortly for Edmonton where he is going into the contracting line. The accompanying illustration affords some idea of the neat and attractive interior of the store at 611 Dundas St., which the firm have occupied since 1905. H. L. Scythes has proved himself to be one of the shrewdest business getters and most wide-awake retailers of any in the trade. The way he has gone after the family trade as well as that of moulders, milkmen, carpenters, builders, school children and other classes has often been referred to in the columns of the SHOE AND LEATHER JOURNAL.

Each caller, for instance, received a yellow (the store's color) private post card after every purchase, which was dated and signed. It read as follows: "We thank you for to-day's purchase. Remember that we stand back of all



our shoe selling with our guarantee of satisfaction in every case. We make it a point to shoe customers so that they will continue to come back. Satisfaction and shoes go in the same parcel here."

Mr. Scythes feels that there is a great opportunity in the building arena in Edmonton and, now having sold his business block to advantage he intends to take up his abode in the hustling capital of Alberta, where he spent a portion of last winter.



the idea of giving one man control of our goods, unless he is a particularly heavy buyer. We find that, by selling to two or three or four customers, we do a much larger aggregate trade in any centre. After all, it is an exemplification of the old saying, that 'Many mickles make a muckle.' Retailers, on the other hand, do not view this the same as some manufacturers do."

#### Held Out Big Inducements

Speaking to the SHOE AND LEATHER JOURNAL the other day, a Quebec retailer said that very often manufacturers approached him and suggested that they would give him the agency for their shoes, provided he placed an order for such and such an amount. One maker presented the matter so strongly that he thought he could get away with this alleged superior brand. Later, he found the price was too high for his class of trade, and next year, the company tried to make him nearly double his order, although he had a large stock on hand from the previous season. The result was a lively dispute.

"They used the argument that a named shoe carried with it a prestige and potentiality that an unnamed shoe did not," continued the speaker. "They also urged that by having exclusive control, I got something that my competitors could not. Then it was maintained by this smooth speaking traveler that their national advertising campaign, plus my local announcements and the reputation of the shoe would make me a highly successful dealer. The virtues of the named shoe in the way of dependability, quality, wide reputation, favorable notice, and all that sort of thing were preached to me, and I 'fell for the agency,' giving an order for, as I have already told you, several hundred dollars more than I have ever placed. The result was, I found that I was loaded up, and as each season brings its changing styles, I could not get rid of these shelf warmers. Yet, in spite of this, the traveler came along next season and intimated that the reason I had these stickers was because I did not know how to push my goods, was not a good stockkeeper, had not the genius or capacity for shoving a nifty article or the fine discriminating taste that should create a big sum for me in handling a leading brand like his.

"It is generally the way, you know, that, when the other fellow does not do something to suit or satisfy you, or you do not do something to suit or satisfy the other fellow—slurs and imputations have to be cast. Reflections often descend into personalities, and personalities divide men and make business a torture, instead of a pleasure."

#### How Much to Control

Regarding how much a man should buy in order to control the line of any make of shoe, a great deal depends upon the character of that range, its reputation, its history, the advertising at the back of it, and the wearing and fitting qualities of the shoe. No one can settle, except the retailers and the manufacturers themselves, how much the former should buy in order to get the exclusive agency of a certain make or style of boot. One might as well attempt to say how much credit a retailer should be given, how much rent he should pay for his store; how many clerks he should employ on a Saturday, or how many times he should sweep his shop, or wash his windows.

All these things depend upon circumstances, and no doubt, if there is a spirit of give and take—mutual concessions and a desire to come to an understanding on whatever business a town can support—there need be no very wide differences of opinion on a subject, which has caused more retailers and manufacturers to fall out than perhaps any other source of annoyance or bickering outside of cancellations, goods not up to sample, or delayed deliveries.

New machinery is being installed throughout the Scout shoe factory in Montreal by the U. S. M. Co.

## Western Firm's Forward Move

Decide to Inaugurate Cash System in District Long Noted for Credit—How They Came to a Final Decision and Took Immediate Action.

After doing a credit business for many years in Treherne, Man., the enterprising firm of Staples & Anderson have decided upon a new departure. Henceforth all their trade will be on a cash basis.

How they decided to take the step is indicated in the following interesting letter. "Yes, we noticed in the February 1 edition of the SHOE AND LEATHER JOURNAL how Ed. Fennell, shoe merchant of Havelock, Ont., changed his business from a credit to a cash one. We had been thinking for some time of converting our trade to net cash. We could not help being convinced that it will and can be successfully worked in any town. We thought the arguments of Mr. Fennell so sound and timely that we determined to take the step, using his arguments and a few of our own. We have inaugurated strictly spot cash. We feel there is no doubt but that the new system will work out to our entire satisfaction. We observe it was stated that Havelock was noted for being a centre for granting credit. We can say the same about Treherne, and this country of ours, Manitoba. In fact, this district has been settled for the past thirty-five years. Credit has always been with us. We have considerable opposition in this town, but we are going after the cash business.

The following is a copy of a notice which we have mailed to our customers:

Dear Sir.—We wish to make the following important announcement regarding our terms:

Beginning on April 15, we will change our present credit business to net cash. All goods will be marked at net cash prices and no discount will be deducted. As we purpose marking our goods at the lowest possible spot cash prices we have to eliminate the cost of bookkeeping and all purchases will have to be paid for on delivery. Butter and eggs taken the same as cash. We could give you a hundred reasons in favor of a spot cash business, but it is not necessary, for you know the advantages of dealing at a spot cash store as well as we do.

#### Here are a Few Reasons:

It enable us to offer our merchandise to our customers at the lowest possible price. The man running a credit business must fix his prices so as to protect himself against losses and give him interest on the money tied up in book accounts.

Is it your desire to help pay for the goods sold to a man on credit for which he does not pay?

In a cash business the customer pays only for what he gets and it is the only business where the merchant can quote prices based altogether on the cost of the goods. A cash business will enable us to buy for cash, thus reducing the cost of the merchandise to the customers.

Consider your best interests and patronize "Quality cash store."

Thanking you and all our customers for their generous support in the past and trusting to merit a continuance of your patronage and good will. We remain,

Yours very truly,

STAPLES & ANDERSON.

Treherne, Man., April 3, 1913.



## New Plant is a Revelation

Extensive Additions to Davis Leather Co.'s Factory More Than Double Output of High Grade Calf Skins

The Davis Leather Co., whose splendid new buildings at Newmarket, are now completed, might be called a development of the old firm of A. Davis & Son, which was established at King somewhere about 1867 by the father of Hon. E. J. Davis, who is the president of the Davis Leather Co. Mr. Davis was taken into the business when he reached the age of 21. The tannery at King was burned down in 1903. A. Davis & Son then took over a concern in Kingston. In 1884 Mr. A. Davis retired, and the business was carried on by his son, Hon. E. J. Davis. In 1904 the first building was erected in Newmarket, and the Davis Leather Co. formed with an authorized capital of \$750,000, with the following officers; President, Hon. E. J. Davis; Vice-President, Aubrey Davis; General Manager, Andrew J. Davis, and E. J. Davis, Jr., director. Raw hides were first brought into the Newmarket tannery in January of 1905, and the first lot of finished leather was on the market about the first of June on the same year. At this time the output was about 100



HON. E. J. DAVIS  
President



AUBREY DAVIS  
Vice-President



ANDREW J. DAVIS  
General Manager



E. J. DAVIS, JR.  
Superintendent

skins per day. In 1912 this had increased to 3000 skins per day. Despite this increase in output, the advance in business was much greater, so that it had become imperative that much larger premises should be at once acquired. With the present addition in operation—as it started last month—it brings the full capacity up to between 7,000 and 10,000 skins per day, according to size. On this extension, and its equipment, over \$100,000 was spent in 1912. It gives the Davis Co. the largest, most modern plant in Canada and probably the largest in the British Empire for the manufacture of best calf leathers, at the most reasonable cost. The building is of concrete, and mill construction. There is a most complete plumbing system throughout and an up-to-date sprinkler system in all parts of the structure. The drying system is exceptionally complete. All machinery will be operated by Niagara power. It is not necessary to go into details regarding the machinery. Sufficient to state that everything which could be had or is calculated to manufacture better and more economically, has been installed.

The new building is four storeys in height, 200 ft. by 75 ft. with a basement under a portion of it. A beam house has been added to the old portion of the tannery, and this addition is 60 by 160.

The new addition has been arranged so that in conjunction with the original building, everything will be carried on, on the endless chain principle. That is to say, no skin will ever travel back but will continue from the time it is taken in in the raw state at one end, until it comes out at the other end all finished. The raw skin is first taken into the beam room where it is limed and dehaired by machinery, and then gone over carefully by hand to make sure that it is perfectly clean. From here it goes to the bating and pickling department where it is cured and prepared for the tanning. Next it passes into the tanning room, where the final step is taken in its transformation from a skin to leather. In this room the hide is given its proper coloring. This, however,

is not nearly all that is necessary to make a skin ready for the shoe factory. In fact, it is merely the first stage. After the hide is colored it passes into the setting out and shaving department. There are 20 machines here. This is the first stage that is taken up in the new building. The hide then passes up to the drying room, where it is suspended from the ceiling. This room is equipped with a large number of splash-er fans, and is kept at a temperature of 110 degrees F., which permits of even drying in 12 hours. After the hide is thoroughly dried, it is put in the cooling and tempering room. This is kept at a temperature of about 65 degrees F. The skin remains here about one week. It then passes into the damping room, and from there goes to the staking room. Here the hide is stretched and smoothed on the staking machines, after which it is tacked out on boards to dry thoroughly, when it is ready for the shoe factory.

The offices, stock room, sorting, packing, and cooling rooms are in the front portion of the new building, which is divided from main portion by a thick fire wall. The necessity for this precaution is obvious, when one remembers the high temperature maintained in the drying room.

It is but fitting that a word should be said of Hon. E. J. Davis, the present head of the firm. He started to learn

the tanning business with his father in King. He was then 16 years of age, and he has been steadily at the business ever since. At the time of Mr. Davis' apprenticeship, everything was done by hand, and some very primitive methods were in vogue. During his lifetime as a tanner, Mr. Davis has seen the whole process of tanning change many times. Every machine that has been invented, and every process that has been evolved for the making of better upper leather, has been thoroughly tried out by him in the plant at Newmarket. In the early days of Mr. Davis' experience, all leather was tanned with hemlock bark, while now nearly all upper stock is chrome chemical tannage. Mr. Davis comes of a family of tanners, his grandfathers on both sides being in the trade, as also was his father. He is widely and favorably known, having for some years been Provincial Secretary and also Commissioner of Crown Lands, and an honored member of the Ontario legislature. He is prominent in temperance and moral reform circles, and a thoughtful, progressive leather manufacturer.

### IT WILL REPAY READERS

*Please find enclosed \$1.00, my subscription to the "Shoe Journal." The "Shoe Journal" is a great source of knowledge to any retailer or wholesaler. No matter how busy, I always take time to read every page and it well repays me. I gain a great deal of shoe knowledge and information from your splendid paper.*

*Yours very truly,*

*G. W. Wilson.*

*Markham, Ont.,  
March 26th, 1913.*



# Will Canada Enter U.S. Shoe and Leather Market?

Democratic Tariff Bill Will Wipe Out the American Duty, but Canadian Producers Do not Anticipate any Appreciable Trade Benefit—American Plants are Very Large and Specialization Highly Developed—Sole Leather Industry May Profit by the Change—Some Views of Tanners and Shoemakers

In the new Democratic Tariff Bill, which has just been launched by President Wilson at Washington, sweeping reductions are made. Among the articles which will be placed on the free list, if the measure passes Congress—as it is felt that it undoubtedly will—are boots and shoes, leather of all kinds, and tanning materials.

An interesting question arises regarding whether Canadian leather and shoe manufacturers will be able to enter the American market and command any large share of business. It seems to be the general opinion that while the bill may be of no direct benefit to the shoe making industry in the Dominion, the United States, being the greatest shoe making country in the world, still, the elimination of the American duty can do no harm to Canadian producers, and some good may accrue.

In reference to leather, the men engaged in the manufacture in the Dominion think that, while the tendency will be to broaden the market, trade possibilities across the border are not very promising, at least for the present. The only leather shipped over the line to any extent is sole leather on which the present duty is five per cent. Placing leather on the free list may, however, mean a good deal to the tanners of Canadian bottom stock and time will tell. It is not thought that the proposed bill will have any material effect on our prices. A number of leather and shoe producers believe it is too early to speak, preferring to wait for the full text of the bill, or until the measure passes Congress.

Some views on the situation and outlook secured by the SHOE AND LEATHER JOURNAL are:—

Fisk, Limited, Montreal, say, "What the ultimate effect will be upon the tanning industry in Canada we cannot say at present. It is our opinion, however, that under present conditions, the effect of the changes, if adopted, would not be appreciable. What is of more concern to Canadian tanners at present is that we should have a tariff of our own to protect our market from being a dumping ground for the surplus stocks of other countries, notably the United States."

## No Great Change Expected

Marlatt & Armstrong Co., of Oakville, Ontario, declare, "That until the text of the new bill is before us we would hesitate to express an opinion as to what effect the removal of the duty will have on the Canadian leather market. We do not think that placing leather on the free list will make any great changes in prices in Canada, although it will have that effect in some instances where the American prices are higher than the Canadian. Sole leather in Canada is likely to be dearer, but this will be due to the continued high prices of dry hides."

W. D. Beardmore, of the Beardmore Co., Toronto, said, "The placing of leather on the free list will give us a chance to sell leather across the line and will naturally have the tendency to broaden our markets. It will not make any difference so far as prices go, for the figures are about the same on both sides of the line. As long as Canada is not asked to reciprocate it will be an advantage to us, and although it will not strengthen the price, it will altogether likely give us a larger market, on the same basis as wheat or flour, with the duty removed."

## It May Do Some Good

"One thing sure," said A. R. Clarke, of A. R. Clarke & Co., Toronto, and Chairman of the Toronto section of the Canadian Manufacturers' Association, "the removal

will not do us any harm and may do us some good. It may give us a chance to compete with the manufacturers over there, but because the American tanneries are so large and so many controlled by the Meat Trust, it may be difficult at that to dispose of our goods on the American side. It will not affect the price at all. The only leather shipped across the border to any extent is sole leather. There are some lines that European countries can ship into the United States despite the duty, because labor is much cheaper, and no doubt any reduction would be an advantage to them. We pay the same price for labor here as in the States, so that we will not benefit very greatly."

Paul Galibert, of Montreal, in an interview, had the following to say: "Of course, horsehides, pigskin, and cattle hides were already on the free list. The only change that the Democrats propose to make is placing leather on the free list. As regards dressed leather that will make very little difference to us. They have as many, if not more, facilities for dressing as we have, and although Canadian dealers will not be harmed by the changes, they will not benefit either. But, as regards sole leather, we will be the gainers. Canada has a practical monopoly of bark for tanning, so far as this continent is concerned, and we will be able to undersell the American dealer, at least with our tanned sole leather. This is where the proposed tariff changes are of tremendous value to leather dealers throughout Canada."

## Has Already Received Inquiries

John Sinclair, manager of the Barrie Tanning Co., Barrie, and Chairman of the Tanners' Section of the Toronto Board of Trade, sends the following reply: "We have been watching with interest the new Democratic Tariff Bill brought before the House at Washington, and if the same should go through, it will, no doubt, open up a field for various lines of Canadian leathers. We might say that we have had inquiries already for sample lots which, we presume, is a forerunner to what some of the manufacturers intend doing if the bill passes in its present form. As regards price, we do not think it will have much effect on values in Canada other than some readjustments in different lines."

L. J. Breithaupt, of the Breithaupt Leather Co., Berlin, says: "We naturally think the new Democratic Tariff Bill, if it passes at Washington, will be of some benefit to Canadian business at times when there may be surplus stocks in the Dominion, and also for some lines and weights that may find better sale on the other side than here. There is nothing in the contention of the American tanners that Canadian tanners can produce cheaper than they can, as bark, labor and everything else is equally as high here. We do not think the new bill, if passed, would have any effect on Canadian prices."

## Foundation Is Too Uncertain

Another leading leather firm writes, "In our opinion it would be of great advantage to many Canadian tanners in having a market of one hundred millions of people thrown open to them, but, at the same time, we consider it a very unreliable market upon which to build and extend our factories. As long as leather entering the United States remains on the free list, Canadian tanners would continue to benefit, but it would not be likely to remain free very long. A change to Republican rule would undoubtedly mean a revision of the tariff, when many articles, made free under the Democrats, would again be taxed, much to the injury of those on the Canadian side who had developed



business with the United States. Canadian prices would not likely be effected one way or the other."

### Vegetable Tanned Leather Prospects

Wood Bros., tanners, of St. Catharines, speaking of the situation, say:—"The abolition of the duty on leather entering the United States should enable our large tanners to market their product to advantage in that country, as all raw materials, including hides, enter this country free of duty. Where bark is used for tanning purposes we are nearer the base of supply, as many of the American tanners draw their supply of bark from this country and it is, we believe, subject to export duty if taken from Crown lands. Where chrome process is used instead of bark, the Canadian tanner is on an equal footing with our neighbor, and we would only get a preference by producing a better quality or be satisfied with a lower return for capital invested and shade the price to command the trade."

Another well known tanner sends the following communication, "We would say we are more hopeful of the benefits we would derive from the new Democratic tariff bill than we are of its adoption. We think the less powder we put into the hands of the opposition of the bill, the better its chances are of being carried."

### Canada Lacks National Spirit

Wm. A. Marsh, of the Wm. A. Marsh Co., Quebec, says:—"I would say that conditions in the United States for the manufacture of boots and shoes both with reference to machinery and the production of leather, and the conditions on which sole leather can be purchased by manufacturers, that is partially prepared, and also the long and varied experience in shoe manufacturing which has been one of the United States' biggest industries, have been so great, that at present time I am not of the opinion that the removal of duty would be any great boom to the Canadian manufacturers. As our country grows and conditions improve this will change. Regarding the export of shoes to the United States, and the keeping out of the million and a quarter of American shoes which are now brought into the country and subjected to a duty of 30%, what I think is lacking in Canada, is national spirit, which should be taught in all school houses on which the Union Jack should fly all over this great country; and that the youth should be taught to feel that Canadian shoes and goods "made in Canada" are good enough for him or them."

### Some Points Well Taken

W. V. Matthews, general superintendent of Ames-Holden-McCreedy, Limited, Montreal, observes:—"In regard to the Democratic Tariff Bill and the possibility of shoes being placed free thereon, effecting us in any way, will say that it would not benefit the Canadian manufacturers at all, for this reason. Considerable material that the Canadian manufacturers use in constructing footwear has to be imported from the United States, and the duty attached thereon is of fifteen to thirty-five per cent. The reason for this is, there are no Canadian manufacturers making the materials referred to. This, naturally, would raise the price of our shoes and we could not meet the American prices. As far as the workmanship is concerned, I am afraid we would be poor competitors, as shoe manufacturing in the United States is no longer a trade but an art, while in Canada it is a trade. A great many people claim that we can manufacture shoes cheaper in Canada than in the States, but our experience has taught us different. When we wish to secure the services of a first class operator or foreman we have got to go to the States for him, and, in view of this fact, have to pay him an advance in salary over what he is commanding in the United States. In other words, a man who is getting twenty-five dollars per week will not come to Canada unless he is given thirty-five or forty dollars

per week; this, of course, increases the cost of our manufacturing. As for machinery used in the construction of footwear, while we have excellent services in many respects from the United Shoe Machinery Co. of Canada, there are many machines used by the American manufacturer that are not on the market in Canada. These machines are made for efficiency, improvement in quality, and have a tendency to lessen the cost of labor. In view of all this you can readily see that if boots and shoes are placed free on the Democratic Tariff Bill it will be of no benefit to the Canadian manufacturers. With these obstacles it would be useless for us to invade the American territory."

### No More Business for Shoemen

Speaking of the prospects of the shoe manufacturers doing business across the border, Joseph Daoust, of Daoust, Lalonde & Co., Montreal, former chairman of the Boot and Shoe Section of the Montreal branch of the Canadian Manufacturers' Association, says, "I do not anticipate any effect as we cannot manufacture shoes in Canada any cheaper than they can in the United States, and I do not think that any Canadian manufacturer could export any shoes across the border and make a profit. Conditions will be still in favor of the American manufacturer as he can produce goods a little cheaper than we can on account of the big turnover and by specializing. I do not believe that we will derive any benefit by the duty being removed on shoes and leather. Moreover, I am of the opinion that shoes could not be sold any cheaper to consumers than they are at present, unless a reduction in the scale of wages was made; and any reduction would not be very popular. In conclusion, let me say that the only country that I know that would benefit is certainly England, as the labor is cheaper there than anywhere. Moreover, England is a good second to-day in shoemaking, and with the advantage of cheaper labor, may be the strongest competitor to American manufacturers."

### Midland's District is Happy

In this connection a recent despatch from London, England, to several Canadian papers is of timely interest and contains the following:—"President Woodrow Wilson is to-day the most popular man in England, especially in the Midlands. Bradford will particularly benefit by the tariff reductions. Woolen and piece goods manufacturers, and merchants generally, have maintained some trade, despite the tremendous tariff wall. This will now soar ahead. Cotton manufacturers anticipate a stimulus to the fine cotton goods trade, in which England leads the world. British tailors are already contemplating enlarging their premises. The most remarkable development will probably be in the shoe trade. Twelve years ago British shoemakers, alarmed by American competition, modernized their plant methods. They swept American shoes out of the English market and have recently exported to the States. They believe that, owing to the high quality of British leather, this trade will now grow in leaps and bounds. Manufacturers anticipate that the ultimate result of the reduction of the American tariff will not make the States a much more formidable competitor in this market by forcing a lowering in the cost of living, and thus reducing the vital costs in American manufacture."

### Not Looking Abroad

C. J. Fitzgerald, of the Cook-Fitzgerald Co., London, has the following view on the situation:—"We do not know what the sentiments of other manufacturers may be concerning the invasion of the United States market since Congress is likely to take the tariff off shoes, but as far as we are concerned we shall in the future, as in the past, endeavor to give our own people the very best footwear possible. Can-

(Continued on page 64)



## SHOE NEWS IN PARAGRAPH

N. Shulman has bought out the Vivian stores at Sault Ste. Marie.

J. A. Fontaine, shoe dealer, Montreal, has assigned to N. St. Amour.

C. S. Smythe, of London, Eng., has opened a shoe shop in Quesnel, B.C.

Welter Bros., of Biggar, Sask., dealers in clothing and shoes, have assigned.

W. E. Metz, shoe dealer, of Elmira, Ont., has been succeeded by A. W. Hoffer.

J. T. MacLennan, of Dunehurch, Ont., has added a line of shoes to his general stock.

Thomas Mason, 640 Pape avenue, Toronto, has installed a complete shoe repairing outfit.

W. Segel has opened a new shoe store in Toronto on Bloor street, west of Lansdowne.

Geo. Dietrich, of Port Lambton, Ont., has installed a shoe department in his general store.

C. A. Davies, of Blachford, Davies & Co., Toronto, is in Montreal and Quebec on a business trip.

R. Bradley & Co., of Manor, Sask., have removed their harness and shoe business to Omega.

J. Richer, shoe manufacturer, Montreal, spent a few days in Toronto last week on business.

H. M. Stephens, general manager of the Regal Shoe Co., Boston, spent a few days in Toronto recently.

H. Lawrence, shoe dealer, of Nelson, recently moved into much larger and better fitted up premises.

W. E. Smith, late of Fort William, has taken a position with Walter Burnill, 75 Queen street east, Toronto.

C. S. Corson, of the Regal Shoe Co., Toronto, left this week on a six weeks' trip through Western Canada.

Des Brisay Jobbing Co., of North Vancouver, B.C., dealers in groceries and hardware, are adding shoes.

B. Taylor, 1920 Powell street, Vancouver, who has carried on a repairing business, is adding a stock of shoes.

Walter Powell, shoe dealer, 1682 Dundas street, Toronto, has opened another store west of his present stand.

R. W. Smardon, representing the Smardon Shoe Co., Montreal, was in Toronto this week on a short visit.

H. A. Beatty, sales manager of the Slater Shoe Co., Montreal, spent a few days in Toronto last week on business.

Sydney Franklin, of Galt, Ont., is installing a twenty-two foot, Model N shoe repairing outfit, with Goodyear stitcher.

A blaze broke out in the Carmichael boot shop in Portage la Prairie but was extinguished before much damage was done.

L. T. Blair, who handles men's furnishings, clothing and shoes, in Kamloops, B.C., has moved his No. 2 stock to his new store.

The Anderson Clothing Co., of Bowmanville, Ont., have recently installed a men's shoe department and have added a complete stock.

George Ryan, of Thomas Ryan & Co., wholesale shoes, Winnipeg, has returned from a recent successful business trip to the Coast.

W. J. Heaven, Toronto, manager of the Anglo-Canadian Leather Co., left last week on an extended trip through the Maritime Provinces.

Among the travelers who have been spending the past few days in Toronto are J. G. Settle, representing the Murray Shoe Co., London; N. J. Bourdeau, representing Jaek-

son & Savage, Montreal; J. P. Buehanan, of the Smardon Shoe Co., Montreal, and Frank Power, of the Rideau Shoe Co., Montreal.

Ald. James Robinson, of Montreal, has sold the property at No. 150 Craig street, in that city, to Mr. Frederic Frankel, for \$60,000.

Johnson & McCormick, 19 Second avenue, St. Thomas, Ont., are starting in the retail shoe business and will carry a representative stock.

J. P. Fry, of the Smardon Shoe Co., of Montreal, is now in the West visiting all the important centres with fall samples of his company.

Patrick Coyne, a veteran shoemaker, who formerly resided in New Haven, Conn., died recently in London. He was about sixty years of age.

Among the new companies which have been granted federal charters is the Graveline Shoe Co., of Montreal, the share capital being \$100,000.

L. J. Breithaupt, of the Breithaupt Leather Co., Berlin, has returned from a recent business trip to New York city and other Eastern leather centres.

Cairns' new departmental store in Saskatoon was recently officially opened and during the day twelve thousand people passed through the doors.

Charles E. Slater, formerly president and general manager of the Slater Shoe Co., Montreal, spent a few days in Toronto last week on business.

G. H. Loekett, representing the Midland Shoe Co., of Kingston, is covering the Prairie Provinces in the interest of that company with a full range of fall samples.

R. C. Galer, dealer in boots and shoes at Port Coquitlam, B.C., has been elected one of the first aldermen of the new town and is receiving the congratulations of his friends.

The Orillia Shoe Company, composed of James Gorman and N. Thompson, are opening a new store in Orillia, having leased suitable premises three doors east of the Union Bank.

W. E. Sinclair, shoe retailer, of New Westminster, B.C., has moved into his new premises in that city and now has one of the finest and brightest footwear establishments in British Columbia.

Cooper & Herman, of Goderich, have assigned to Osler Wade, Toronto. Some time ago they bought the stock of men's furnishings and shoes of S. Robbins, who recently started business in Sault Ste. Marie.

Rubberine, Limited, is the name of a new company organized in Toronto with a share capital of \$150,000. The Booth Felt Co., of Gananoque, has also been granted a charter. The capital stock is \$40,000.

G. J. Trudeau, district sales manager of the Slater Shoe Co., Montreal, is resigning to go into business for himself, having formed a company that will place on the market a new process for giving leather a patent finish.

Alex. Ross, late manager of the shoe section of the McKimmon department store at Weyburn, Sask., has taken a similar position with Herbert Snell, Limited, Moose Jaw. Mr. Ross is a former resident of Collingwood.

S. A. Parsons, of Chilliwack, B.C., dealer in men's furnishings, shoes and clothing, has taken in as a partner Mr. Nelmes, who has been his head salesman for the past seven years. The name of the new firm is Parsons & Nelmes.

St. Stephen, N.B., may issue bonds to the extent of \$15,000 for the purpose of erecting a building to be used as a shoe factory. A new company is willing to start operations and will pay rental for the building at the rate of seven per cent. on the investment.

W. E. Tait & Co. have opened a new shoe store in Kelowna, B.C. The firm have a large establishment in Kamloops, where they have been doing a nice trade for five years. The branch at Kelowna is attractively fitted up with a plate glass front and good fixtures. The best Canadian and Ameri-



can makes of footwear have been stocked and Mr. Tait is personally managing the store. He had a long association with the Ryans of Winnipeg and the Starks of Vancouver before starting in business for himself and his ventures have met with success.

The Slater Shoe Store, which has been conducted for several years by C. C. Cummings, Limited, 117 Yonge street, Toronto, has closed, Mr. Cummings having some months ago transferred his interest to a new company. The stand will be occupied by Hennessey's Drug Stores, Limited.

During the recent heavy wind storm in Ontario a section of the roof, about 20 x 35 feet, was taken from the factory of the Walker Bin and Store Fixture Co. in Berlin. About \$300 damage was done and the firm consider themselves lucky in not having the upper storey of their premises wrecked.

E. C. Mumford, who for the past sixteen years has successfully managed the shoe business carried on under the name of the Heckman Shoe Store, at 161 Lower Water street, Halifax, has acquired the business in his own right and will carry on the stand under the name of the Canadian Shoe Store.

J. Heffering, who represents the Tetrault Shoe Manufacturing Co., the McFarlane Shoe Co., and the Regina Shoe Co., Montreal, spent a few days recently in Montreal and Ottawa. He maintains permanent sample rooms in Room 709, Lumsden Building, Toronto, and has completely recovered from his recent severe illness.

At the annual meeting of the Boston Boot and Shoe Club held recently Alfred W. Donovan, who for the past five years has been president of that organization, retired and was accorded an appreciative vote of thanks for his sterling services. He is a brother of E. E. Donovan, manager of the Canadian factory at St. Thomas of E. T. Wright & Co.

The Sterling Leather Dressings, Limited, of Toronto, have been granted a charter. The capital stock of the company is \$40,000 and they are empowered to manufacture, sell and deal in leather dressings and polishes, varnishes and other preparations for the treatment of leather and similar goods. John H. Hamilton is one of the promoters of the new company.

Squires & Dickenson will open a new and up-to-date boot and shoe store at the corner of King William and James streets, Hamilton. A complete line of the newest and smartest footwear will be carried. E. W. Squires and E. H. Dickenson are both well known in the shoe trade, Mr. Squires having been manager of Stanley Mills & Co.'s shoe department, Hamilton, for a number of years.

The International Harvester Co., which has made a special study of the prevention of accidents, recommends that its employes should wear Congress shoes, and close fitting, neatly finished trousers. It finds that lace boots and trousers with frayed edges are a source of accidents. The Congress boots are smooth and have no laces to catch in machines, and they may be pulled off quickly if the foot is caught in any machine.

Ed. Cook, of the Owl Shoe Store, Yonge street, Toronto, is installing throughout his establishment new uniform cartons, which are of moire silver pattern and decidedly attractive. They add materially to the inviting character of the store. There are also displayed in the windows several gilt shoe stands and tables of ornate design. These pedestals are among the finest ever seen and are an effective contribution to the imposing front of the Owl establishment.

Jackson & Savage, Limited, of Montreal, have issued a handsomely illustrated and artistic spring catalogue. The publication consists of some 36 pages and is replete with illustrations of Scout Master, Boy Scout and Girl Guide shoes, which are carried in stock and ready to ship. The firm announce that they are prepared at all times to submit sample pairs for inspection, which can be returned if unsatisfactory. All the cuts are made from drawings of original shoes and are remarkably clear, showing in detail the beauty

of outline and graceful curves of every boot in the representative range of this progressive firm. The catalogue will be found a very neat reference for any retailer. Prices are given and orders may be easily placed by a reference to the stock number and name.

T. R. Trudeau, of A. Corbeil, Limited, Montreal, was married in that city on April 8th to Miss Mariette Marian. Mr. Trudeau and bride were in Toronto for a few days on their way to Los Angeles, Cal., where they will spend some time. He is a brother of A. R. Trudeau, manager of the Brockton Shoe Store, Toronto. It is understood that A. Corbeil, Limited, will shortly open a store on St. Catharine street west, Montreal, to be known as the Brockton store, and T. R. Trudeau will be in charge.

An Alberta dealer has original ideas on the matter of advertising, and he finds that most of them pay. He recently presented to each school child in his town a blank scribbler, the cover of which contained racy advertising showing the different lines carried by the store, and why it would pay both children and parents to buy at his place. When this book is completely filled, it is brought back to the store and any time the child or its parent is making a purchase to the value of \$2.00, the child gets a present of 10 cents in cash. This plan has worked out very well.

Fred. R. Foley, who has been in the shoe business for several years in Bowmanville, Ont., and has made the Parlor Shoe Store a feature among the business places of that enterprising town, has just moved into his new shoe home "on the sunny side of the street." His premises are admirably fitted up, very conveniently arranged and inviting and cozy in appearance. Previous to his removal Mr. Foley conducted a big stock reduction sale which was a great success. Some of his advertisements were admirably illustrated and clearly set forth the various lines presented with suitable cuts, prices being given in each instance.

The Brandon Shoe Co., of Brantford, report that they have just finished cutting for their spring deliveries and that the increase is 50 per cent. over last year's fall sales. The enlarged factory has been taxed to its utmost capacity to meet the orders for their goods and the fall run has now commenced. Mr. Brandon says that the season just closed was the best they ever had and owing to the big advance in business, there has been no shut down between spring and fall seasons. The outlook for 1913 is the most encouraging in the history of the company.

Retail dealers in many leading centres report that there is a lively spring demand for women's patent and gun metal boots, with black cloth tops. Last season at this time the chief inquiries were for tan button shoes. There are a fair number of tans moving for spring, but the demand is not as pronounced as last season. The sale of oxfords in gun metal and tan for men has begun, but pumps in various leathers are preferred by the majority of women. Wholesalers report that a fair sorting business is being done and that spring orders with some factories in the East, placed as far back as September last have not yet been delivered. The insistent inquiry for staples keeps up and all the plants producing this line are behind in their output.

H. W. Lindley, of Gouveneur, N.Y., representing Endicott, Johnson & Co., of Endicott, N.Y., was in Toronto last week with a full range of all the lines manufactured by this great manufacturing concern which, in all their factories, make fifty thousand pairs of shoes per day. The firm have just completed a factory, six hundred feet long, one hundred and fifty wide and five stories high, which will be devoted exclusively to the production of boys' and youths' McKays and welts. Endicott, Johnson & Co., have one hundred salesmen on the road and do a business of over twenty million dollars a year. They have their own tannery, which is over 1,100 feet in length, and over a million dollars worth of leather is in constant use in the varied operations of their factories, while goods to the extent of a million and a half dollars are always on the floor ready for shipment. The company also conduct a large number of retail stores in the United States.



## HAPPENINGS IN FACTORIES

It is said that another shoe factory will shortly locate in Galt.

H. Noonan is now packing room foreman of the Slater Shoe Co., Montreal.

N. Petrault, of the Tetrault Shoe Manufacturing Co., Montreal, was in Toronto this week on business.

T. N. Campbell, of the Amherst Boot and Shoe Co., Amherst, N.S., has returned from a trip to Regina.

William J. Baggs, of Toronto, representing the Anglo-Canadian Leather Co., was in Chicago and other Western cities last week on business.

C. H. Aborn & Co., Lynn, Mass., for whom C. E. McKeen & Co., Quebec, are agents, have moved into larger quarters in the old Logan factory.

J. A. Beaudoin, who has held the position as lasting room foreman at the No. 2 factory of the Ames-Holden-McCready Co., Montreal, has resigned.

On account of some unforeseen difficulty the project of the Hamburg Felt Boot Co., of New Hamburg, to erect a factory in Tavistock has been abandoned.

It is understood that the T. Sisman Shoe Co., of Aurora, Ont., will shortly erect a large addition to their factory in order to take care of their rapidly growing business.

The Nursery Shoe Co., of St. Thomas, at the head of which is A. E. Medcalf, have increased their output by one-third during the past few months and are very busy.

A. Shelder, foreman of the cutting room in the Relindo Shoe Co., Toronto, has resigned and returned to Boston. He has been succeeded by K. Daymore, of Freeport, Maine.

The Dominion Shoe and Slipper Co., of Berlin, manufacturers of felt slippers, are working overtime in order to fill the large number of orders for fall that they have received.

The ratepayers of Tillsonburg, Ont., will vote upon a by-law to grant certain concessions to the Snedcor & Hathaway Shoe Co., of Detroit. The measure will go before the people on April 28th.

The R. B. Johnson Shoe Co. have begun operations at Coquitlam, B.C. The output will soon be 350 pairs daily of heavy and medium grade. The manufacture of finer lines will be undertaken later on.

Work has started on the new factory of the Galt Shoe Manufacturing Co. at Galt. The building, which will be rushed to completion, will be four storeys high and erected of brick, stone and cement.

A despatch from St. John, N.B., says that the secretary of the Board of Trade has received inquiries from a large shoe manufacturing concern in Quebec who desire to establish a shoe factory in St. John.

Ald. S. Morley Wickett, of the firm of Wickett & Craig, leather manufacturers, Toronto, leaves early next month as one of the Toronto city representatives at the town planning convention to be held in Chicago.

H. H. Hastings, general manager of the Independent Rubber Tire Company, Limited, says that their new factory at Guelph, Ont., was started last week. The machinery and equipment are working smoothly.

Owing to the recent heavy rains the water in a sewer in Guelph backed up and flooded the cellar of the Rowan-Ogg shoe factory, putting out the fires. The factory had to close down until the trouble was removed.

Bert Cote, who has been for a great many years associated with the Thos. G. Plant Co., of Boston, has accepted a position as foreman of the lasting department with the Ames-Holden-McCready No. 2 factory, Montreal.

The U. S. M. Co. will once more set aside a plot of land near its plant at Beverly, Mass., for a farm for its employees.

It is expected that 50 or more employes will take up garden lots, and will cultivate them on a co-operative plan.

Mr. Kirwin, of North Grafton, Mass., has, it is understood, acquired an interest in Dunford's Elk Shoes, Limited, Stratford, and will act as supervisor of the industry, which is very busy and reports a large number of orders for fall.

Charles N. Holmes, for the past six years superintendent of Selz Schwab Co.'s factory at Elgin, Ill., has entered upon his new duties as superintendent for Getty & Scott, of Galt, who have recently installed several new machines—pulling over, sole cutters and Goodyear auxiliaries.

Construction work has started on the new building which the city of St. Thomas is erecting for the Canadian factory of E. T. Wright & Co. Excavation has been going on for some time and workmen are now busy with the walls. The Wright company expect to be in their new premises in a few months.

Joseph M. Libby died in Brockton recently in his 92nd year, after a short illness. Mr. Libby was probably the oldest living last maker in the United States. He was at one time head of a firm manufacturing lasts in Auburn, Me., and was employed for many years by the Brockton Last Co. Mr. Libby retired from active business about ten years ago.

Edward F. Leonard, superintendent of the Slater Shoe Co., of Montreal, and president of the Montreal Association of Superintendents and Foremen, was a visitor in Brockton, Mass., the past week. He is a Brockton boy and stated that the shoe business in Canada looked very promising for the future.

At a meeting of the creditors and shareholders of the Canadian General and Shoe Machinery Company, held recently in Quebec, R. E. Lefavre was appointed liquidator. By the consent of all the business will be continued as heretofore under the supervision of inspectors and until such time as a reorganization of the company can be effected, which it is expected will shortly take place.

The directors of the U. S. Rubber Company declared a quarterly dividend of 1½ per cent. on the common, thus placing it on a six per cent. annual basis. Since October, 1911, the concern has been paying quarterly dividends at the rate of 4 per cent. a year. The usual dividend of 2 per cent. on the first preferred stock was declared, as well as one of 1½ per cent. on the full amount of second preferred outstanding.

The Northern Tire and Rubber Co., Limited, with a share capital of \$160,000 and headquarters in Warton, Ont., have been granted a charter. They are empowered to manufacture and deal in all kinds of articles made from rubber or rubber products. The incorporators are T. A. Fleming, C. S. Fenton and A. G. Roberts, of Cleveland, Ohio; Wm. L. Neilson and John H. Cole, of Owen Sound; J. W. Albaugh, of Canton, Ohio, and Chas. E. Price, of New Berlin, Ohio.

The Downing Shoe Co., who will make men's Standard screw and Goodyear welts in elk and other leathers, have, it is understood, decided to locate in Brandon, Man., where Mr. Downing has been connected with the shoe trade, both retail and wholesale, for several years. This will make two factories for Brandon. The First Prairie Shoe Co., which was organized some time ago by W. Percy Gillespie & Co., of Toronto, are already building a large factory in that thriving Manitoba city.

An attempt to secure a bonus for an industry after the proposal had been rejected by the civic ratepayers was condemned by the Private Bills Committee of the Ontario Legislature recently. The matter arose when a clause in the city of London bill to authorize the issue of \$20,000 debentures for a loan to the C. N. & W. Shoe Company came up for discussion. The question had been submitted to the ratepayers and defeated, so the promoters of the company had the clause put in the bill on the advice of the mayor and city solicitor.

The new shoe factory to be located in Berlin, Ont., will be known as Gourlay & Fogelberg, Limited. The company



will secure temporary premises until their proposed large factory is erected. Some members of the new concern are Charles Fogelberg, late of Getty & Scott, Galt; A. R. Gourlay, formerly of McGregor & Gourlay, Galt, and his son, S. A. Gourlay, of Berlin. It is stated that manufacturing will be under way before long. It is understood that women's high grade McKays will be the specialty of the new firm. Mr. Fogelberg is well known to the trade as an expert, thoroughly trained and conscientious shoemaker and Berlin is rapidly developing into a great shoe and leather centre. It is rumored that more industries in this line will follow in the near future.

The financial year of Ames-Holden-McCready, Limited, ends in May and it is estimated the gross sales will have increased for the year about one and a quarter million dollars. The record for ten months to the first of February shows an increase of over one million. This is expected to work out in a big advance in net earnings. In 1911 net profits, after providing for administration, selling and other expenses, were as follows: Net profits, \$281,348; bond interest and preferred dividend, \$240,000; surplus, \$41,348. The percentage earned on preferred was 8.65.

It is probable that Sydney, N.S., will have a new shoe factory after all. In a recent interview G. W. Murphy, one of the promoters, said: "I have been trying to interest a number of capitalists in the proposals. What success I will have seems to depend upon the money market. I am confident, however, that a boot and shoe concern would be a paying one in this part of the province and if my ideas of a fully equipped shop cannot be completed I have other plans for the opening of a factory in Sydney. I have already ordered a small amount of machinery for my own shop and have an option on some shoe machinery now at Boston which I consider one of the best bargains in that line on the market. This option is good until April ninth, with the privilege of extension for six months. Ostensibly this was secured for the Nova Scotia Tanning Company, but it is unlikely this company will attempt the manufacture of boots and shoes in the near future. I have determined on the establishment of this industry in Sydney, and if the necessary capital is not forthcoming at present I will operate a one or two line shop until the opportunity for enlargement is ripe."

#### SEVENTY-EIGHT YEARS IN ONE STAND

After being seventy-eight years in the one business stand, a record unsurpassed perhaps in the history of any firm in Canada. R. Dack & Sons have removed their shoe store from 73 King street west to 80 King street west, Toronto, which is located just across the street. The retail branch will be conducted in this store, which is nicely fitted up, being about sixty feet deep and twenty wide. Manufacturing will be carried on in their new factory at 337 King street west, where a four-storey, brick building has just been completed and will add materially to the facilities of the firm. The name "Dack" has been associated with the shoe trade for over 100 years, beginning in Dublin, Ireland, in 1810. In 1835 Edward Dack came to Toronto and started a custom shop at 73 King street west, which has just been vacated in order to make room for the erection of the new Hotel McConkey. R. Dack & Sons make practically all the men's Goodyear welts which they sell in their retail establishment and also do a large made-to-order business. Robert Dack has been at the head of the business about thirty years and associated with him are his two sons, R. G. and S. E., the former looking after the retail end and the latter being engaged at the factory. Six dollars is the price of the cheapest shoe carried. Heretofore the manufacturing and retail lines have been conducted on the same premises but, as already announced, they will be carried on in different places in the future.

#### AN HISTORIC SHOE FIRM

The Robert Taylor Co., Limited, of Halifax, N.S., who will shortly branch out into the manufacture of Goodyear

welts, are the oldest boot and shoe manufacturing firm in the Maritime Provinces. It was established by the late Robert Taylor about 1860. The present manager, Robert D. Taylor, is the son of the late Robert Taylor. He entered his father's employ quite young in 1885, and has worked his way through every department of the factory, as well as the office, and has seen many changes and increases in the business. To-day he is devoting his time chiefly to executive office work but keeps in close touch with the manufacturing end. W. B. Taylor, who is a son-in-law of the late Robert Taylor, joined forces with him some twenty years ago, and has thus practically grown up in the business, looks after the jobbing end of the business and has just returned from an extended trip to shoe centres looking up samples and novelties for fall trade. This firm, while the oldest in the Maritime Provinces has kept pace with the times and is to-day turning out a splendid line of McKays, nailed and peg goods, suitable for any walk in life. In 1911 the growth of the business necessitated the erection of a four-storey brick addition to the buildings, giving about 6,000 feet extra floor space. A number of new machines were installed at the first of this year, amongst them a model B McKay sewer and a model C Goodyear rapid stitcher, and it is the intention of the management, as already stated, to shortly undertake the manufacture of Goodyear welt goods.

### News Jottings from Quebec

J. A. Langlois, of the L. Gauthier Co., was in Montreal recently engaging operators for the lasting machines. He brought back a number of good men.

Salesmen for the different last factories were in Quebec during the past few days with several kinds of nice lasts both for men and women. The high toe lasts seemingly are going out rapidly and are being replaced by a wide, full toe or a medium raised for a snappy shoe.

Some shoe manufacturers who market their product direct with the trade, are busy taking stock and expect to start their fall run next week. They have finished up their spring run fully a month ahead of last year, the orders having come in more promptly. The prospects are that most of the factories will be busy all summer.

Mrs. L. Gauthier gave an enjoyable sugar party at her country home, situated at Petit Pre. About thirty were present and spent a pleasant time. There was music, song and story, while speeches were made by Mr. Leeks and others. In the afternoon a "barn dance" was given. Each guest was presented with a nice souvenir of the day.

The James Muir Co. have finished all the shoes that they had under way in their factory in Quebec and this week are packing their machines and stock preparatory to removing to their new factory in Maisonneuve. The Messrs. Muir presented many with whom they had done business in Quebec with interesting souvenirs.

Robbers entered a shed of J. & A. Martin, shoe manufacturers, on April 8th and stole one hundred sides of tan kip which had been stored there during the day. The leather represented a sum of about \$500. It is believed that the same gang went over to a building belonging to Richard & Frere, where the sole leather of the firm is kept. The thieves did not succeed in getting anything, and departed after partially breaking the door. The detectives are after the marauders.

Among the callers on the trade during the past few days were A. L. Baldwin, of the United Shoe Machinery Co., Montreal; H. Parker, of the Dominion Supply Co., Montreal; H. H. Dalton, of L. H. Packard & Co., Montreal; H. Bonner, of the Bonner Leather Co., Montreal; R. G. Balcom, of Herman Behr & Co., New York; P. Morency, of Sultana, Limited, Montreal; A. Bouchard, of La Compagnie des Cuirs et Chaussures de Plessisville, and R. Brayley, of Doon Twines, Limited, Doon, Ont.



## LIVE YOUNG SHOE DEALER



Starting to learn the shoe trade when he was sixteen years old, it was only a few years later before Chas. J. Seyler, of Berlin, was in business for himself. In 1908 he began in his own behalf on a cash capital of \$200, and to-day he has a stock of over \$9,000. He was only twenty years old when he started his store, and he finds that his sales are increasing every month. Mr. Seyler is a Waterloo county boy, who is making a success in his chosen line. He worked for a number of Berlin shoe houses before branching out for himself. He does not believe in special sales, as he thinks they tend largely to load up customers with a lot of shoes and when the busy times come the footwear merchant may find it rather quiet.

Mr. Seyler is of the opinion that if you have some lines which are not moving as freely as desired, they should be prominently displayed in the window with price tickets attached. He finds one of the best advertisements is to give patrons a nice artistic calendar at the end of each year. It must be something so distinctive that it will be kept, and thus the name of the retailer is constantly before the public.

## RETAILERS SAY BILL IS UNJUST

Representatives of ten thousand wholesalers and manufacturers lined up against the agents of some forty thousand retailers when the Bulk Sales Bill introduced in the Legislature by W. D. McPherson was considered by the Legal Committee of the Ontario Legislature recently.

The leading provisions of the bill are in brief:—If a man wishes to sell his business, he must first furnish the buyer with a statement of his liabilities, exceeding the sum of fifty dollars. This statement, of course, is sworn to be correct. And he must obtain a waiver from at least 60% (both as to amount and number of his creditors).

When the Retail Merchants' Association presented their side of the case the bill was thrown out for another year by the Legal Committee of the Ontario Legislature. The decision was almost unanimous. The opponents pointed out that not only was the measure "class legislation," but that it would restrict the buying and selling of business because the vendor must obtain a waiver from his creditors.

E. M. Trowern, secretary of the Retail Merchants' Association, declared, "There are more than 40,000 retailers in the province, and if they knew that legislation of this character was being considered, this room wouldn't be able to hold the men who would come here to oppose it. We are not in sympathy with any proposal to put a rope around the necks of 99 merchants in 100 to catch one thief. What do we care what other provinces are doing? Why should we follow Saskatchewan?"

Col. Brock said he represented the Ontario Associated Boards of Trade and represented the interests of 10,000 business men who were members of the association. "Two weeks ago this bill was considered at our meeting in London, and there were only two men who said anything in opposition to it."

J. R. Dargavel, M.P.P., of Leeds, again spoke against the bill. He said that he stood for the sentiments and feelings of the great majority of small retail dealers in Ontario. He considered that the bill was "class legislation of the worst kind," and claimed that a farmer could sell his stock and abscond just as easily as a merchant. He then stated that if the bill passed, men who had no capital whatever, would be able to start in business and that the wholesalers would grant them any credit that they asked for. "If I had had fair opposition in my business," he said,

"I would be worth a hundred thousand dollars. Honest trade will be ruined if this bill goes through. The villages and towns will be filled up with a bad class of people."

The bill will probably come up again next year, and in the meantime the retailers will be given a chance to express their opinion on the measure.

## THE PRESTO PNEUMATIC TREEING MACHINE

A remarkable new machine has been introduced in America by the W. J. Young Machinery Co., 416 Union Street, Lynn. It is called the Presto Pneumatic Treeing machine, and by actual test abroad has been found more practical than any other machine now in use. A year ago last November, president G. B. Grover, of the W. J. Young Machinery Co. visited Europe for the London fair. Mr. Grover made a trip to Germany, and while in Pirmasens visited the shoe machinery plant of Schon & Co., the manufacturers of the Presto machine. Mr. Grover immediately recognized the value of this machine, five hundred of which have been sold in Germany within two years, and the result of his visit is the introduction to-day of this machine in America. The W. J. Young Machinery Co. has secured the entire rights for its manufacture in the United States and Canada.

The machine itself, built in the form of a round table, works on the principle of inflating rubber feet with air. The machine comes with either two arms, four arms, or six arms, and the feet, when inflated with air, absolutely fit all widths and all styles of shoes—one pair of feet only being required for sizes from 2½ to 4½, and a second size for all sizes from 5 to 6½, absolutely provides for any width or any style of shoe that may be used upon it. Not only are these rubber forms flexible, but when the shoe is taken off, it is impossible to bend or crack, for when the air is taken out of the pneumatic feet they become thoroughly pliable, and the shoe is taken off without the slightest injury. The various rubber feet are fitted on the arms which extend about three feet from the main joint from which air is pumped into the feet by a single downward pressure of the foot. These feet are made of chrome calf with a rubber interior and when inflated fit snugly into every curve of the shoe. A nephew of Mr. Schon, Mr. Erwin Zeller, has come over from Germany to the W. J. Young Co., in whose employ he is now acting as a demonstrator of the machine.

Only two of the machines have been brought to this country at present, on which the duty alone paid was 45%. Manufacturers interested in this new machine are cordially invited to inspect it at the W. J. Young Machinery plant at 416 Union Street, Lynn, Mass.

## HAS A WELL ROUNDED EXPERIENCE



The manager of the Lindsay store of the United Shoe Dealers is M. H. Sisson. He started business in Lindsay in 1892, and after being in this line for some years, sold out to W. White and took a position as traveler for J. Redmond, of Toronto. The big boot and shoe strike was then on in Montreal and no goods could be obtained, so that Mr. Sisson had to retire from the road and came back to the retail trade. He was with N. Hockin, shoe dealer, for a number of years and also with P. J. Hurley, who succeeded Mr. Hockin. Mr. Sisson was with Mr. Hurley until the latter's death, when the business was sold. He has since been with the United Shoe people. Mr. Sisson has been selling footwear in Lindsay for over twenty years and is one of the progressive men of the trade. His experience has been broad and well rounded and there are few better equipped shoe men to-day than the manager of the United Shoe Dealers in Lindsay.



### HE LIKES THE SHOE BUSINESS

"Like the shoe business well and would not change it for any other as it is one of the few lines which give a young man a chance to get into business for himself on a small capital," remarked Ed. L. Cormier, of Moncton, N.B., who is manager of the Red Front Shoe Store, a branch of L. Higgins & Co. He was born at Dover, a small country village and came to Moncton with his parents when twelve years old. He attended school until at the age of sixteen he was forced to shift for himself. Mr. Cormier got his first job with L. Higgins & Co. as elevator boy and general



help around the warehouse. He gradually worked his way up to be head shipper and after five years' service, went to New Bedford, Mass., where he took a situation with one of the leading shoe establishments of that city. At the end of a year he returned to Moncton and re-entered the employ of Higgins & Co., being given his present post. He has filled his present post with credit to himself and to the firm and succeeded in building up a very gratifying trade.

### A PALATIAL SHOE HOUSE

C. F. Rannard, of the Rannard Shoe Co., Winnipeg, is enlarging and reconstructing his Portage Avenue store. In order to obtain sufficient space for the enlargement of the present stand, he has acquired control of the business premises in the rear of the present Portage Avenue establishment and has workmen busy turning the three stores into one. When necessary alterations are complete, Mr. Rannard will operate the largest and finest shoe store in Canada, the floor space occupying no less than 3,000 feet. A special feature of the new store will be a separate fitting department for ladies and children, with the view of obtaining a necessary privacy for lady patrons. All interior fittings and electric light fixtures will come direct from New York, where Mr. Rannard has lately been studying the most approved methods.

### CANADA'S YOUNGEST SHOE TRAVELER

Possibly the youngest shoe traveler in Canada to-day is Bert Tipping, son of A. J. Tipping, 110 Macpherson Ave., Toronto. He has been on the road now over a year and a half in the interests of D. D. Hawthorne & Co., and during that time has opened many new accounts. "Bert" is only twenty years old, his father has also traveled for Mr. Hawthorne for some ten years, and it would appear that the son is a "chip of the old block." Previous to starting on a regular route for himself Bert was engaged as clerk in a retail store on Yonge Street. He likes the selling game and has been told by several of the oldest travelers on the road that he is the youngest man filling a permanent place on a staff and covering a territory. He traverses the ground from London to Windsor, and has made many friends with the

trade. His father, who was born in Manchester, England, had a thorough training for the boot business before coming to Canada. His first position was a city traveler with the J. D. King Co., Toronto, afterwards he was with the firm of McKellar and Dallas for six or seven years, looking after Western Ontario. For the past decade he has been one of the hustling representatives of D. D. Hawthorne & Co.

### News Briefs from Winnipeg

J. Caron has taken a position with the Rannard Shoe Co.

Mr. Jenner, of Fort Rouge, reports that business is very active with him.

R. P. L. Higgins, of Assiniboia, Sask., was in the city last week on a buying expedition.

The Boston Shoe Co. have opened a neat store on Portage avenue. Mr. DeTaube is the manager.

R. K. Jenkins, of W. A. Marsh, Western, Limited, has been on a trip throughout the Prairie Provinces.

John Sparling, of Portage la Prairie, has taken a position on the staff of the Yale Shoe Store of Winnipeg.

Mr. Congdon, jr., of the Western branch of Ames-Holden-McCready Co., was in the city for a few days.

Mr. Bohan, formerly with the Avenue Shoe Co., has taken a position as head window trimmer for the Nickle Boot Shop.

The alterations of the Rannard Shoe Store on Portage avenue will make a big improvement to that shop, transforming it into one of the finest in the West.

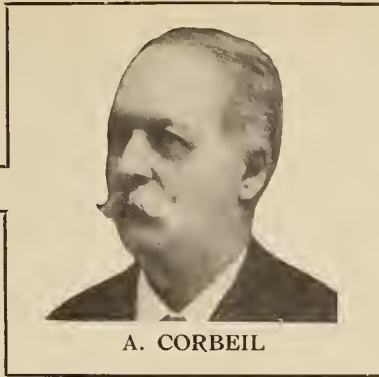
Parker Bros., of Norwood, are rapidly forging their way to the front as a widely known business firm, and are handling the best lines in men's shoes.

Among the shoe travelers who have been calling on the trade here lately are Mr. Morrow, of the Aylmer Shoe Co., Aylmer, Ont.; Mr. Tobin, of the Galt Shoe Co., Galt; J. G. McDiarmid, of the Cook-Fitzgerald Co., Limited, of London, Ont.; Percy Fry, of the Smardon Shoe Co., Montreal; L. Godbolt, of J. & T. Bell, Montreal; Mr. Gibbins, of Getty & Scott, Galt, Ont.; Mr. Bell, of G. A. Slater, Limited, Montreal; Mr. Davidson, of MacFarlane Shoe Co., Montreal, and F. J. Lashbrook, of the Williams Shoe Co., Brampton.

W. Wilson, manager of the Diamond Shoe Co., says that the last Saturday in March resulted in the biggest sales since that firm started business. Other firms which report a splendid Easter trade are "Spinny" Caldwell, of the T. Eaton Co.; Mr. McCaffery, of Rannard's Portage avenue store; Mr. Bloor, of the Avenue Shoe Store; Mr. Buckler, sr., of the Cut-Rate American Shoe Store; Mr. Balfour, of the Regal Shoe Store; Mr. Thompson, of the Nickle Boot Shop; Mr. Newton, of J. Robinson's; Mr. Stark, of the Slater Shoe; Mr. Mulhall, of the Ryan-Devlin Co.; Mr. McKinnon, of Wellband & Robinson's; Mr. Simpson, of the T. Stedman Co., and others.

Mr. Larson, of the Moyer Shoe, installed a decidedly artistic and inviting Easter window. The Regal Shoe Store also excelled itself in the line of an effective trim. Both of the large windows in the Moyer store are backed with white material and have wings to match. This drapery has been carefully arranged and hangs in loose, curtain-like effects. The doors are covered with white muslin, upon which the "younits" displaying the samples are placed. These "younits" are of handsome polished brass, and the samples are well chosen and varied. The centre of each window is occupied with a stool bearing a large palm, while pennants of green ribbon adorn the white of the backgrounds. The Regal Shoe Store windows are backed with mirrors, which always make an effective ground for this type of exhibition. The doors of both are covered with white muslin, upon which a number of violets are scattered, while further decoration is afforded by the introduction of large clusters of Easter lilies. The samples include many tasteful models, both of men's and ladies' shoes.





A. CORBEIL

## The Line of Least Resistance

It's far easier to sell a man the pair of shoes he wants at the price he wants to pay, than to convince him that he needs another pair at a higher price.

Selling high-priced shoes may be all right—if it doesn't cost too much to consummate a sale.

It takes your time, your sales-people's time, and plenty of good newspaper space to convince men that they should pay more than \$5.00 for their shoes. Even then the sales at that figure are few.

Every shoe dealer knows that any man is quite willing to pay anywhere from \$3.50 to \$5.00. In showing him shoes of these prices there is never any long price argument.

These are acceptable prices. Every man believes them correct.

Sales of "Landover" and "Leader" Shoes steadily increase because their prices have been already accepted by your men patrons. They'll accept "Landover" and "Leader" styles and shapes just as readily.

## Corbeil Limited

Manufacturers of Good Shoes to Retail From \$3.50 to \$5.00  
MAKERS OF "LANDOVER" AND "LEADER" BRANDS

**Warehouses and Offices**  
71 St. Paul Street

**MONTREAL**

**Factory**  
63-71½ St. Paul Street



## Will Canada Enter U.S. Shoe and Leather Market?

(Continued from page 56)

ada is a growing country and those who keep pace with its growth, in any industry, will have no idle time on their hands."

### The Advantage of Specialization

Charles A. Ahrens, of Berlin, sends the following reply:—"We would say that in case the Democratic Tariff Bill should be endorsed in Congress we do not see how it could possibly be of any benefit to Canadian shoe manufacturers. The price of most leathers is lower in the United States than in Canada; in fact, they do come here and compete and sell leather, plus the duty. Then, again, they have such a large market that they can and do specialize, making thousands of pairs per day of one kind of shoe, while we in Canada are obliged to make a great many different kinds in the same factory. We consider that specializing is a great reducer of cost on account of not being obliged to carry such a large quantity of the different kinds of leather, etc. Our answer to your questions, first, would be, that we could not enter their market and command a large share of business; second, we could not compete with concerns across the border in any line and secure favorable consideration; third, we do not see how any direct benefit would accrue to shoe manufacturers if the American duty was removed from shoes and leather, nor can we see how Canadian prices could be affected unless European concerns could enter the U. S. and beat them on prices. If the latter can be done, then there is no telling what would happen."

J. A. & M. Cote, of St. Hyacinthe, Que., say, "In our opinion the elimination of the American tariff on Canadian boots and shoes will do no harm, and ought to help some the export of boots and shoes to the other side. We do not believe, however, that the reduction will be sufficient to enable the Canadian manufacturer to compete with the American manufacturer, as in many instances we have to import from the States, goods on which we have to pay duty, and we do not see how, after manufacturing these goods here, with part of American products, we could go and sell the Americans the manufactured article, when they produce it all without having any duty to pay. We do not believe that the new bill will affect Canadian prices at all."

### Canadians Could Not Compete

G. A. Blachford, sales manager of the Murray Shoe Co., London, Ont., adds, "If the American duty is taken off shoes I do not think that Canadian manufacturers could compete in their market except possibly it might be in some of the cheaper and heavier lines, about which I know very little. We read occasionally that some American manufacturers are frightened about competition from this country, but how they figure this out, personally, I cannot see. Of course, I cannot speak for the cheaper grades of shoes, but in Goodyear lines, which retail in Canada for \$5.00 and \$6.00, there will certainly be no chance for us to sell them shoes at the present, unless it might be to some occasional retailer who wanted, perhaps, for some particular trade, a Canadian made shoe. While I feel that, in grade for grade, the Canadian manufacturer gives more actual value than will be found in the American shoe, there is, nevertheless, no denying the fact that the American product is more uniform and the details more minutely and successfully taken care of than in our Canadian factories. This is no criticism on our home product; it is due to conditions existing on account of the size of our plants, which in turn depend upon the market we have in which to dispose of our product; and also because we have undoubtedly to make a larger range in one individual factory here, than is usually found in

American factories; or if found there, on account of their tremendous output, they are able to specialize different lines and grades in the same factory where we cannot do so. Personally, I am very enthusiastic over Canadian shoes, and I honestly believe that considering our conditions, the product which we produce is a greater credit to us than the product in American factories is a credit to American makers. To enable us to compete with American manufacturers means that we must be able to buy as cheaply as they can, and this we cannot do. We must also be able to manufacture goods on the same large and economical scale that they can do and this is impossible, because we have not the market. I do not believe we could sell sufficient shoes in the United States so as to enable that market to bring us up to the same manufacturing conditions as are found in the country to the south of us. Personally, I would only wish that we could find an export market for our goods. It would help the trade wonderfully, but to-day none exists that the Canadian manufacturer can take advantage of on account of cost conditions in producing which he is under."

George A. Slater, Montreal, writes that he does not care to express an opinion at the present time regarding the possibility of Canadian shoe manufacturers being able to enter the American market and secure business. "I think it would be better to wait," he adds, "until Congress first endorses the bill."

### Have Not the Facilities

Charles P. Creamer, managing director of one of the largest clothing manufactories in Canada, but an American citizen, born in Salem, Mass., thus writes to his brother, Walter H. Creamer of Lynn, Mass., says American Shoemaking:—

Your letter of yesterday came this morning, and it has kept me hustling to get the information wanted to send you within the 24 hours.

The labor cost on a woman's kid button boot, McKay sewn, that retails for \$1.50, is 18 cents in Canada. This price does not include foremen's or superintendents' time and is for actual productive labor, and this cost, I am informed, is authentic. This is against the cost in the United States of from 14½ cents to 16 cents.

There are a few men's Goodyear welts retailing from \$4 to \$5, and a few ladies' fancy slippers, medium price, in English-made goods, that are sold in Canada, but only a few, as English styles do not take as well here as American styles. In this connection I might say that I understand the English factories have installed the very latest American machinery and are planning to manufacture American styles for this market.

Answering your question, what grades of American shoes are sold here, would say both men's and women's shoes in welts, retailing from \$4 to \$7, and costing from \$2.25 upwards, plus the duty. I may say a good many American shoes are sold here.

The duty on shoes into Canada from the United States is 30 per cent., and from England into Canada, 20 per cent.

You ask my opinion, with free trade in shoes, if Montreal manufacturers could undersell American manufacturers in their own market, and, in reply to this, would say no. We might sell a few shoes in the border towns, but unless the duty were removed on upper leather from the United States into Canada, and unless some changes were made in the Canadian labor law, permitting labor to come here from the United States, we would not be able to compete. The price of leather made in Canada is gauged by what the price of leather from the United States would cost, plus duty, and our labor cost is fully as high, if not higher.

I do not know whether this information suits your argument, but nevertheless, it is true; and I might say, in addition, that the Canadian manufacturer at the start, would labor under the disadvantage of a larger percentage of overhead expense from the fact that we cater to 9,000,000 people, where you cater to 90,000,000, and your factories



Established Over Half a Century



## Our Brands of Sole Leather

**PENETANG**

Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE**

Mellow, yet admirably adapted for general work

**LISTOWEL**

For fine and sewed work.

**CUT SOLES**Heels and Counters None Better  
Shoe Findings Etc.

### THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

- - -  
ONTARIO

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

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

Cable "HIDES," Leicester.

are equipped to do a larger volume of business, and geographically, we are not situated as conveniently as your manufacturers are to your home market. Another thing owing to the smaller population here in Canada, our manufacturers have to make many different kinds of boots and shoes in order to get the volume, where in the United States they can specialize on certain lines and manufacture their product, for this reason, more economically; and, take it altogether, we would certainly be very much handicapped from the start.

### Their Fears Are Needless

We have before us a clipping from a recent edition of the Toronto Globe, in which is advertised a bargain list of a leading retail store there, says the Shoe and Leather Reporter. Among the bargains, we notice women's fine boots in patent leather, box calf and kid at \$1.00 per pair; also men's boots, blucher style 5½ to 11, at \$2.00 per pair; men's hockey boots in large sizes, comfortable shape, low heels, sizes 8½ to 11, 65 cents per pair; women's boots for early spring wear in fine calf leather, bright or dull finish, in patent leather in blucher cut, Goodyear welts, sizes 2½ to 7, at \$2.00. These prices are for bargain day it is noted, but even at that they are lower than any bargain prices we have seen in this country for corresponding quality of late years.

One American manufacturer is already equipped to make shoes in Canada and has now broken ground for a new five-story shoe factory there to cost about \$50,000. This is the E. T. Wright Co., Rockland, Mass. They expect to have the new factory in operation before the end of the summer. The argument has been made that Canadians could not undersell the American market even with the duty removed. It may be that Canadians cannot, but it is not improbable that enterprising American manufacturers could establish factories in Canada and accomplish that object.

One very large shoe manufacturer has already stated that in the event of the duty being removed from shoes in the United States, he would establish a branch factory in England and begin making shoes for the American market. He would also then be in a position where he could not be stamped by European competition in the event of his American business being affected.

### Shoe Machinery on Free List

A despatch from Washington says: "Shoe machinery, now taxed forty-five per cent., and on which a reduction of

twenty-five per cent. was proposed by the tariff revision bill, was ordered transferred to the free list by the Democratic caucus of the House lately. It was the first real break of the Democrats from the Ways and Means Committee rates. For three days there had been a great deal of speech-making from members without grievances, but all amendments proposed had been steadily voted down, with majorities satisfactory to the Democratic leaders. The shoe machinery amendment, proposed by Representative Borland, of Missouri, and carried by a viva voce vote without substantial opposition from the members of the committee, followed a lively discussion in which Representative Oglesby, of New York, a new member, arraigned the so-called United Shoe Machinery Trust and pointed out the free list as an opportunity to let in competition."

### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

FOR SALE—Boot and shoe business on one of Toronto's best business streets; a going concern, stock about, \$3,500; new, clean, staple and up-to-date. Reason for selling and other particulars on application: Apply Box 44, SHOE AND LEATHER JOURNAL, Toronto.

\$950.00 WORTH MEN'S, Women's, Boys', Youths' and Children's boots and shoes and rubbers, will sacrifice for \$750.00. All clean stock. Apply W. Massen, 1346 St. Clair avenue, Toronto, Ont.

FOR SALE—Boot and Shoe Business; good town; one thousand population; clean up-to-date stock, \$3,500; good reasons for selling. Box 24, SHOE AND LEATHER JOURNAL.

EXPERIENCED SHOEMAN desires position in Western Canada as manager or clerk; ten years' experience; good stock-keeper and window trimmer; first-class references. Box 47, SHOE AND LEATHER JOURNAL.

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, 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****BOX TOES**Leather, Cork, Water-  
proof, Felt, Leather and  
Canvas, all kinds al-  
ways uniform.**HEELS**All grades, sizes, and  
styles.  
Send for Samples.

□□

We buy all Offal for cash.



INDEPENDENT BOX TOE COMPANY

- - MONTREAL

*You can't go wrong on your Union Slaughter  
and Sweat Sole Leathers if you make them*  
***Logan's—the Leather of Quality***

LOGAN TANNERIES, LIMITED, PICTOU, N.S.



# 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

# J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

REPRESENTING

**Tetrault Shoe Mfg. Co.**

Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**

Exclusive Children's Line

**Regina Shoe Company**

Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370

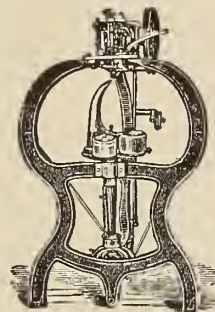
READ THE

# 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



**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 machinery always kept in stock. Ask for prices on Shoe Racks and dieing out Blocks.

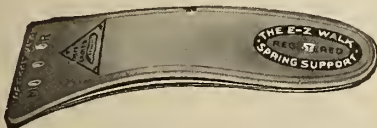
96 Prince St.,  
Montreal.

# THE E-Z WALK

TRADE MARK

## SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN

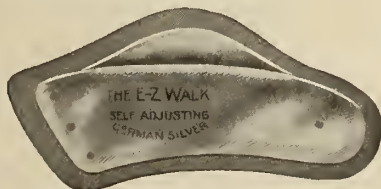


The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet 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.

L. H. PACKARD & CO., MONTREAL, CANADA

OUR CANADIAN AGENTS

YOU will be overlooking one of the best profit propositions of the season if you fail to see all the good things in the

## Fall Line of Twentieth Century Welts

Every style shown is a winner, either from your standpoint or from that of your customer. See them all.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00  
Boys' Retail at  
\$3.50 - \$4.00

The  
**C. E. McKeen Co., Quebec**



John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*

*THE  
Ritchie  
Shoe*

496 St. Valier Street, QUEBEC.

## Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties: Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC

## THE WM. A. MARSH CO. LIMITED

*Manufacturers of  
Fine Boots and Shoes*

QUEBEC



P. Cleophas Lachance  
Inventor

## The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

## LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

**ASK FOR SAMPLES**

## LUCIEN BORNE

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL



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.

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

**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

**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

**The Quaker Shoe Co.**

Makers of

**Men's, Boys', Youths' and  
 Little Gents' Medium  
 and Staple Lines**

**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

**The Bonner Leather Co.**

Manufacturers

**GLAZED KID**

(Black and Colors)

**CHROME LAMBS**

(Glazed and Dull)

1060 Notre Dame St. W., Montreal

## INDEX

PAGE		PAGE	PAGE
33	Aird & Son.....	67	Penman's, Limited..... 11
8	Ames Holden-McCreedy, Limited..	76	Perth Shoe Co..... 12
20	Anglo-Canadian Leather Co.....	66	Plant & Co., T. G..... 17
66	Beal, The R. M., Leather Co., Ltd..	35	Quaker Shoe Co..... 69
69	Bonner Leather Co.....	9	Regina Shoe Co..... 19
16	Boot & Shoe Workers' Union.....	67	Rideau Shoe Co..... 6
68	Borne, Luciene.....	67	Ritchie, Jno., & Co..... 68
15	Brandon Shoe Co.....	66	Robinson, James..... 21
27	Brantford Showall Window Co.....	32	Routier, Luc..... 68
65	Breithaupt Leather Co.....	67	Solomon & Spielman..... 34
22	Canadian Consolidated Rubber Co..	68	Star Shoe Co..... 13
5	Clark, A. R. & Co.....	66	Staynes, W. H. & Smith..... 66
31	Cleo Shoe Co.....	66	Tanning Research Laboratory..... 69
14	Columbus Rubber Co.....	34	Tebbutt Shoe & Leather Co..... 28
23	Cook-Fitzgerald Co., Limited.....	68	Tourigny & Morois..... 68
63	Corbeil, A.....	33	Trickett, Sir H. W., Limited..... 36
7	Davis Leather Co., Limited.....	67	United Shoe Machinery Co., of Can- ada... 10, 18, 30, and Inside Back Cover
69	Dayfoot, C. B. & Co.....	70	United States Hotel..... 34
69	Dominion Die Co.....	69	Wright & Co., E. T..... 29
69	Dominion Shoe & Slipper Co.....	26	Young, W. J., & Co..... 20
35	Doyle, Thos. C.....	35	
69	Duclos & Payan.....		
67	Dun, R. G. & Co.....		
	E-Z Walk Mfg. Co.....		
	Elmira Felt Co.....		
	Frank & Bryce.....		
	Gauthier, The Louis Co., Limited...		
	Hartt Boot & Shoe Co.,The.....		
	Heffering, J.....		
	Independent Box Toe Co.....		
	Independent Rubber Co.....		
	Keiffer Bros.....		
	Lachance & Tanguay.....		
	Logan Tanneries.....		
	Marden, Orth & Hastings.....		
	Marsh, W. A. & Co.....		
	McDermott Shoe Co.....		
	McKeen Co., C. E.....		
	Miner Rubber Co....Outside Back Cover		
	Moenus Mach. Co.....		
	Montreal Box Toe Co.....		
	Murray Shoe Co.....		
	Oberholtzer, G. V. & Co.....		

# MOENUS MACHINE COMPANY

FRANKFORT - ON - MAIN, GERMANY

The very last word of perfection and  
reliability is the

**No. 84a "Normal Model 1913"**

**Measuring Machine**

built only by the

**Moenus Machine Co., Frankfurt o. M. Germany**

*Write for particulars of improvements and advantages.*

## "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.**



# 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.

---

---

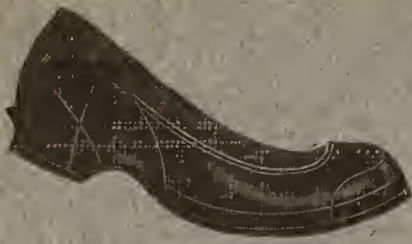
## UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique - MONTREAL, QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec





**Do not delay giving your  
placing order**

If you have not already placed your order for the Miner or Shefford brands of rubber footwear, it would be advisable to do so at once.

The retailer who places his order before May 1st is guaranteed delivery in good time and he has the satisfaction of knowing that he is amply protected in quality, wear, style and service.

**THE MINER RUBBER CO. LIMITED**  
GRANBY MONTREAL TORONTO QUEBEC

Selling Agencies:

Jackson & Savage, Limited, Montreal

J. M. Humphrey & Co., St. John, N.B.

F. Maranda, Quebec, Que.

Coates, Burns & Wanless, London

R. B. Griffiths & Co., Hamilton

W. A. Marsh Co., Western, Limited,

Winnipeg

Blachford, Davies & Co., Limited, Toronto

Dowling & Creelman, Brandon

**M**INER  
EANS  
ERIT



MAY 1st

TORONTO

1913

**THE**  
**SHOE & LEATHER**  
**JOURNAL**

PUBLISHED TWICE A MONTH



**ACTON PUBLISHING CO. LIMITED**  
**TORONTO** **MONTREAL**

# BUYING EXPERIENCE

Will you use the knowledge  
I have gained in my many  
years in business?

---

---

Every year that I'm in business—and you know there has been a good many of those years—I learn something new about the art of buying. Just the same, my customers tell me that I very seldom make a mistake.

Now, no matter how keen you are, you can't have the same opportunities for "good buys" as I have. That's my business—buying for you.

Let me help you with my experience. Let me buy your stock now—and then let me keep it until you need it in your store. Place your Fall order with my traveler now and when you need to sort use my big In-Stock Department, where mail orders are promptly filled and shipped and where practically all sizes and styles are stocked.

Use my experience in buying your Fall stock.

---

---

**JAMES ROBINSON**

182-186 MCGILL ST.

MONTREAL



# STILL CLIMBING!

Sales for 1912 passed the  
Million Dollar Mark

Cuts of a few of the lines which have con-  
tributed to this result are shown on this page



AMHERST BOOT & SHOE CO., Limited

AMHERST

HALIFAX

REGINA



160

100. Men's 12 inch Oil Split Blucher, Unlined, Plain Toe, Bellows Tongue, Outside Back Strap, Three Rows Pegs and Slugged, Klondike Hooks and Eyelets.
190. Men's 14 inch Fine Grain Leg with Two Buckle Cuff and Bellows Tongue, Split Vamp, Tip, Outside Back Strap, Standard Screw and Slugged.



35

35. Men's Kangaroo Grain Blucher, Unlined, Plain Toe, Bellows Tongue, Large Black Klondike Eyelets, made on good fitting Last with Two Rows Pegs and Slugged or can be Riveted. This Stock is very soft and pliable, yet tough and Water Resisting and is one of our big sellers.
36. Duplicate of 35, made in Light Tan Kangaroo Grain. This is one of the greatest wearing stock we cut.
14. Duplicate of 35, made in Black Smooth Kangaroo Grain, Made on neater Last good fitter. Brass Riveted and Slugged.
92. Duplicate of 35, made in Genuine Chrome. This is a waterproof stock that beats them all for wear.
99. Duplicate of 35, made in Urus Calf, a soft Oiled Leather. Good in the water and very tough.

## Where Work is Hard and Ways Are Rough

In any place where the strain on shoes is great there you'll find Williams shoes standing up honestly. Every portion of them is leather, and every stitch is exact, and true and honest. There is no shoddy material or shirked workmanship in a Williams shoe. It is an honest, solid leather, work-a-day shoe which is making a big hit with people who require value with a capital V.

See the Williams man who is in your locality. Ask him to show you all the good, strong features that made the Williams shoe such a selling success. He can show you that you need it in your stock.

## Williams Shoe Company

BRAMPTON, ONTARIO



# Two "reason-why" leathers —and three of the reasons

*The "Bestyet" Twins--"Bestyet" Brown and "Bestyet" Tan are distinct achievements in leather making. They base their claim to be in your shoes on their ability to give you advantages you cannot get in ordinary leathers. Listen:—*

## **Their color is even**

*You won't get one skin of these leathers that isn't the same shade from skirt to skirt, and from head to tail. And, what's more, every skin will be exactly the same shade. Shoes from them do not require to be matched up.*

## **They are washable**

*Any stain these leathers may pick up in your factory can be easily removed with castile soap and water. The bugbear of soiled shoes need never cast its gloom over you. Every shoe you send out will be perfect in color and finish.*

## **They won't fade**

*Neither of these leathers will lose its original color from exposure to the sun. Your customer can take your shoes of these leathers from his window in as good condition as when he put them in. And shoe polish won't bleach them either.*

## **Just one more reason why**

*Right now you can get either or both of the "Bestyet Twins" in any quantity you wish, but you'll have to hurry. With a big season of tans coming on these leathers are liable to be scarce soon.*

*Order yours right this minute.*

**Davis Leather Company, Limited**  
**Newmarket, Ontario**

Established 1865

# L=MOSCO=S LEATHERS

OUR FOUR large Tanneries in Salamanca, Gowanda and Alpena are concentrating in producing a few good lines in large volume.

## Salamanca Tannery

Brown Russet Sides      Chocolate Sides      Flexible Splits  
Plain Hitta Kangaroo      Boarded Hitta Kangaroo

## Gowanda Tannery No. 1

Box Nechro (near Chrome)      Smooth Dull Nechro  
Topping Nechro      Finished Splits      Flexible Splits

## Gowanda Tannery No. 2 (Chrome)

Smooth Mosco Sides Full Grain      Mat Chrome Sides  
Smooth Mosco Sides Snuffed      Box Mosco Sides  
Shoe Splits—Black and Chocolate  
Gussett Splits—Black and Chocolate

## Alpena

B. A. Hemlock Sole Leather      Buffalo Hemlock Sole Leather  
Bends and Backs      Shoulders, Heads and Bellies

Get samples of MOSCO to-day-- the leathers that are often imitated but never equalled.

## C. Moench Sons Co. TANNERS

**Boston**

**Chicago**

**St. Louis**

GOWANDA, N. Y.

SALAMANCA, N. Y.

ALPENA, MICH.

*When writing to advertisers kindly mention Shoe and Leather Journal*



# Dorothy Dodd

RETAIL

\$3.50

to

\$5.00



## What is an Inside Discount?

Usually it is something cut out of the inside of the shoe

where you can't see it. But the customer finds it in minus wear and it tells in the sales of your store.

Let's apply a moment's thought to this inside discount question.

The average shoe manufacturer is well satisfied with a 5% profit on his year's business. Where do you think he is going to get the profit to give you an extra 3 or 5% inside discount? Well, where?

Out of the shoe and out of your reputation—that is the only place it can come from.

The retailer should make from 30% to 35% on the selling price and that is all any merchant should ask.

He should make his showing by turning the stock frequently, by doing a big business on a small investment and that is where the right profit comes from and not out of the quality. That's where the good trade marked shoe makes good. The right trade marked shoe sells quickly. It is known to the consumer by years of national advertising and wearing satisfaction. But little introduction to the public is necessary.

It draws trade to the retailer at the least cost in local

advertising or selling. It gives the retailer an exclusive feature by which to draw trade.

It enables him to get the right price, carrying the right profit without question because it has a reputation.

It enables him to turn his stock oftener and sell out more thoroughly than un-named brands.

The trade marked shoe makes the manufacturer responsible. His success or failure is tied up with the retailer's.

He carries a reserve stock for his dealer's benefit.

This is true of the DOROTHY DODD shoe and here's just one little insight as to where the money comes from to do all of these things for the retailer's benefit.

The average shoe salesman is paid on the basis of 5% of his sales. Our salesmen get considerably under that percentage and yet it is a notable fact that they are the best paid salesmen in the trade. Our selling cost in per cent. is less, because our goods sell easier and our accounts stick.

The trade marked shoe has cut down our selling expense and it can and will do the same for you, which means increased net profit and greater stability.

Think it over. Try it out.

Put it over.

Write to

**DOROTHY DODD SHOE COMPANY, BOSTON**

Branch "In Stock" Departments

NEW YORK CITY  
148 Duane St.

CHICAGO  
208-212 So. Jefferson St.

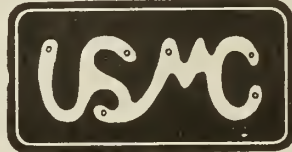
ST. LOUIS  
1324 Washington Ave.

If Agency is Desired, Please Write Our Canadian Representatives—W. M. MURDOFF & SON, Box 478, TRENTON, ONTARIO

# Shoe Machinery

For Every Department  
FROM  
Lasting to Finishing

TRADE



MARK

GOODYEAR  
WELT and TURN  
SYSTEMS

Consolidated  
HAND METHOD  
Lasting Machines

MODEL=C  
IDEAL CLICKING  
MACHINES

RAPID STANDARD  
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

MONTREAL = = QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec





## One of the newest

Here is a shoe that is  
a typical product of

## Canada's Best Shoemakers

If it were possible for you  
to line up the Fall samples  
of every factory on the con-  
tinent, you would find  
nothing there better than

# Hartt Shoes

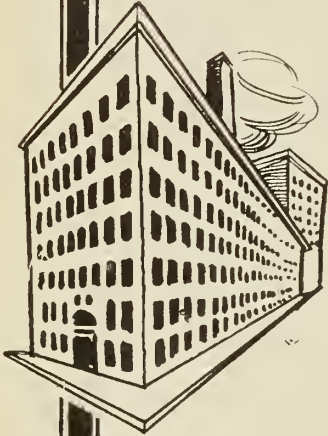
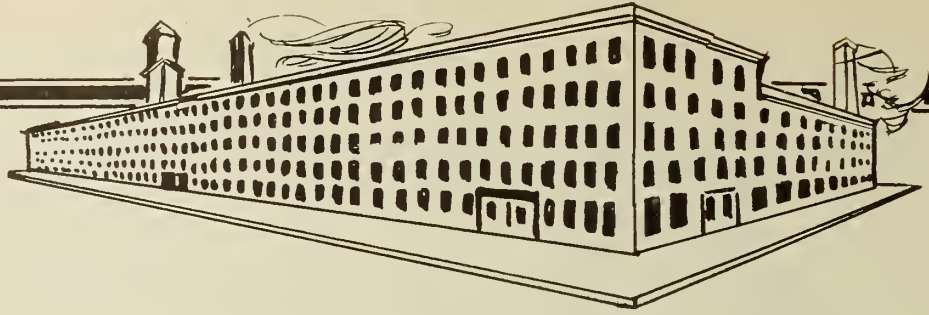
They positively stand at the top.  
They are made for people who  
demand the highest grade procur-  
able and who have the money to  
pay for them.

Get some Hartt Shoes  
in YOUR Fall Stock

The Hartt Boot & Shoe  
Company, Limited

Fredericton - New Brunswick





THE COMING  
INDUSTRIAL  
METROPOLIS  
OF QUEBEC

# MAISONNEUVE

The Ideal City

**MR. SHOE MANUFACTURER:** You are seeking the most advantageous location for your factory. Then you will have regard for these facts about Maisonneuve, the most rapidly-growing industrial city in Canada. There are reasons.

**ACCESSIBILITY.** Maisonneuve is easily reached from all points, lying directly alongside Montreal, with its stores and supplies, affording convenient market for the purchase of raw material and marketing of finished products.

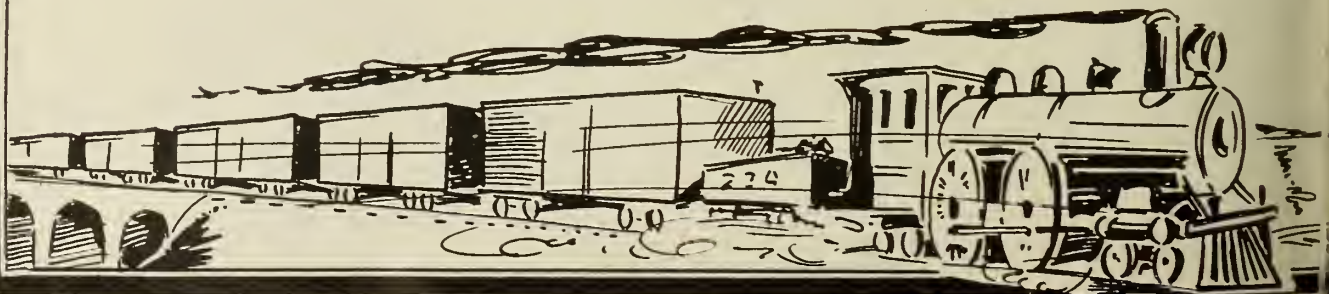
**SHIPPING FACILITIES.** The C.P.R., C.N.R. and the G.T., with a terminal electric railway linking them all together, furnish sidings for practically all sites, besides which there is the St. Lawrence River with its great docks for ocean liners and up-the-lake boats.

**IMPORTANT CONCESSIONS.** Ten years' exemption from taxes are freely offered the bona fide manufacturer.

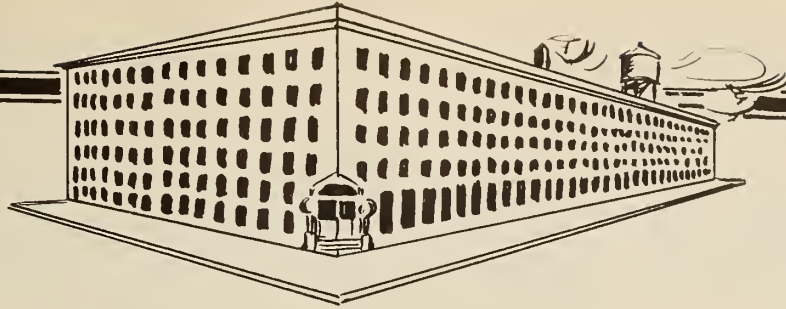
**SPLENDID SITES** along the terminal railway and elsewhere are available at low prices.

**ALL THE IMPROVEMENTS,** gas, electricity, water, sewers, power, are readily obtainable.

**LOW POWER RATES,** the result of competing electric companies, give the manufacturer in Maisonneuve a very distinct advantage.







# NEUVE

THE COMING  
INDUSTRIAL  
METROPOLIS  
OF QUEBEC

## For Your Factory

**FREEDOM FROM LABOR TROUBLES** is offered by Maisonneuve, which has the finest labor market in the Dominion of Canada, male and female, skilled and unskilled, for practically all the workmen own their own homes.

A **CONSUMING MARKET** of six hundred thousand at your very door is an advantage every manufacturer will recognize, particularly when joined with the economy and convenience of a moderate-sized city.

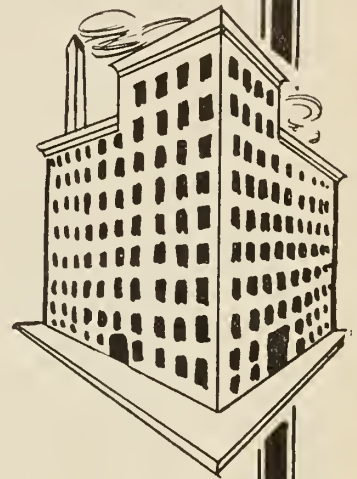
**MAISONNEUVE** has a population of thirty thousand people, churches of all denominations, schools, both Protestant and Catholic, theatres, shops, department stores, parks, beautiful shaded streets, mammoth industries, including the UNITED SHOE MACHINERY CO., THE MONTREAL STEEL WORKS, the VICKERS-MAXIM CO. It has already several large and progressive shoe factories, employing thousands of skilled workmen.

**GET IN TOUCH** with this enterprising town. We can make it worth your while to locate here in Maisonneuve, the Pittsburg of Canada.

For Factory Sites, write

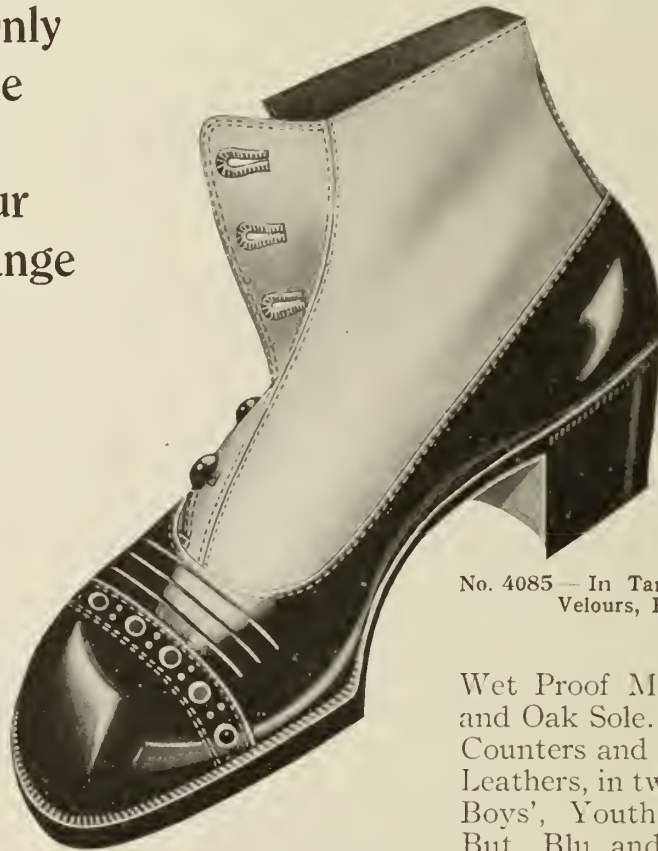
**M. G. ECREMENT**

*Sec.-Treas. Maisonneuve*



# “STAR” Brand Shoes Are Popular

This is Only  
One Style  
Picked  
From Our  
Large Range



No. 4085 — In Tan, Calf, Gun Metal,  
Velours, Box Calf and Patent

Wet Proof Metallic Chrome  
and Oak Sole. Solid Leather  
Counters and Box Toes. All  
Leathers, in two snappy lasts.  
Boys', Youths' and Gents',  
But., Blu. and Bal.

**STAR SHOE, LIMITED**  
Montreal

Makers of “STAR” Brand Shoes





## To the Retail Shoe Merchant

*Are you buying under economical  
and profit producing methods?*

¶ These questions, essential to your business, you will find answered in the "CLEO" samples for Fall 1913.

¶ Constructed with the shoe merchants' interest built right in the shoe, guaranteeing unexcelled Quality, Exclusive Designs, Advanced Shapes, and above all, that profit necessary to a healthy business.



Our salesmen will call upon you in good season with a proposition certainly interesting to you.

---

**THE CLEO SHOE  
COMPANY**

LONDON

CANADA



"Blazer" Last.  
High toe with sharp outside swing



"NIFTY" Last. Custom Bal.

MA  
CAN

*The Just Wright*  
TRADE MARK SHOE

*The Just Wright*  
SHOE



Pug Last. Circular Seam Bal. 1/2 inch Heel

E. T. WRIGHT  
Rockland, Mass.



IN  
DA



"AVENUE" Last. Seamless Blucher. 1 inch heel



"Goinsum" Last. Round high toe

"Just Wright" shoes are "just right" in style, fit, wear and profit producing qualities. They are "just right" for you and "just right" for your customer. They give you the opportunity of offering your customer better shoes than he ever wore, and give a profit that'll make the world look rosy to you.

*The Just Wright*  
MADE FROM SHOE

Connect up with this line. You'll always be a step or two in advance of your competitor and your bank book will keep pace with you.

There never was a better time to start than right now. Have a "Just Wright" man call with his Fall samples. A postcard will bring him.



"Gotuit" Last. A new style of high toe.

**& CO., Inc.**  
St. Thomas, Ont.



N. M. RUTHSTEIN  
THE STEEL SHOE MAN

## Here's a Big Need and a Profitable Way to Fill it

For many years workmen in all parts of the country have wanted a shoe that would stand up properly under severe conditions. They wanted a shoe whose sole would last longer than mere leather—a shoe that wouldn't leak and that would protect the foot.

Every day more and more of these workmen are discovering the fact that Ruthstein's Steel Shoe is the name of the shoe they've been looking for so long. As soon as they get this information they make tracks for the store that has these wear-resisters in stock. Are they coming to your store?

Better get in touch with our nearest agency and find out how profitable it will be for you to fill this big need of the workingmen. Our advertising will help you.

### N. M. RUTHSTEIN

THE STEEL SHOE MAN

**Toronto**

Great Britain Factory — Northampton  
United States Factory — Racine, Wis.

**BLACHFORD, DAVIES & CO.**  
60-62 Front St. West, Toronto, Ont.  
Sole Selling Agents

**GEO. G. LENNOX**  
87 King Street, Winnipeg, Man.  
Distributers for Manitoba, Saskatchewan  
and Alberta.







"Dope" Model—Stock Dept. No. 8363

# WALK- OVER THE SHOE FOR YOU



"Dope" Model—Stock Dept. No. 1042

## More than One and One-Half Million Pairs Sold of This One Walk-Over Model

**T**HAT is a new shoemaking record and proves several things.

One is that Walk-Over designers know how to anticipate and meet the demands of shoe wearers.

Another is that the firm which controls the output of Walk-Over shoes for any city or town has the assurance of the patronage of that part of the community which knows, appreciates and buys the most stylish and up-to-date footwear.

We want an active, aggressive Walk-Over representative in every city and town in Canada. If there is none in your town we'd like an opportunity to explain our proposition in detail to you either through our traveler or by correspondence.



TRADE MARK REG. U.S. PAT. OFF. GEO. E. KEITH COMPANY

## Geo. E. Keith Company

Manufacturers of Walk-Over Shoes for Men and Women

Campello (Brockton) Mass.



TRADE MARK REG. U.S. PAT. OFF. GEO. E. KEITH COMPANY



Note where the shoe bends  
FLEX-WELT

## Inspect the “Kingsbury” and “America’s Beauty” Lines Carefully

- ☞ They gain your instant favor. It does not take a long argument to convince you that these shoes are right in every sense of the term. They speak for themselves. Their sales value is instantly seen.
- ☞ In the same way your customer will be convinced that she needs “Kingsbury” or “America’s Beauty” shoes. They attract her fancy greatly. That sells the first pair—and in future she is a repeat customer
- ☞ Remember that the Flex-Welt feature alone will greatly boost your sales. Order some Flex-Welts and feature them.

Watch for the Kingsbury man



34 Last, Dome Toe, very “Chic”

Kingsbury Footwear Co.  
Limited  
*Specialists in Ladies' Footwear*  
MONTREAL



34 Last, Dome Toe, a splendid seller



# “NUGGET”

## WHITE CLEANER

For Canvas, Buckskin  
and Nubuck Shoes,  
Belts, Helmets, etc.

---

---



Retails at 15c. and  
shows you a good  
margin of profit.

---

---

---

---

DRIES A PURE  
WHITE

---

---

WILL NOT RUB  
OFF

Best for Babies' Shoes

THE “NUGGET” POLISH CO. Limited  
9, 11 and 13 Davenport Rd. - Toronto, Ont.

# Our New High-Grade Line for Men and Women Is a Sure Winner

Every shoeman will be interested in this line—city and large town merchants **particularly** so. It is a new departure—new lasts, new patterns, the very latest of new ideas throughout.

It includes shoes in Aztec and Norwegian Calf and American Gun Metals for men—trimmed throughout in Ayers' Calf, We might mention in passing, blind eyelets and octagon celluloid hooks on lace shoes, bone black buttons on button shoes—all new ideas—and fine serge and worsted tops seamed with California welting.

Our womens' lines are quite as distinctive. Among them are seven new city lasts that are exceptionally classy.

Our travelers are also showing twenty lines of womens' high-grade Turn slippers and pumps. You can suit every taste with this line to pick from.

Get Full Particulars from Our Travelers

## Ames-Holden-McCready Limited

### The Big IN-STOCK Shoe House

Montreal    St. John    Toronto    Winnipeg  
                 Calgary    Edmonton    Vancouver




---

AMES HOLDEN  
M<sup>c</sup>CREADY

---







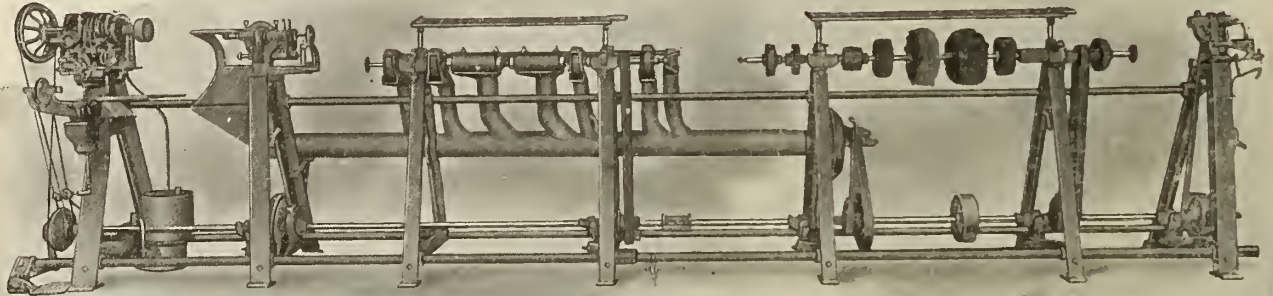
## *MR. RETAILER—*

- ☐ Anybody can blow a horn, but you must have something to show those who come running.
- ☐ ASTORIA and LIBERTY quality justify our claims in every respect.
- ☐ Our new in-stock department is only another evidence of our desire to please you.
- ☐ Wire, phone or write—at your service.

*The Cook-Fitzgerald Company, Limited*

PRICE AT RETAIL \$5 AND HIGHER

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

**T**HIS 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 Brusines              |
| 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# Are You Prepared to Meet the Demand for

## FLEET FOOT

### “Best Quality Sporting Shoes”?

This month you will be “feeling” the demand for  
“FLEET FOOT.”

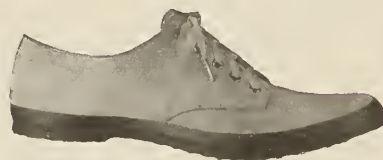
A demand which will be strongly stimulated by  
widespread advertising.

Now is the time to plan how much of this increased  
business you intend to get.

We---on our part---stand ready to meet your re-  
quirements promptly--to ship your goods when  
you want them---when your customers want  
them.



**OUR SERVICE—**  
A chain of well-stock-  
ed branches from  
coast to coast—means  
the quickest possible  
delivery of your  
orders.



## Canadian Consolidated Rubber Company, 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



## *—from the hands of a specialist*

Do you know that every stitch that goes into a Perth Shoe is put there by the workman who knows best how to put that stitch in? Do you know that every workman in the Perth factory is a Goodyear Welt workman, that is, he puts all his time on women's Goodyear Welts?

That's what we mean when we say that Perth shoes are specialist shoes. They are made by men who have grown expert by keeping continually at one special job. The combined efforts of these Women's Goodyear Welt specialists give you a shoe that is more valuable to your customer and more profitable to you.

Get a specialist's profit from a specialist shoe.

***Perth Shoe Co., Limited***  
***Perth, Ontario***

*Where only Women's Goodyear Welts are made*



## A Rideau Shoe gives scope to your good salesmanship



- ☞ One thing that endears the Rideau shoe to earnest salesmen is the fact that every shoe backs up all the nice things that are said of it.
- ☞ You see, the Rideau is the shoe you have always wished to sell. It's built just as you would have it built. And it gives to your customers all the style, all the comfort, all the wear that you would have it give.
- ☞ The making of it is the result of study of what the retailer wants to sell, and what his customer wants to buy. It is a shoe that answers every requirement of its wearer, and satisfies every desire of its seller. It will back up the claims of the most enthusiastic salesman on the staff.
- ☞ Try it on your salespeople and get their verdict.

**The Rideau Shoe Co.**  
Limited  
M O N T R E A L





**A solid leather  
shoe on the "Fitz U" Last  
Men's      Youths'      Boys'**

A Tebbutt line that is to be given considerable prominence in many stocks this Fall, is our solid leather shoe in Chrome Box Calf and Chrome Box Kip. This is a Standard Screwed Blucher with oak soles and leather innersole. It is made on our new "Fitz U" last, and is a dandy for fit and wear. It comes in sizes from youth's 11 to men's 11.

This is a shoe for which there is a large call, and you can fully rely on its ability to become popular.

The time you'll spend in looking over samples of this shoe will be well invested. Make sure you see them.

***The Tebbutt Shoe & Leather Co.***

Limited

THREE RIVERS

-:-

-:-

QUEBEC



# Consider first these Rubbers---and then--- the firms who sell them

If "A man is known by the company he keeps," no doubt a rubber is known by the firm who sells it.

Judged in this manner Independent Brands should enjoy a remarkable popularity. The firms who sell them are the best in Canada. Their integrity and business acumen are well known. They are noted for the remarkable foresight with which they choose their stocks. What they buy, sells.

So when you see rubbers being sold by the best jobbing houses in Canada, isn't it about time that you were looking into the merits of these rubbers? We just want you to satisfy yourself as to the profit of handling Independent Brands. We are sure that when you do you'll not rest until you have them in your stock.

A post card will bring you information.

**Independent  
Rubber Co., Limited  
Merritton, Ont.**

# Kant Krack Dainty Mode

Independent Rubber Co. Brands  
are sold by

- The Amherst Boot & Shoe Co., Limited, Amherst, N. S.
- The Amherst Central Shoe Co., Limited, Regina, Sask.
- A. W. Ault Co., Limited - - - - - Ottawa, Ont.
- Garside & White - - - - - Toronto, Ont.
- Kilgour, Rimer Co., Limited - - - - - Winnipeg, Man.
- The J. Leckie Co., Limited - - - - - Vancouver, B. C.
- The London Shoe Co., Limited - - - - - London, Ont.
- McLaren & Dallas - - - - - Toronto, Ont.
- James Robinson, Esq. - - - - - Montreal, Que.



If you could  
sell to  
**Ninety Per Cent.**  
of the men in  
your town



A. CORBEIL

Nine out of every  
ten men in your town  
would buy "Landover"  
or "Leader" Shoes if their case was properly laid  
before them.

Because:—

The majority of men in your town cannot afford more than  
from \$3.50 to \$5.00 for their shoes. And those who can  
consider it altogether too much to pay.

Consequently, with a well assorted stock of "Landover" and  
"Leader" Shoes on your shelves, you are prepared to fill the  
needs of ninety per cent. of the men in your town.

And remember the strong feature of those good shoes is  
S-E-R V-I-C-E. They will satisfy so thoroughly as to hold all  
the custom their fair price brings you.

## Corbeil Limited

Manufacturers of Good Shoes to Retail From \$3.50 to \$5.00  
MAKERS OF "LANDOVER" AND "LEADER" BRANDS

**Warehouses and Offices**  
71 St. Paul St.

**MONTREAL**

**Factory**  
63-71½ St. Paul St.





# Murray-Made and Derby Shoes

## Get The "Murray Habit"

### Whatever You Want--



Whether it is the Metropolitan effect you desire or the extreme high toe or year round staples, you will find all proved selling styles in the Murray line for Fall, 1913.

Sell Murray-made shoes---not once, but all the time.

If you have sold them once you know the good value and up-to-date style given in our lines.

Derby and Murray-Made shoes will give you good profit and benefit your business.

# The Murray Shoe Company, Limited

London - - - - Canada

# PACKARD'S

## INDIVIDUAL WOOD DISPLAY STANDS

Mission Style

Oak Finish



7 in. 35c. each.



10 in. 40c. each.



13 in. 45c. each.

A cheap, attractive stand. Solid and Substantial.

### LADIES' BOUDOIR SLIPPERS

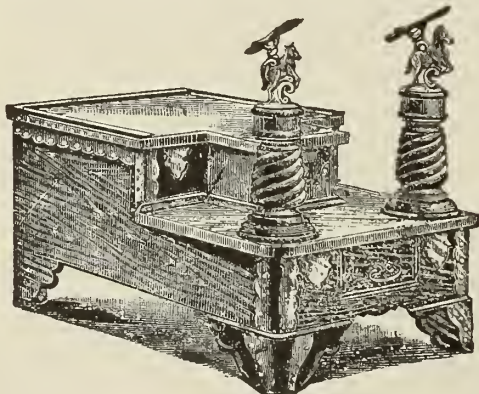


In all colors. A good seller. Get in a few pairs to brighten up your window display and watch results

### PACKARD'S COLORED DRESSINGS

For all Leathers and Canvas Goods

### Boot Black Supplies



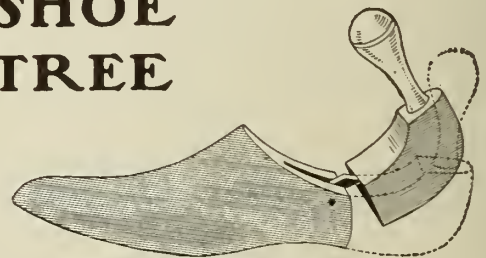
- Brushes
- Daubers
- Laces
- Dressings
- Stains
- Dyes

#### SHOE SHINING STANDS

- No. 1. Covered with Zinc
- No. 3. Covered with Brass

STANDS IN ALL SIZES MADE TO ORDER.

### BOSTON VENTILATED SHOE TREE



In all widths and sizes for Men and Women.

If it's new **P A C K A R D** HAS IT  
L. H. PACKARD & CO. = = MONTREAL



# 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?

One Gross Boxes



**FOR MEN  
FOR WOMEN  
FOR BOYS  
FOR GIRLS  
FOR BOOTS  
FOR LOW SHOES  
NARROW SHOE TIES  
WIDE SHOE TIES**

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:** 16 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 **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.

**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  
517-525 St. Paul St., **MONTREAL** Phone M. 7012-7013

Brackley Shaw  
President

C. T. Shaw  
Vice-President

## Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager

T. de G. Stewart  
Sec'y Treas.

The Largest Sole Leather Tanners in the British Empire

Established 1859

WAREHOUSES :

**MONTREAL**  
216 Notre Dame Street West  
Head Office

**TORONTO**  
665 King Street West  
W. J. Heaven, Mgr.

**QUEBEC**  
516 St. Valier Street  
J. A. Scott



Manufacturers of

TANNERIES :

**HUNTSVILLE**  
and  
**BRACEBRIDGE**

Capacity  
3000 sides per day  
18 million pounds per annum.

## MAPLE LEAF OAK, UNION AND HEMLOCK SOLE

Sides, Crops, Backs and Bends—Shoulders, Heads and Bellies—Tapsoles, Toppieces, Cut Soles, Counters, Heels, Box Toes, etc

The fact that since the foundation of the business by the president, Mr. Brackley Shaw in 1859, we have always been the largest producers of Sole Leather in Canada, and that we are to-day also the largest producers of Sole Leather in the British Empire, is sufficient guarantee that our methods of dealing with our customers—our goods—and our prices are right.

# 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





## Buy for your customers' feet— not for your window

You can't build a permanent business on "eye service." You know there are not enough people in your locality to keep you busy unless the shoes you sell them satisfy their feet. You must get your people coming back to your store regularly before you can hope to have a "regular" business.

Then, don't buy for "eye service," don't buy shoes because they'll look good in your window, buy for "foot service"—buy shoes that'll feel good on the feet of your customers. Buy from the Aird Line.

It comprises men's, women's, boys' and youths' Turns and McKays, and every pair fits—and fits comfortably—and wears like iron. They'll bring your customers back.

## Aird & Son, Montreal

Makers of Men's, Women's, Boy's  
and Youths' McKays and Turns



Your Gloves will not become stiff and bony from hard usage or exposure to wet if the leather is right.

Gloves made of "P & V" leather remain soft and comfortable under the hardest conditions of wear and weather.

In the manufacture of heavy gloves for out-door workers "P & V" glove leathers are without an equal.

They are made in horse, cowhide and split, and in various colors and weights.

Send to-day for our free sample book of glove leathers and convince yourself of their superiority.

**Pfister & Vogel Leather Co.**

Milwaukee, Wis.

# 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

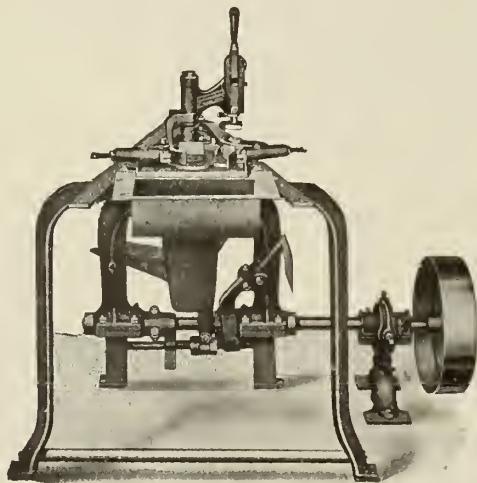
## TAN AND BLACK

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**



**HEEL BUILDER**

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 Up-to-date 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.**



## Dunford Elk Shoes Limited

Reorganized

John E. Kirwin, Manager

Winslow J. Ellingwood, Supt.



## The Original Canadian Boy Shoe

has had one winter's experience in Canada, and has won fame, both for economy and comfort.

Parents tell us that their boys, accustomed to wearing a pair of ordinary leather boots with rubbers, have worn a pair of our CANADIAN BOY SHOES all winter, thus saving the cost of ordinary boots, plus two or three pairs of rubbers.

Made in three heights, 6, 8 and 10 inches.

The greatest boy shoe value in Canada is

THE CANADIAN BOY SHOE

Dunford Elk Shoes Limited

Stratford - - - Ontario

## --why do McDermott's wear so well?

One of the big reasons why McDermott Shoes wear so well, and hold their shapes so long, is that every shoe is correctly fashioned.

It fits—and fits all over.

There is no question about the fit of a McDermott Shoe. As soon as your customer gets it on her foot she knows that it will fit perfectly. This perfect fitting quality is a big help in quick initial sales and a sure bringer of repeats.

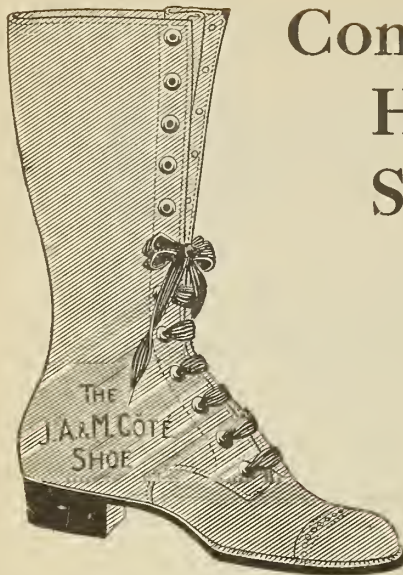
A shoe that is built to fit like a McDermott naturally wears long, and holds its shape. It won't "run over," or become "sloppy," because it fits snugly. It won't crack, nor will the seams burst, because it is not too tight.

You see, the perfect fit of a McDermott has a great deal to do with its long life.

## The McDermott Shoe Company

Women's Shoe Specialists

Montreal



## Comfortable Heavy Shoes

THERE is nothing left out of Yamaska Brand Shoes that would tend to make them wear longer, and yet the comfort of their wearers is always kept in view. The result is that, while "Yamaskas" are sturdy and strong, and long-wearing, they are easy on the feet, and are not burdensome to their wearers.

Your customers who need heavy shoes will appreciate the comfort as well as the long service of "Yamaska" Brand of heavy shoes.



La Compagnie  
J. A. & M. Cote  
ST. HYACINTHE  
QUEBEC

## Window Fittings That Save Space



No. 3—Nickle  
Plated Heel  
Rests. Made  
in 3 to 12 in.

The newest idea in Window Fittings is strong, light and durable. It does not obstruct the light and allows you to show as many as three times the number of shoes you do now without the least bit of crowding. Write for full particulars and prices.

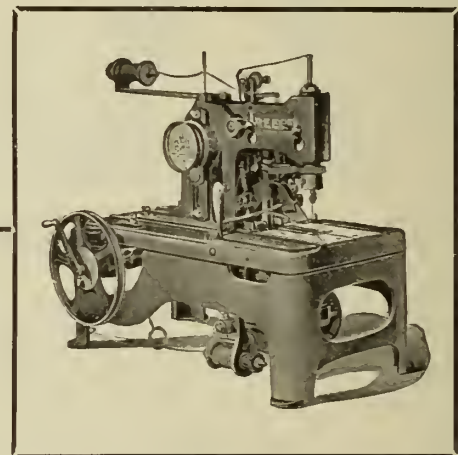
(See page 27 in last issue of Shoe and Leather Journal.)

## The Brantford Showall Window Fitting Company

Mail Office—67 William St., Brantford

A FULL LINE OF SHOE RESTS AND STANDS

Small  
Cost of  
Upkeep;  
Simple in  
Operation



Little  
Noise;  
High  
Speed  
In Use

## REECE High Speed Button Hole Machine

is AUTOMATIC, which insures you against careless operators; no part of the work on the button hole demands the operator's care. Hence the finished button hole is of A1 quality and it stands wear in use.

WE WILL INSTAL IT ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL** **TORONTO** **QUEBEC**  
L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.



There is a tag  
like this on  
every pair of  
Everyday Shoes

It is your guar-  
antee of real  
excellence and  
true worth.

Look for it.



MR. DEALER,  
WE WOULD ASK YOU—

*Are the shoes you sell  
The kind that tell  
The merits of your store?*



Or do you think more of big profits than reputation? Every man likes to hear something good said about himself, and the man who handles "CANADIAN BOY SHOES" has the best possible recommendation to the shoe buying public.

Some men are judged by their works, but the retailer is judged by his stock; so, in fairness to yourself, you should stock "CANADIAN BOY SHOES" and try to live up to their standard.

**THE RELIANCE SHOE CO., LIMITED**  
350 SORAUREN AVENUE TORONTO, ONT.



## Watch for the Rena Traveler

If it's anything in McKays, we can handle your order expeditiously. Give us a trial.

Our travelers are now calling on the trade with a range of fall samples which are as nobby and smart as anything on the market. In style, workmanship and general wearing qualities RENA shoes are A1.

Our Women's McKays also are of the same high standard as our Men's lines. We can safely bespeak your custom for every line turned out by us during the coming year.

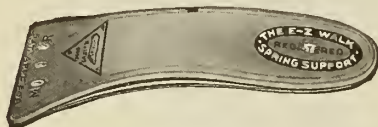
A postal card will bring full information.

**Rena Footwear Co., Limited**  
611 Beaudry Street -:- MONTREAL

## THE E-Z WALK

TRADE MARK

### SPRING ARCH SUPPORT FOR MEN, WOMEN AND CHILDREN



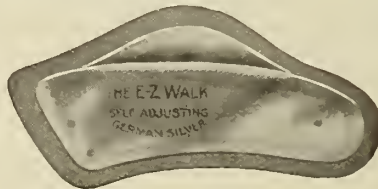
The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

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.



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.  
L. H. PACKARD & CO., MONTREAL, CANADA  
OUR CANADIAN AGENTS

## Women Labels

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

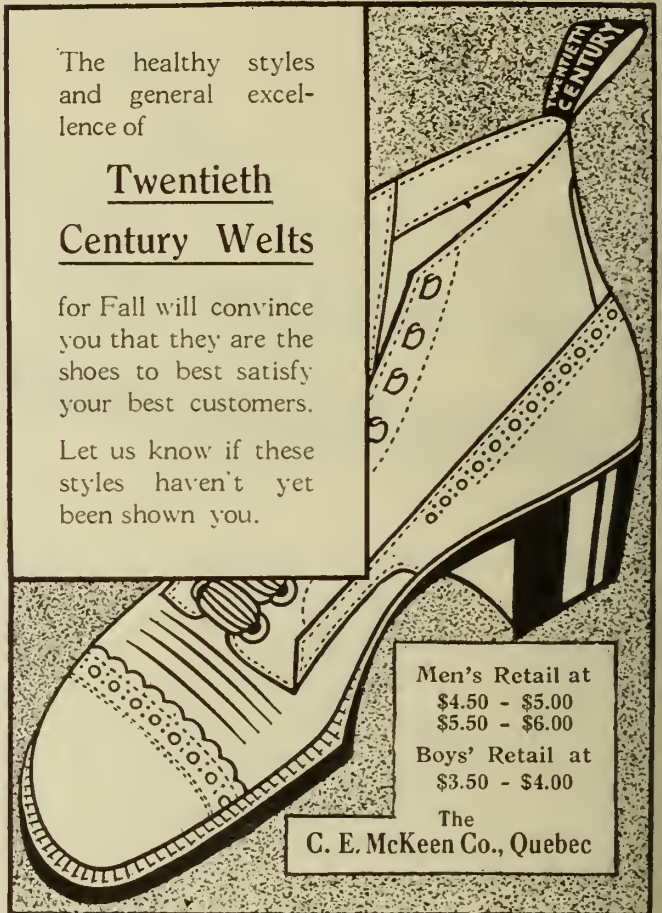
THE SHOE THAT IS KNOWN IS THE SHOE WITH A GOOD LABEL

The healthy styles and general excellence of

### Twentieth Century Welts

for Fall will convince you that they are the shoes to best satisfy your best customers.

Let us know if these styles haven't yet been shown you.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec

## 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



**K. & S.**

**Russet Leather Repairer**

For mending damages on any kind of Russet shoes

**K. & S.**

Manufacturers of

Patent Leather Repairer, Russet Repairer, Patent Russet and Canvas Cleaner, Crayons for Repairing all kinds of Leather, Russet Polish made to match all stock. Bottom, Heel, and Edge Ink, Bottom Stains and Edge Filler.

TRY OUR

**Repairing Crayon**

for repairing Vici, Box Calf, Velours, etc.  
Made in Black, Light and Browns

**KENT & SMITH**

71-75 Blake St., Lynn, Mass., U.S.A.



ASK FOR  
**So Cosy**  
TRADE MARK  
**SHOES**

YOU are perfectly informed regarding So-Cosy shoes; but we like to keep reminding you just the same. There are no other shoes that will give you better satisfaction for the same money.  
*Your own Jobber has them.*  
**HURLBUT CO. LIMITED**  
PRESTON CANADA

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.

**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.



## How Much of Your Net Profit Do You Get?

**Y**OUR success is determined, not by the volume of your sales, but by the net profit you actually receive. Losses caused by carelessness, mistakes, forgotten charges and temptation must be paid for out of net profit---you have just that much less for your family, your future and yourself.

A modern **National Cash Register** stops losses and increases trade and profits. It shows how much money should be in your cash drawer and how many sales were made by each clerk. It records all charges, bills paid and money received on account.

It insures your getting that part of every dollar which rightfully belongs to you as a fair return on your labor and investment.

*Write for further Information*

**The National Cash Register Company**

285 Yonge Street, TORONTO

Canadian Factory: TORONTO



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng.) Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 9

TORONTO, MAY 1st, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Fitting a New Shoe Style to All Types of Feet

How a Salesman Must Exercise Judgment, Alertness and Common Sense—All Fitting Systems Have Some Shortcomings—Clerk Who is Conscientious in His Work Will Have Little Trouble—Some Reliable Rules to Follow

Written Expressly for "The Shoe and Leather Journal" by A. E. EDGAR,  
author of "How to Advertise a Retail Store," and other business literature

"Apparently shoe fitting is deteriorating. It is almost impossible to go into any of the large stores in large cities and get decent service out of a salesman. Only last week a young lady was sent to one of the most exclusive shops in a great centre and inquired for a salesman who had sufficient experience to be a good fitter. The exclusiveness of the shop alone should have guaranteed this young woman a proper fit. She paid \$6.00 for the shoes. The fit was so poor that it was almost a crime to let the footwear go out of the store."

The foregoing item of so much importance to all shoe merchants and salesmen is from a Chicago trade paper of recent date. It shows how badly the shoe business can be managed. It does not require a college course, nor any particular study of anatomy to correctly fit the foot. A knowledge of the anatomy of the foot is, of course, a great help in fitting a shoe properly, but it is of greatest value in fitting deformed feet. At a rough estimate, it would not be out of the way to say that at least eighty per cent. of the feet we are asked to fit are normal, or so near it that they may be treated as normal.

The proper fitting of a shoe depends upon two things to-day. One, the variety of the sizes and widths or fittings, as our English shoemakers say, which, in the writer's mind, is a far better expression than widths, that is available for fitting purposes. If a salesman is restricted to one width in a shoe it will be impossible for him to fit a fair number of customers correctly.

### Need Real Measurement Standard

At the present time we need a standard of measurement for shoe sizes, not a pretended standard that no manufacturer follows strictly to the letter. With such a standard it would be possible to fit at least ninety per cent. of the feet that go to the shoe stores of Canada for shoes, perfectly and comfortably. As it is, it is up to the salesman to use his knowledge of the stock and his best judgment, which is the second thing upon which depends a proper fitting of shoes.

A salesman who is conscientious in fitting will have but little trouble with his customers. It is the man who is unscrupulous, neglectful and downright lazy that gives poor fitting service. Every salesman should make it a point to find out how every line of shoes that comes into the store



fit. The writer has fitted shoes upon customers that he knew would not fit, and the customer did not want; just for the purpose of finding out how they did fit the particular type of foot the caller had. This was done without the latter knowing what was going on, and as a part of the process of finding out the best fit for the foot. In this way a salesman knows before his customer sits down the peculiarities of his wares, the shoes that will fit short, thick feet, those that will fit long and narrow feet, and other kinds of pedal extremities.

### The Customer is at Fault

Right here it might be said in defence of the salesman that it is very often the fault of the customer that he or she does not get a perfect fit. Here is an instance: A young man trying on a gun metal button shoe, one of those modish creations with a high toe and short fore-part, and a high forward-pitched heel. The salesman knew his customer and appeared to be upon intimate terms with him, a trick that salesmen ought to cultivate.

"What is the size of this shoe?" inquired the caller after he had walked up and down, and examined it in every attitude.

"None of your business," was the clerk's reply, "What you want is a fit for your foot, not a number to carry around in your noddle."

This was a little familiar, but the clerk knew his customer. This kind of an answer would not do for a prim old maid. Another case may be cited: A lady was trying on a shoe and the salesman knew that it fitted her perfectly. His customer had admitted that it felt comfortable. She asked the salesman what the number of the shoe was. "Why I don't know, I never look at the numbers that are marked on the shoes, I took your measure and got the shoe that corresponded with it. I should judge that if the number was marked in them that it would be 4A." This was the size the lady had asked for. She expressed surprise that there was no size marked in the shoes, and not knowing the meaning of French sizes that were marked on the lining, was satisfied.

This clerk knew his business, but this game would not work in a store catering to a general trade.

One more case along this line and we will leave it. A patron had on his foot an oxford that the salesman knew

fitted him perfectly, but they were a half-size larger than had been asked for. The young fellow buying them was one of those kind who know it all, and are a good deal harder to sell than the most finicky of women.

"What size is that?" he finally asked. The salesman felt that his doom was foretold, but he very calmly told the size. "I can't wear a seven, I had a pair and they rubbed my heels and made blisters." And he stopped to take them off, instead of putting out his foot for the salesman to do so. The salesman was mad enough to take them off and throw them at the fool's head, but he did not show it, that is where a salesman's training comes in. He very masterfully took the foot and shoe out of the others hands and tied up the shoe lace again. "Just a minute, I think I said that it fit you; it can't be possible that I was mistaken." And he felt all over the shoe as if assuring himself that he was right, and said: "I knew I was right, I know my business." He then went on to explain why the oxford the customer had before slipped and rubbed his heel, and why the one he had now on could not, and ended up by stating that he would be glad to take them back if they did.

#### Customer Was Not Satisfied

The customer was not satisfied but wanted a half size smaller. The salesman quietly got them down and they were tried on and found too small. This was a case where common sense and argument were apparently wasted, but the salesman was game and went through it all for the benefit of the future business he could do with his man. At last the customer gave the salesman the opening he wanted. He said, "If they were not so much longer than the ones I am wearing I would try them, but there is no use me taking a seven, I know they are too long." The clerk pulled out a rule and measured the two shoes and found that the seven measured nearly a quarter of an inch shorter than the old shoes. The fastidious fellow was cornered and knew it and was badly put out about it. He took the shoes, but before he got away the salesman had engaged him in conversation on a topic that he was interested in and sent him away satisfied and in a good humor.

These incidents show the human nature side of fitting shoes; but behind this the salesman must know what a good fit is and how to give it.

The salesman should have no difficulty in finding out the proper size of a shoe to try on a customer. In fact, the clerk of experience can almost always fit the foot with the first pair he tries on. The visitor will almost invariably state the size that is wanted. This should not always be considered as the correct one. The size marked on the inside of the shoe is the next indication of what the size ought to be. The condition of the boot being taken off should add the remaining information necessary to a proper conclusion.

In a department where high grade goods are sold, the measuring stick may be used for the effect it has on the customer, but its too frequent use only spoils the influence desired. After the size is known, it is only necessary to decide the style of shoe that is best suited for the peculiar type of foot. But it is not always easy to sell the proper kind of shoe to insure a perfect fit. The customer has his own ideas of the style of shoe he wants. The man, who wants a straight last, very often ought to have a full swing to give him comfort and ease. He goes around complaining about what tender feet he has, when a change of style of shoe would remedy the trouble and he would not know that he had feet.

#### Good for Some, Bad for Others

One of the American (United States) ideas of fitting is "long and narrow" shoes. This is a good idea for some feet, but it is the worst policy for others.

Some years ago the writer was called upon to fit a lady

who had on her foot a 4½E oxford. The toes were bunched up in the toe, the toecap had split away from the vamp because of the great pressure there was against it every time the lady put her foot down on the ground. She was fitted to a pair of shoes, 7A, and has always worn that size since. Now, what ever kind of a foot-fitter had fitted the short wide shoes to that foot it is hard to say, but it is more than likely that this lady had thought that 4½ was her size, and had always asked for them, and been given what she asked for, without regard to fit.

This is an extreme case and shows that there are a few salesmen who do not pay enough attention to fitting shoes properly. This lady made no reference to the change in size, other than to remark, "That's the prettiest shoe I ever had on my foot." She was pleased at the change.

But take another case and we find the other extreme. An American, while sojourning in Canada, dropped into a shoe store and made a purchase of a pair of shoes. He had gone in with a 9½AA on his feet and gone out with an 8½D. In this case also, the change was for the better. This man weighed one hundred and eighty pounds and had some trouble with the shoes he had been wearing, but always attributed it to his tender feet. The AA last was too narrow across the sole for so heavy a man.

Without going too deeply into the matter here are a few rules to follow in fitting shoes. They are not put in any particular order but as they suggest themselves to the writer.

#### SOME IDEAS ON FITTING

1. Fit a foot at least two sizes longer than the foot measure shows the foot draws. Sometimes, for a lean, thin foot a half size more may be added, but never fit a foot shorter than two sizes longer than the foot draws when at ease.
2. If a foot shows a high arch, fit with a shoe having a high shank, and necessarily a high heel to give the proper arch.
3. If the arch of the foot does not show much curve, fit with a lower heel and arch.
4. If the toes of the foot are square, full, round and spread, fit with a wide toed shoe. The toes should be given a full house to live in. It is not always best to fit this kind of a foot with a wide width, but the best results are had from fitting with a wide toe and ball.
5. If the toes are long and run out to a point, a narrower shoe is best. This kind of a foot can be fitted to a straight last very well.
6. See that the ball of the foot comes across the tread of the shoe. This is one of the best indications of the best size (length) to give.
7. The shoe should fit snugly to the inside of the foot at the shank. This is sometimes hard to secure, but is necessary to a comfortable fit.
8. The instep must be fitted so that there is not room enough for the foot to slip forward in the shoe. This is one of the faults with cheap shoes. It is almost impossible to get them with a narrow enough instep. If the foot is fitted snugly from the waist of the shoe back, allowing the toes plenty of room there is always sure to be a comfortable fit.

If the shoe salesman uses these eight rules in fitting he will not go very far astray. But he will also have to use them with good judgment, and more common sense.

(Continued on page 66)



# Is the Repair Department Really Worth While?

Many Shoemen Think That It Is, Especially in the Smaller Centres—Some Larger Dealers Declare That Outside Repair Shops Are So Numerous There is no Necessity to Bother With This Branch—Much Depends on the Kind of Help Engaged, the Prices Asked, and Other Things

"I think a repair department is one of the most important assets in any shoe store." This is what one Canadian dealer thinks of a department of this kind. Much has been said time and again about the repair branch, some merchants saying it was a first class idea, and others looking on it as a source of trouble and expense. Of course, it is like anything else—It is a difficult proposition and can be made to pay some people where others fail.

The writer has canvassed many shoe stores on this question, and while a good many do not like the idea of a repair shop, they mostly all agree that it is a necessity these days in every respectable sized town or village store, in order to meet the keen competition which has to be encountered. One dealer who conducts a fairly large store has the following to say on the subject: "I am sure that if a strict eye is kept on the repair department and a certain amount of judgment used, a shoe dealer can make a nice thing out of

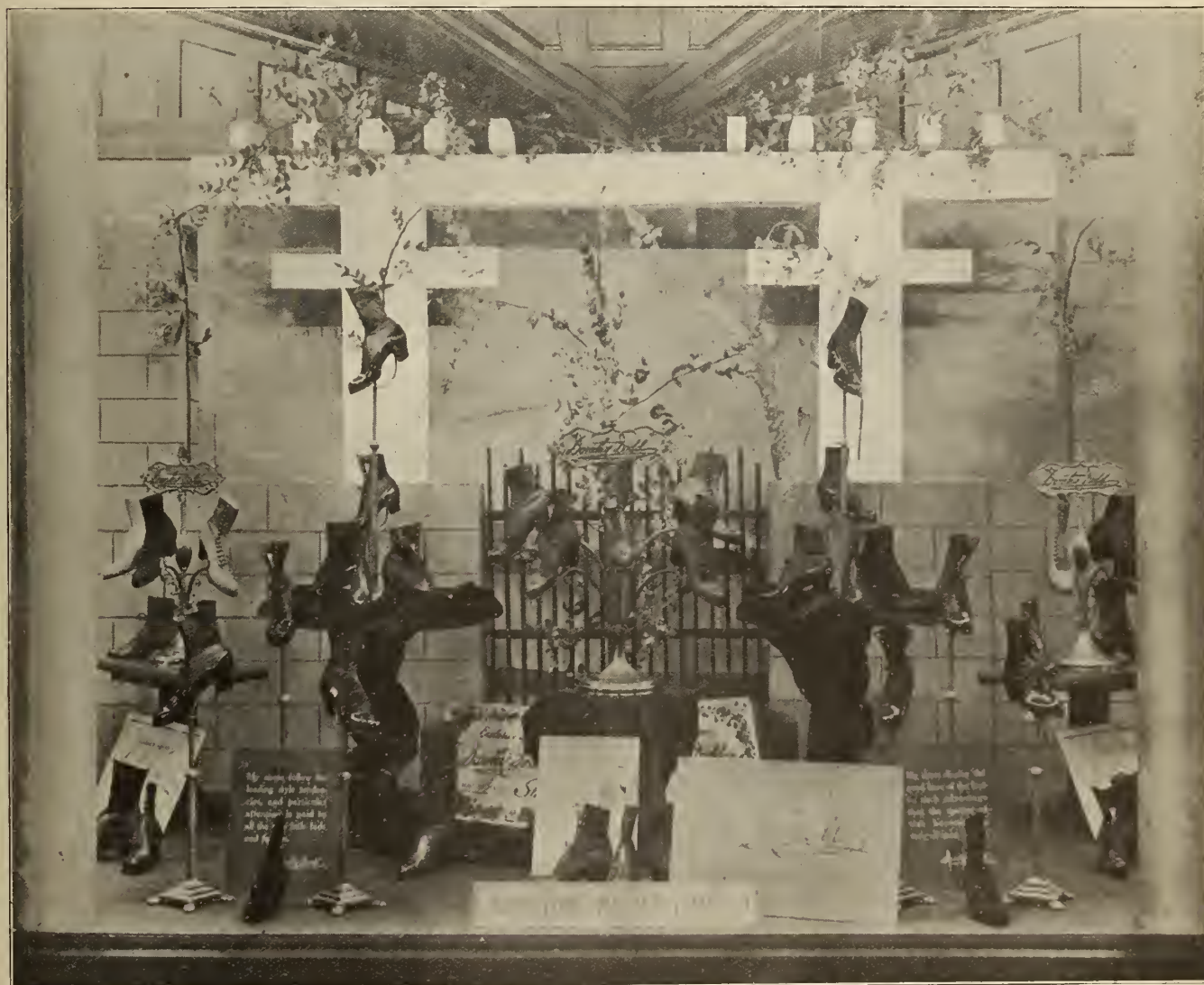
this branch, or at any rate, every shoe retailer will agree with me that a repair department is necessary if only to keep customers satisfied. There is no reason why they should do worse than to break even on the proposition.

## Handy for Small Repairs

"For example, one of the important things a good repair department will take care of is the making of various small repairs that are often necessary on a pair of shoes, due to negligence or faulty workmanship. The number of these requiring some kind of repair is really surprising. It prevents the returning of the pair and also saves them from the shelf-warming class. Of course, these repairs have to be made free of charge. If you sent them to an outside shop it would be a straight loss, a loss that is saved when a store has a good repair department.

"Then look at the question from another standpoint,

## AN IMPOSING ARRAY OF NEW STYLES



AN ARTISTIC AND IMPRESSIVE DISPLAY OF WOMEN'S SPRING FOOTWEAR, MADE BY JOHNSTONE WALKER, LIMITED, OF EDMONTON, ALTA. THE PLEASING ARRANGEMENT WAS CARRIED OUT BY FRED V. HOLLANDS, WINDOW TRIMMER OF THE FIRM



Every pair of shoes sent outside, means the loss of 10, 15, 25 cents or whatever the extra profit may be. Compare the number of repairing jobs which are bound to come to you if you encourage this department, and you will find that its means a good many dollars a year that you might just as well have as the other fellow."

#### Going At It In the Right Way

But the foregoing is really not the proper way to look at the matter. Any shoeman can make a profit, and a mighty good one from a repair department if he runs it in as careful and economical fashion as possible. If he goes at it the right way he can make almost as much as he procures from his findings department. To do this he must have as much machinery installed as the volume of his business warrants. This is one of the principal essentials in the success of a repair section. A shoeman should never waste time doing a job by hand if it is possible to be done by machine, which performs the work much quicker and a good deal better than is possible by hand. Doing the job quicker means a saving of time, enabling a larger volume of business to be attended to in the same amount of time, and consequently, more net profits. It is right here where many a shoeman fails to make his repair department pay. He looks at the present outlay instead of at the future profits. Even the present outlay is comparatively small these days when a shoe dealer can always lease a repairing outfit on a royalty basis or on some kind of similar terms. "I have only a fair sized repair department myself, but I am clearing from \$30 up a week from my repairs. I keep two men busy all the time. Do you think it is worth my time?" asks one eastern man.

This is what one man says, but it is representative of what a good percentage of shoe dealers think. One large city dealer, talking to the writer said. "Three or four years ago, I did repairing on a very small basis, but I saw what there was in it for me, and pushed it hard, with the result that I now employ eight men and keep them working steadily. Latterly I have been doing a certain amount of custom work, of which there is always quite a bit floating around. The only trouble I have now with this department is the lack of good repair men. What is troubling me more is the securing of men to do the jobs I receive, not the securing of the jobs. They come alright, as fast as I want to take them. I did not do any advertising other than hang a sign outside announcing that I did all kinds of shoe repairing. I did the work well and the trade came almost faster than I could handle it."

#### Too Much Bother and Worry

Naturally, there are two sides to every question. Here is what an anti-repair man says: "I would not have a repair department in my shop for any money. Why? Because, when you figure up the profit in it you have to take into account the trouble necessary to procure this profit. I think there is just as much work expended on a pair of shoes to be repaired as there is in selling them—sometimes a good deal more. If I spend as much time looking after my regular departments as it takes to look after the shoe department, I am able to make just as much money as I would on repairs without all the extra bother necessary when conducting a repair shop. Some people say this department will aid in bringing business to the other branches, but I do not put much faith in this theory. The way I look at it is that the class of trade I handle should be the type of persons who buy new shoes when necessary, not the ones who are continually running to have their shoes repaired instead of buying oftener.

#### Not Much in It Now

Another retailer said there was not much these days in repairing when the high price of repairing material was considered, especially all kinds of leather. Sole leather, he said, formed the bulk of the repair man's purchases and it

seemed to be getting higher all the time. Add to this the trouble it entailed and a man would be better off to leave it to men who made it their particular business to look after this trade. "I send all my repairing to one man in consideration of which, I get it done at a twenty per cent. discount. I have no bother, and find I can get good business. I attend to the small wants free providing I think the shoe at fault is not satisfactory. In the matter of claims for free repairs, if I think the claim is a just one, I get the shoe attended to. I believe the best way is for every shoeman to send out all his repairs. It does away with a lot of free jobs you are expected to make when you have such a branch in connection with your store."

"No, I do not keep a repair shop. I regard it as a source of unnecessary trouble and expense which is saved by keeping my repair business in close check and sending what I have, in order to keep my customers satisfied, to an outside man. He does my repairing for a reduced figure, enabling me to charge customers enough to cover all expenses and yield me a fair profit," says a Northern dealer.

"I was thinking of opening a department of this kind a couple of years ago, but found it a rather hard proposition, so I let it go. The principal difficulty seemed to be in getting a good repair man," declared another shoeman. "Of course, I attribute this to the fact that my store is in a rather small town and a cobbler is harder to procure in a place like this than in a larger town or a city. For this reason I did not go any further with the matter. At present I send out all my work to a repairer, and this seems to work out satisfactorily. I have found that it was necessary to cut down free repairing as much as possible. It is a habit which seems to grow on customers. This is another reason why I am not in favor of a repair department in connection with my store."

#### Depends on the View Point

Evidently the personality of the shoeman has a good deal to do with the side he takes to the question. On both sides 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 possessed 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 on the main business in hand, he will likely contend that there is nothing in a repair shop. There are good points on both sides, but it seems to reveal, judging from the number of interviews and different opinions expressed, that the repair shop in connection with the regular shoe business, is an advantage to every shoe dealer, in the smaller places especially, when properly looked after.

A large number of dealers admit that a repair department ought to pay. Their excuse for not opening one is that they have not the time. Of course, there may be a lot in this, and the old proverb about having too many irons in the fire might be recalled. On the other hand, a great many people think this branch requires a lot more attention than it does, and certainly, when talking with some of the dealers who have made a success of their repair department, the writer was impressed from the manner in which they spoke that they regard it as one of their best side lines and one well worthy of the time and trouble expended towards making it a success.

#### A Source of Information

A leading manufacturer recently said: "I think that every retailer of shoes should have a repair department as a part of his business, not only as a convenience to his customers but as a sort of bureau of information for his own use. There's no way in which a shoe dealer can so well size up the workmanship in a shoe as to see it after it has been brought back for repairs. Many dealers have made changes in their lines through the insight which they have obtained in regard to the goods which they purchase. Poor workmanship and

(Continued on page 66)



# What Way Do You Figure Profits, Mr. Dealer?

Certain Calculations that You Think Correct Are Liable to Bankrupt You—School Arithmetic vs. Business Arithmetic—The Importance of Figuring Costs on the Selling Price Instead of the Cost Price—Tale of a Stove

A retail merchant bought a suit of clothes at wholesale for \$16. How much would he have to sell it for to make profit of 25 per cent?"

This is a problem found in nearly all arithmetics used in school. This department of the book was called "Gain and Loss." The result as given in the key to answers found in the back of the volume was \$20, says H. C. Lenington in the Southwestern Merchant.

That does very well for a boy in the fifth or sixth grade at school. But, for the man conducting a retail clothing store, the real question is: "How much would a merchant lose who figured his profit and loss account in this manner?"

I have sprung the following problem to several of our school boys: A retailer handled a stove costing him wholesale \$10. He wished to make a profit of 10%. His cost of doing business he estimated at 18%. What should be his selling price?

The answer is not \$12.80, but \$13.89.

My way of figuring has caused some excitement among our school teachers who claim that I have not worked the example correctly. They seem to think that this is just a "grafting" way the merchants have of figuring up their profits.

In the problem of the suit purchased at wholesale for \$16 and sold for \$20, the difficulty is not so much with the method of working the problem itself as it is with the things the problem takes for granted. As a simple problem in percentage it is correct, because 25 per cent. of \$16 is \$4 and the sum of \$16 and \$4 is \$20.

## Business Works Out Different

This method is probably correct from a pedagogical point of view, because in the school room every problem must be simplified to the comprehension of the student.

The school boy is not interested in (but the business man must know) just how that per centage figure is found. If, at the end of a year he figures his profits on the basis of his total sales, the method is wrong. If he figures his profits on the basis of the sum total of the purchase money turned over to the jobbers and manufacturers for goods sold during the year, the method is correct.

But, in actual practice, most merchants figure profits on the basis of total sales. Applying this percentage of profit computed on the basis of total sales to the purchasing price of any individual item has been the reason why many seemingly prosperous merchants have left bankrupt estates to their widows and heirs.

## A Most Important Science

The science of cost accounting is a very recent study, but a very important one. Each kind of business has had to work out its own particular problems in this direction, but even in its more general phases it is just now beginning to receive attention on the part of textbook writers. It is, therefore, no reflection on our schools or teachers to point out the fact that there is much confusion in the minds of those to whom we ordinarily look for direction.

But that there is a great deal of confusion cannot be questioned--a confusion that is so current in the business world itself that it readily accounts for the large proportion of business failures that occur every year and for the bankrupt estates of apparently prosperous business men.

The problem of the stove is one of comparatively simple percentage. The confusion very naturally arises in applying percentage figures originally arrived at on the basis of total sales to the individual sale.

To get the terms of the problem clearly in mind we must know just how the percentages with which we deal are arrived at.

Suppose, for illustration, that a retail merchant is going over last year's business. Suppose that he finds that his total sales amounted to \$10,000. That includes every last cent he took in over the counter. In other words, that \$10,000 exactly equals the gross total selling prices on merchandise sold during 1912.

## Finding Out His Expenses

Now he goes over his books again and finds that his various necessary expense items, rent, salaries, deliveries, light, heat, advertising, insurance, losses, depreciation, bad accounts, etc., amounted to \$1,800.

That \$1,800 is just 18 per cent of \$10,000, his gross sales. If he made \$1,000 profit (net), that is 10 per cent. on the same \$10,000 gross sales. The cost of doing business added to the profit therefore equals 28 per cent., not of the cost of the merchandise, but of the selling price of all the merchandise sold. The first cost of the merchandise is

## A Shoe Dealer With Public Spirit

Ten years in business for himself in Fredericton, N.B., is the record of H. S. Campbell. He was born in Brighton, Mass., in 1872. Shortly afterwards the family removed to Prince Edward Island, and about thirty years ago came to the Capital city of New Brunswick. Mr. Campbell's first experience in the shoe line was with the late Nelson Campbell, in 1888. He remained with him until his death



in 1903, when he afterwards purchased the business from his estate. Mr. Campbell has been one of the most progressive and public spirited citizens of Fredericton for a number of years. He is a prominent member of the Fredericton Board of Trade, of which enterprising body he has been secretary since 1910, and other public organizations. He has built up a large business in fine footwear.

found by adding the business charges (\$1,800) and the profit (\$1,000) together, making \$2,800, and subtracting this from the \$10,000, the answer being \$7,200. This is 72 per cent. of the \$10,000 gross sales.

Stated concisely, this means that the \$10,000 gross sales equals 100 per cent. of which 18 per cent. is the cost of doing business, 10 per cent. of the profit and 72 per cent. the cost of merchandise at first hand.

#### The Way to Price an Article

In pricing an article, you have the cost of the article as charged to you by the jobber or manufacturer—the selling price must be figured. From the figures and percentages compiled from the last year's records (as per above) you know the cost of the article is 72 per cent. of the selling price you must charge if you are to continue to do business on the same basis.

The stove was billed to you at \$9.25 and the freight charge brought this cost up to you to \$10.00. Many people who are not familiar with the practice of business may imagine that you are charging that 75c. twice—once on the cost of the article, and again in the cost of doing business. Of course this is a mistake, as the first carriage costs are charged to the merchandise account and not general expenses.

If the cost price is 72 per cent., the selling price (100 per cent.) is found to be \$13,889.

This may, perhaps be made still clearer by showing that costs and profits can be figured on the basis of first merchandise costs, but the percentages would then be different.

Take the same figures as above: Cost of doing business, \$1,800; net profit, \$1,000; cost of merchandise, \$7,200; total sales, \$10,000. But \$1,800 is not 18 per cent. of \$7,200, but 25 per cent. The \$1,000 profit is not 10 per cent. of \$7,200, but within a slight fraction of 14 per cent.

#### Fixing the Selling Price

With these latter percentage figures, the same problem of the stove can be worked on the basis of the cost price of the merchandise. Now the cost is 100 per cent.; cost of doing business, 25 per cent., and profit nearly 14 per cent. The selling price is, therefore, 139 per cent.

That is to say, as we have already shown, that 18 per cent. of the selling price is equal to 25 per cent. on the cost price, and 10 per cent. on the selling price is equal to 14 per cent. (nearly) on the cost price. Adding 25 and 14 per cent. together, we have 39 per cent. to be added to the cost price. 39 per cent. of \$10.00 (the cost of the stove) is \$3.90, making the selling price \$13.90. The difference of one cent between this and \$13.89 as figured the other way is merely the slight fractional difference in estimating the profit at 14 per cent., which, strictly speaking, is just one-ninth of one per cent. too much.

The whole matter with problems of this class is to make your gross figures consistent. If you figure out your percentage on gross total sales, make your percentages apply to selling prices—don't switch them unconsciously to cost marks.

We have emphasized the importance of figuring costs on the selling price instead of on the cost price, because the former method is more generally used, is easier, and on the whole much simpler.

It can be done the other way, but the same method of figuring must be used on the individual items as on the annual volume of business. Confusion at this point is fatal.

#### A Dicker on a Horse

An old story goes that a certain man had a horse that cost \$50. Later he wished to sell the animal and met a horse trader who offered to sell the horse for \$75 if the owner would allow him a commission of 33 1-3 per cent. It looked like a nice profit. The horse was sold and the trader handed

over \$50, or \$75 less one-third for commission. There was no profit in the transaction because the owner did not think to figure on the selling price rather than on the original cost.

The same figuring will bankrupt any retail merchant.

In the discussion of this kind of a problem, the mere arithmetic may bother some merchants, but much of the difficulty others find is not mathematical at all. The idea that a buyer at retail is compelled to pay \$3.90 more to the retailer than the retailer paid to his jobber or manufacturer is more often the stumbling block to the right comprehension of the solution of this problem.

Every retailer should be prepared to show his customers just how it would cost the manufacturer vastly more to place the same stove in the buyer's home than is ever charged by any reputable retail dealer. The manufacturer who attempts this must be prepared to advertise in every national and local publication read by householders, and this would be not only a vast expense in the aggregate, but one that would be felt in every individual sale made. Delivery charges are far heavier on such individual shipments than on the carload lots that retailers handle. Then, errors and misunderstandings would constantly arise in ordering and delivery and all the way down the line there would be expenses that would greatly over-balance the thrifty retailer's method of doing business.

In the retail store the customer can see exactly the article that is to be delivered, he can take it or leave it—someone will want it to-morrow if not to-day. There are no long delays and few disappointments. The retailer attends to all the mass of detail incidental to ordering from a distance.

#### When Brothers Fall Out

A case comes to mind now of two brothers in a northern city who manufactured stoves and consigned their product direct to consumers. The stove was a good one and a jobbing friend pointed out where he could handle the distribution of their stoves more economically for them than they could for themselves. One brother saw it this way, but the other did not, and they fell out over the matter, finally settling it by the first brother selling out his interest in the business to the other. Then this first brother set up in business for himself, manufacturing practically the same stove under another name and selling it through the jobber and retailer. The two stoves retailed at the same price (except when some retailer for one reason or another saw fit to reduce the regular retail price) and both prospered. Cutting out the "middle man" does not reduce prices—frequently it raises them.

The retailer is performing a real service—and a service that has its costs as well as its profits. The good book says: "And the servant is worthy of his hire." He earns it and he should get it. If he does not he will soon be brushed aside and another will perform the service and receive the reward.

Right now the public is busy figuring up the "high cost of living," and laying the blame for same on the present method of distribution. And the investigations now going on are, no doubt, a good thing. The light never hurt any institution or any method that had any real value. But retail merchandising was never so efficient as it is to-day. Never before were retailers so anxious to discard wasteful methods and to adopt more progressive and more economical ones. This very discussion of how to figure profits is such an indication. It means that in the future there will be fewer failures and far better service than ever in the past.

The retailer is here to stay, but the Twentieth Century store is benefitting by the criticism of the failures of the past.

When you find a customer who likes to argue, let him argue in somebody else's store and he will be more apt to buy in yours.



# Suggested Improvements for Some Retail Advts.

Showing Why Some Retail Ads. Appeal to the Reader Immediately, and Why Others Fail to Interest—An Interesting Study—A Profitable One, Too, For Every Retailer Who Likes to Make Use of Result Bringing Publicity

The ad. of the Popular Shoe Store deals too much in glittering generalities. Describing value as "a long stick" is mixing metaphors with a vengeance. One does not usually coax people into a store with a stick; the suggestion, therefore, is certainly an erroneous one. Instead of saying "all

The copy lists such cold weather footwear and is one instance where general copy serves a purpose. The border here might be better printed, but the ad. as a whole, is well displayed and valuable.

Morris & Smith also assert that they keep only the best. Why not give a few good rubber selling points? It would help a lot more than the copy they use in the ad. shown here. To mention mere prices is not much use unless price is connected with the idea of value. The mere quoting of figures in itself conveys nothing unless one has some conception of the worth and quality of the goods.

Evidently the Relindo ad. in G. L. Hodgsons space is a plate sent out by the manufacturer to retail customers. The heading is not very artistic, though everyone can see the idea, desired to be emphasized which, perhaps, is the main



## RUBBERS

You all want rubbers we sell the very best make in all the different styles. Try us for your next pair

PRICES	
Men's 70c to	\$1.00
Boys 60c to	70c
Womens 50c to	75c
Misses 40c to	55
Childs 35c to	40c

**Morris & Smith**  
Queen St

SINGLE COLUMN ADVT. OF CHARLOTTETOWN HOUSE

## The Popular Shoe Store

Open Evenings Till 9 O'clock      641 Front Street  
**OUT OF THE HIGH RENTAL DISTRICT**  
CHEAPER THAN OTHER FIRM'S SALE PRICES.

---

### TUESDAY

We are after you with a long stick called **VALUE**, and we have all the **BEST MAKES** for your selection.

---

Sole agents for Westminster for the famous K Boots. Depot for Leckie's Boots and Ahren's School Shoes.

**A \$20,000 Stock to Select From**

TWO COLUMN SPACE OF NEW WESTMINSTER HOUSE

the best makes," it would be better to name one or two makes and state that there are others just as classy, or something of that sort. Then the price argument is not the best one to use to attract people, although it is legitimate to plead lower prices because of lower rents. But it is better usually to stick to value rather than price. This ad. is also not well displayed. It is preferable to place the firm name at the



## Keep Your Feet Warm.

Our Winter Arctics are great foot protectors on a cold Winter's day.  
Nothing can equal them in foot comfort for men, women and children.  
Waterproof and Coldproof Arctics in all the Best Styles.  
Storm Gaiters, Motormen's Gaiters, and etc., etc.  
This line of Winter Foot Protection embraces everything that has merit or is wanted.

# L. HIGGINS & CO.

The Home of Good Shoes.

Phone 236.

TWO COLUMN SPACE OF MONCTON FIRM



## MILLINERY FOR THE FEET



Ladies! is it reasonable to invest \$20.00 in a hat, and wear cheap, ordinary shoes? The best gowned woman in our town is *fastidious about her footwear.* Her shoes harmonize with her gown and headgear. Otherwise she would not be correctly gowned. You know this lady. And she insists on wearing

# RELINDO SHOES.

**BECAUSE**

We can give you a *perfect fit.* Made on the latest model, in all widths, in a shoe that is *comfortable, flexible and durable.* Relindo Shoe is a *tailor-made* shoe for particular women, and is an apt expression of the latest style. The *Cushion Heel*, (exclusively controlled by Relindo Shoes,) makes walking a delight. No nails to hurt the foot, and produces a resilient, springy effect that characterizes a graceful walk. We have them in all sizes and invite a careful inspection.




**G. L. HODGSON**  
Sole Agent, - - - Walkerton

TWO COLUMN ANNOUNCEMENT OF WALKERTON MAN

bottom, and the bottom line at the top!—though the latter does not make a very good headline—too long.

A good heading counts for a lot in the struggle for the reader's attention. L. Higgins & Co.'s ad. has such a heading.



thing. The cuts are very instructive, the copy logical and convincing in every way, and the ad as a whole splendidly displayed. Such announcements should boost a retailer's sale in any brand very decidedly.

Waterbury & Rising's ad. is also rather general, but as a complete children's line is mentioned, this is quite permissible,



**PRETTY FOOTWEAR FOR THE LITTLE ONES**

One of the strong features of our business is the extent and variety of little folks' Shoes, Boots, Slippers, Oxfords and Pumps, in all the leathers, built on nature shaped lasts. The "Romper" Shoe is steadily growing in popular favor and daily customers speak in enthusiastic terms of their fitting and wearing qualities.

See our showing before buying.

**Waterbury & Rising, Limited.**

KING ST.  
UNION ST.  
MILL ST.



A TWO COLUMN ST. JOHN, N.B. AD.

as the ad. is of an introductory nature. Followed by more specific ads. and good line cuts, it would form a link in a profitable chain of publicity. These cuts are very poorly shown—probably due to poor presswork.

**WINTER FOOTWEAR FOR MEN**

All felt boots for men... \$2.50 the pair	inside of rubbers, very light and warm, ... \$1.50 and \$1.75 pr.
Elk sole leather covered boots with rubber heels for men... \$6.00 the pr.	Buck skin moccasins, wax sewn, big and roomy... \$1.75 the pr.
Men's rubber soled shoes, felt lined with felt insole and rubber heels... \$6.00 the pr.	Men's overshoes, with one, two or three buckles... \$1.75 to \$3.25 the pr.
Men's leather soled, felt shoes, leather lined, warm and light, for hard wear... \$4.00 the pr.	Sheep skin moccasins for wearing inside of rubbers and overshoes \$1.00 pr.
Felt gaiters and lined shoes for wearing	Heavy felt insoles for wearing inside of rubbers, overshoes or moccasins 20c pr.

**Archie McGillis**  
Your Money's Worth or Your money Back

THREE COLUMN AD. OF PORT ARTHUR SHOEMAN

Archie McGillis has a large, well displayed ad., and each article listed has one or two good selling points mentioned.

It is a good idea to put the price figures in black face type. The slogan beneath the firm name is also appropriate and catchy, but it takes considerable effort to live up to it, as it sets a high standard. The border is quite attractive. Mr. McGillis is not afraid to use space to give his message. More retailers could profitably fashion after this method.

The ad. of John Agnew, Limited, is a general announcement only. The cut used is a very good one, but it would be better in using a cut like this to use descriptive copy giving more details. Our remarks in the case of one other

**SATURDAY SPECIALS**

Now is the time you need to protect your feet. **Wear Agnew's Shoes.** All styles, all prices. all sizes, quality the best.

Rubbers	House Slippers
Qvershoes	Felt Slippers
Felt Shoes	Juliets
Spats, Leggings	Cozy Slippers
Rubber Boots	Evening Slippers
Heavy Rubbers	wool Slippers

AGNEW'S FOR HOCKEY SHOES

**JOHN AGNEW, Ltd.**



No. 330 Model \$3.50

THE DISPLAY OF A STRATFORD SHOE STORE

ad. apply to a certain extent to this. It would be far better to run one or two of these specialties every day in larger space. The border is set up badly, two different styles of border being used and not much care taken in putting it together.

H. S. Campbell's ad. sticks to the shape of the rubbers pretty much. It would be better to state plainly why the



**Rubbers**

FOR EVERY STYLE OF SHOE.  
LOW HEELS OR HIGH HEELS :: ROUND TOES OR POINTED TOES  
MADE FOR FIT AND SERVICE

Ask for "MINER" Brand

FOR SALE BY  
**H. S. CAMPBELL SHOEMAN**

TWO COLUMN AD. OF FREDERICTON DEALER

rubbers he carries in stock are preferable. Sound reasons always convince; mere assertion never does.

**A Catchy Repair Man's Ad.**

VISIT

B. W. Brown's Boot and Shoe Repairing Store, Bridge street, three doors from the Dominion Bank. There is no longer need for the people

OF

Belleville to throw their boots away. They can now be done while you wait, with leather that would do

SUFFRAGETTES

credit for their walking boots. The workmanship we are prepared to guarantee second

TO

none, and we feel assured that one trial will convince you that

BELLEVILLE

possesses an up-to-date Boot and Shoe Repairing Shop, three doors from Dominion Bank, Belleville, Ont.



# May Benefit Canadian Producers in Some Lines

General Opinion, However, is that Neither the Tanners nor Shoe Manufacturers Have Much to Gain by Reason of the Removal of American Tariff—How the U. S. Producer Has the Advantage over Canadian in Supplies, Large Runs and Specialized Products—Dominion Does not Need to Take Back Seat.

The details of the new Democratic tariff bill, which have been received, show the following on the proposed free list:—

Band, bend or belting leather; rough leather and sole leather; grain, buff, split and gaffre leather; patent, japanned, varnish or enameled leather; dressed upper and all other leather not specially provided for in this section; leather cut into shoe uppers or vamps or other forms suitable for conversion into manufactured articles; boots and shoes made wholly or in chief value of leather; harness, saddles and saddlery, in sets or in parts, finished or unfinished, composed wholly or in chief value of leather; leather shoe laces, finished or unfinished.

## Some Leather Exceptions

Kangaroo, sheep, goat and other skins (including lamb and kid skins), dressed and finished, bookbinders' calfskins and chamois skins; all the foregoing not specially provided for in this section, 15 per centum ad valorem; skins for morocco, tanned, but unfinished, 5 per centum ad valorem; morocco, 15 per centum ad valorem; pianoforte and pianoforte-action leather and glove leather, 10 per centum ad valorem.

Up to the present the duty on boots and shoes entering the United States market has been ten and fifteen per cent. The duty levied on shoes coming into Canada is thirty per cent., excepting pegged or wire fastened shoes on which the duty is twenty-five per cent. Under the preferential tariff the duty on shoes from England is one-third less or twenty per cent. and 17½ on pegged or wire fastened goods.

The Canadian tax on leather dressed, waxed, or glazed (dongola, cordovan, calf, sheep, lamb, kid, or goat, kangaroo, alligator, etc., is 15 per cent.; sole leather 17½ per cent.; leather japanned, patent or enamelled, 25 per cent.; harness leather, 15%.

The shoe tariff in some other countries is as follows:—

Austria-Hungary, from 70 to 106 crowns per 100 kilos (a crown equals 20.2 cents; a kilo is about 2 1-5 pounds).

Belgium, 10 per cent. ad valorem.

France, per pair, high shoes, 39 to 58 cents; low shoes, 19 to 29 cents; shoes reaching to the ankle, 24 to 37 cents.

Germany, from 60 to 90 marks per 100 kilos (a mark equals 24 cents).

Italy, one lira per pair (equivalent to about 20 cents).

Holland, 5 per cent.

Russia, \$2.14 per cwt.

Cuba, 13 cents per pair, plus 9 per cent.

Mexico, children's shoes, 70 cents per pair; men's boots, \$1.48 per pair; women's footwear, from \$1.15 to \$1.75 per pair, with a surtax of 10 per cent. added on all classes.

Argentina, men's boots, approximately \$19.30 per dozen pairs; men's high shoes, \$9.65 per dozen pairs; men's low shoes, \$7.72 per dozen pairs.

Uruguay, 56 per cent.

Australia, 35 per cent.

China, 5 per cent.

Peru, 10 per cent. and 40 cents per pound.

Japan, 50 cents per pound.

South Africa, 15 per cent.

Some further interviews of interest regarding how leading Canadian tanners view the situation have been received by the SHOE AND LEATHER JOURNAL.

## Majority Will Benefit

James P. Donald, manager of the Logan Tanneries, says:—"I may say that I believe that wherever restrictions to trade are removed it cannot help but benefit every body concerned. It may take some time to adjust matters and in the adjusting some may be put to inconvenience but in the end the majority benefit. I do not think that the reduction of the American duty on leather will particularly help us in Canada as the Americans can tan leather as cheap if not cheaper than we can. There may be times and there may be spots where our people will get in some of their leather, but I do not anticipate any steady trade. I do not expect that the American people will get cheaper leather, but the

## HITTING THE IRON WHILE IT'S HOT

The four regular issues of the SHOE AND LEATHER JOURNAL—March 1st, March 15th, April 1st and April 15th—devoted to information on styles and mailed PROMPTLY on those dates, contained a fund of valuable and timely information on the tendencies in footwear fashions. A feature, appreciated particularly, was the showing of practically all the new lasts now being incorporated in fall styles, before most travelers were out. Congratulatory letters have been received on the complete and up-to-date character of the articles; the early presentation; and the artistic beauty of the numerous cuts shown.

One Winnipeg subscriber writes:—"Your review of styles certainly did credit to you, and the enterprise of Canadian manufacturers was well reflected in your journal. The Canadian trade is surely forging to the front in the matter of smart and attractive footwear. Some makers may have been years on the way, but they have certainly "arrived" and need not now take a second place. I consider the SHOE AND LEATHER JOURNAL, in featuring so many styles, and giving the earliest information, is a credit to the industry it so ably represents. Being posted in advance on "the most likely to be popular" new lasts, aided me very materially in my selection of shoes for fall, when I visited the sample rooms of various travelers as they came to the city."

In the four regular editions there were over twenty pages of bright, interesting data ON STYLES ALONE, and on what Canadian makers believe to be the most salable during the coming autumn. Over fifty half-tone shoe cuts were shown, representing nearly every model that the manufacturers are offering for fall.

The majority of these cuts were drawn from the original shoe, for these issues, by the Art Department of the SHOE AND LEATHER JOURNAL, which is admirably equipped for the prompt execution of the highest class of work, having unequalled facilities for supplying classy shoe drawings.

fact that the duty is off will assure them that they are getting it as cheap as any nation in the world, and they will be, for there is no nation that is in a position to tan leather as cheaply as they can. I do not think it will make one particle of difference in our prices. As a matter of fact, the Canadian tanner seldom gets more than a fair profit. When hides go up he foolishly contracts for his output at the low prices, and when hides go down his contracts are no good and he cannot sell his leather except at a loss, a case of "heads I win, tails you lose." It has always been so and presumably will till the end of time."

Duclos & Payan of St. Hyacinthe, Que., say:—"Your favor asking our opinion on the advantages to Canada that may come from the new American customs bill to hand. In reply, we would say that it is very difficult to say what the result will be. The change from 5% on sole leather to placing it on the free list is not very great, but we are inclined to consider it an advantage to the Canadian tanner. When trade is bad in the American market it will not affect us very much, but in good times it certainly ought to open up a good market to take part of our surplus stock and thereby help to maintain prices here."

#### Not Much Gain or Loss

Paul Galibert, of Montreal, states:—"Of course, horse-hides and cattle hides were already on the free list. The only change that the Democrats propose to make is placing leather on the free list. As regards dressed leather, that will make very little difference to us. They have as many, if not more, facilities for dressing than we have, and although Canadian dealers will not be harmed by the changes, they will not benefit either. But as regards sole leather, we will be the gainers. Canada has a practical monopoly of bark for tanning, so far as this continent is concerned, and we will be able to undersell the American dealers, at least with our tanned sole leather. This is where the proposed tariff changes are of tremendous value to sole leather tanners throughout Canada. I see that the glazed kid and morocco leather are still on the 15% duty clause when going into the States."

#### Canada's Surplus Is Not Large

A representative of the Anglo-Canadian Leather Co., with tanneries at Huntsville and Bracebridge, said:—"Should sole leather be placed on the free list in the proposed tariff bill, Canadian sole leather tanners would undoubtedly be benefited to a certain extent principally by reason of the larger market which would be open to them in which to dispose of their surplus product. As to whether Canadian sole leather tanners would be able to make shipment of their sole leather to U. S. in a large way, I would say, that although Canadian sole leather tanners are to-day producing, or have the capacity to produce, a surplus of sole leather, that is, more than is consumed in the home market, the total amount of such surplus is insignificant when we consider production and consumption of sole leather in U. S. I venture to say that the total surplus of sole leather manufactured in Canada and which would be available for exportation, would not be sufficient to supply one of the larger shoe factories in the U. S., and as Canadian tanners have already established in England a market for their sole leather, it is not at all likely that the surplus which is produced by Canadian tanners would be entirely diverted to the U. S. market.

As to the Canadian sole leather tanners being able to compete with American manufacturers, I would say that from statements which I have read in various U. S. and Canadian trade journals, there is, I believe, a wrong impression as to the comparative costs of producing leather in Canada and U. S. In the writer's mind with free tanning materials which the Democratic tariff bill proposes, the advantages in cost of production would appear to be almost entirely in favor of the American tanner for various reasons

not necessary to here enumerate, excepting, perhaps, to say that the American tanner, under free tariff for extracts, would have cheaper tanning materials than the Canadian tanner, and, in fact, has had cheaper tanning materials in many localities than the Canadian tanners, even considering the duty which they have had to pay heretofore on foreign tanning extracts. They have as cheap, and in many localities, cheaper labor than the Canadian tanner. They have very much lower price to pay for fuel—coal, natural gas, etc.—lower insurance rates, lower cost for machinery, lower average freight rates, more favorable climatic conditions, and, on the whole, lower cost of supplies and many materials nearly all of which pay duty into Canada, and which are obtainable at a lower cost in the U. S. And above all, this, the American tanner, having a much larger home market, is able to produce in larger quantities in much larger plants, all of which tends to reduce fixed charges on the article produced, and decrease the cost of same. On the whole, although I would consider the Canadian sole leather tanner would benefit under the new tariff law as proposed, I would not consider it at all likely that Canadian tanners would be inclined to increase the capacity of their plants with a view to exporting to the American market, but would be quite satisfied to have the privilege of exporting to that market in a small way such surplus lines of leather as they might from time to time have. Naturally, this would tend to make prices of sole leather in Canada somewhat firmer should the Canadian tanners be able to dispose of part of their surplus in the U. S. market duty free."

#### Will Not Affect Prices

A. O. Beardmore, of Beardmore & Co. Toronto, adds:—"We do not expect that the removal of American tariff on leather will have any appreciable effect on our leather market. American tanners get all their raw material as cheap, or even cheaper than we do. They have the advantage also of buying machinery cheaper than we do, as a large percentage of tanning machinery used in tanneries is made across the border and not in this country, and we have to pay 35% duty on machines. The slight advantage in wages which the Canadian tanner had formerly has vanished, so if anything, the Americans can make leather cheaper than we can. Of course, it must necessarily be a slight advantage to the Canadian tanner to have the American market as it gives him a wider field. We do not anticipate that it will affect prices in the slightest."

B. F. Bell, of Delhi, Ont., says, "I have no opinion to offer as I am not now in the leather tanning line. I am now interested in the Delhi Mfg. Co., and am more concerned in the tariff on glove leather coming into Canada than in the export trade. As we import large quantities of glove leathers, etc., for use in our business, and as these leathers are not made in sufficient quantities in Canada, there should be a good opening for a tannery in these lines."

#### Will Push His Goods There

F. C. McCordick, tanner, of St. Catharines, says:—"Regarding the proposed free entry of leather to the United States market, I see no reason why we cannot sell our goods over there if the tariff is removed. I know of tanneries in the United States making lace leather that are not nearly so well equipped as I am and with whom competition would be an easy matter. Some manufacturers of lace leather in the United States export considerable quantities into Canada which they sell entirely on the measurement basis. Our leather is sold by weight, which we consider the fairest way and by comparison is disposed of at a lower price than the American product after deducting the duty. I intend to push my goods over there if this bill goes through."

The Davis Leather Co., of Newmarket, say they would not care to express an opinion at the present time in reference to the United States proposed change in the tariff on leather.



They think that the less the press has to say on this question until the act is passed, the better it will be when final action takes place. When the details are fully announced it may then be in order to go thoroughly into the matter, and the effect that the change may, or may not have on the business of the Canadian tanner.

#### No Benefit to Them

The Bonner Leather Co., of Montreal, glazed kid manufacturers, say:—"As regards the proposed new Democratic tariff bill, we understand that glazed kid and sheep leathers were not placed on the free list, therefore it will not be of any direct benefit to us."

John J. Lamb, of Omeme, writes:—"I am not sufficiently conversant with United States leather markets to express an opinion as to effect proposed tariff changes will have on Canadian market."

F. G. Clarke, of Clarke & Clarke, Toronto, sheep skin tanners, and former Chairman of the Tanners' Section of the Toronto Board of Trade, said:—"As the proposed American tariff changes do not include sheep skins, which still remain at 15 per cent. ad valorem, the larger market situation is of no interest to us. Any remarks that I make would be largely speculative since they would not apply to our end of the leather business."

#### American Tanners Have Advantage

J. Guay & Fils, tanners, of Quebec, send the following:—"In reply to your inquiry for our opinion as to the proposed new Democratic tariff bill, in putting leather and shoes going into the United States, on the free list, we should say that we really think that it will favor Canadian leather producers, in placing their leather on the great American market. It will likely enlarge the output of Canadian tanneries, for as it is now, the supply is in excess of the demand, and therefore, there will be no necessity of increasing the Canadian output, unless this bill goes through, thus opening up the American market to the products of Canadian tanneries. If, on the other hand, our Liberal Government had put leather and shoes coming into Canada from the U. S. on the free list, we are of the opinion that it would prove the ruin of Canadian leather producers, for the American tanners have several advantages over the Canadian

tanners. First, they can compete in prices; their climate is more advantageous than that of Canada, especially that of the Province of Quebec. They have navigation during the 12 months of the year, and their harbors are more accessible in connection with ocean ports for receiving raw materials, and green salted hides from abroad. Although we also obtain raw materials from the same source, still we cannot avail ourselves of them to the same extent as do the Americans, having only six months navigation during the year. The expense to Canadians has also to be considered, for raw materials have the extra journey by rail to Canada, shipped from the German and other foreign ports to Boston harbor."

#### Will Not Cut Our Own Throats

S. R. Wickett, of Wickett & Craig, Limited, Toronto, in an interview said: "I am of the opinion that the leather tariff as outlined by the present United States Government will have but little effect upon the industry in Canada. Our tanners are well occupied in our home market, and in sole leather the surplus finds a ready sale in England where the United States tanners enjoy an equal market. American shoe industry is distinctly American in every respect, and I think they would be slow to take on foreign made leather. Besides their large tanners have for many years been extensive exporters of various leathers. Again, while leather may be put on the free list, many articles entering into its manufacture that heretofore bore a duty are also put on the free list, thus affecting a material advantage. Our neighbors are not the people to cut their own throats in matters of trade."

#### Will Get a Chance Anyway

J. C. Breithaupt, of the Breithaupt Leather Co., said regarding the leather trade: "The placing of that commodity on the free list will give us a chance to sell leather across the line and will naturally have the tendency to broaden our markets. It will not make any difference so far as prices go, for they are about the same on both sides of the line. As long as Canada is not asked to reciprocate it will be an advantage to us, and although it will not strengthen the price, it will altogether likely give us a larger market on the same basis as wheat or flour, with the duty removed. One thing sure, it will not do us any harm and may do us some

*(Continued on page 63)*

## A TRIO OF BRIGHT TRAVELING MEN

Representing E. T. Wright & Co. of St. Thomas, Ont. and Rockland, Mass.



F. A. MACFARLANE, WESTERN CANADA



J. M. MACFARLANE, PORT ARTHUR TO MONTREAL



W. W. LINDSLEY, EASTERN CANADA

# Why Shoes Cost the Retailer a Great Deal More

Some Information Which It Would Be Well for the Trade to Keep at Hand—The Maker or Retailer Not at Fault—The Increase has been Forced Upon Both Through Irresistible Upward Movement

The following news item will be of interest to all shoe men, and to the public as well, for it is convincing illustration of one of numerous causes which have absolutely forced a higher price for shoes, says the Boot and Shoe Recorder, and the observations herein apply practically in the same ratio to Canada.

"Sole leather is now a very interesting proposition to men who deal in it. Union sole leather, which is commonly looked upon as the market barometer, is now quoted at 42 cents, a record high price for the present generation.

"Decreasing supply of cattle is the fundamental reason for the rise in sole leather prices, just as it is the fundamental reason for high prices of beef. The slaughter of cattle in United States according to the latest government reports, was 1,500,000 head less in 1912 than in 1907. This means a decrease in the supply of sole leather by 3,000,000 sides."

## The Burden of Explaining

The retail dealer in shoes, standing nearest to the consumer, finds thrust upon him the burden of explaining why the \$3 shoe of ten years ago cannot be had for less than \$4 now, with proportionate increases in other grades.

The fact of the matter is that the numerous uses of leather are crowding closer and closer upon the world's supply of hides and skins. In the U.S. alone the following remarkable disproportion manifests itself: From 1900 to 1910, the population increased from 75,000,000 to 90,000,000, or 20 per cent.; but in that same ten years the number of cattle in the country decreased from 67,000,000 to 61,000,000, or about 10 per cent.

One result was to force our producers of leather into foreign markets for their hide supplies, and during the year 1912 they brought into United States \$120,000,000 worth of hides and skins, bought abroad.

One well known new use of leather is for covering the seats of the most expensive vehicles ever produced by man, namely, the automobile. More than 400,000 sides of leather were used last year for this purpose alone, or enough to afford the foundation for some millions of pairs of shoes.

Most assuredly, the retail dealer in shoes is not to be blamed for an increase in price which is forced by such remarkable basic conditions, relating to the principal material from which shoes are made.

## The Manufacturing Cost

Taking the comparison one step farther into the totals of manufacturing cost, the United States Census Report shows the rapid increase in cost within recent years. For example, the total product in all factories in the United States for 1905 was 216,000,000 pairs, at an average manufacturing wholesale price of \$1.48 per pair, this average price per pair being reduced, of course, by the large number of children's shoes, some 76,000,000 pairs, which sell as low as 40 or 50 cents per pair.

The product in 1910 was 247,000,000 pairs at an average price of \$1.64, or an increase in five years of about twelve per cent.

Since 1910 the increase has been at an even more rapid rate, forced, as we have stated above, by an irresistible increase in the price of materials.

The American consumer may depend upon it that the American manufacturer of shoes and the American retail seller of shoes have been doing their utmost to resist this rise, and to serve the wearer of shoes as economically as possible. The great fact stands out before us with impressive significance, as the Recorder has formulated it, that

"One day's wages will buy a better pair of shoes in the United States by more than 40 per cent. than it will anywhere else in the world." This statement will sustain the severest test, and will apply to any line of work and any country which may be designated by the investigator.

The great inventions in shoe manufacturing which have revolutionized economies of production have been American inventions, these including the sole stitching machines which attach the sole of a shoe in less time than it required the old-time cobbler to fix a bristle in his waxed thread, and the lasting machine and a score of others. American shoe machinery is to-day the world's standard, and American manufacturing methods bear the same pre-eminence.

## Sold at Lowest Profit

As to the retail selling of shoes it has been shown beyond question that, with the exception of groceries, shoes are being sold to-day at the lowest percentage of gross profit of any commodity in our stores, a percentage that is in very many cases too low, inasmuch as it does not afford the shoe dealer any real return on his capital, but merely grants him moderate wages, with nothing at all for the use of his capital.

The truth cannot be too strongly stated that it is not the American shoe dealer or the American maker of shoes who is responsible for the increased cost of shoes. The increase in price has been absolutely forced upon both branches of the trade, through an irresistible upward movement in the price of leather as a shoe material.

Naturally, this remarkable increase has lent impetus to the development of materials other than leather for use in shoes. Some relief has been obtained in this way, or it might be more proper to say that to some extent the skyward march of leather prices has been slightly retarded thereby. Among these materials are not only the fabrics which are used for shoe topping, but strong and well-made inner parts of the shoe, many of which are guaranteed to outlast the rest of the shoe, and all of which are better than poor leather.

## Rules That Make Things Go

A Western retailer got to talking recently on his favorite topic—his store and how he has built it up from a very small establishment to its present commodious proportions. "One day I was in the office of one of our city's big newspapers, giving them some instructions regarding my advertising," he said, "and noticed a neatly framed card on the wall. It contained a set of rules for the guidance of the reporters on the staff.

"Most of the rules referred to words and phrases which were not allowed to appear in their columns. After reading them over I got to thinking, and when I had some leisure I jotted down a set of rules for my salespeople, especially with regard to their dealings with customers. These rules have been added to and elaborated since, and I have found them of splendid service in breaking in new clerks to our methods. One rule, for instance, warns clerks not to say 'I' when they can possibly say 'we.' The latter sounds more dignified and appropriate, and in keeping with our store's idea of united service.

"Then, again, slang is absolutely tabooed, and such adjectives as 'swell' and 'dandy' in describing our shoes, are not allowed. We believe adjectives such as 'stylish,' 'attractive,' 'modish,' not only sound better, but are really more suitable and descriptive."



# What is Really Beneath the Surface of Leather

A Good Exterior Appearance Cannot Be Had Unless the Leather is of Good Substance—Some Instructive Data and the Various Processes of Treatment—How Lubricants are Properly Worked Into the Skins.

Most shoe retailers choose leather by its finish. They judge it by its exterior appearance, which is quite natural, for a great many things in the world are judged by their exterior appearance. But there are many people, among whom are shoe dealers, who want to know what is beneath the surface, says the Commercial Bulletin.

For the benefit of these inquisitive, and at the same time keenly intelligent retailers, the following short sketch is given of what makes up the finish of leather. So that it will not be confusing, technicalities and formalities are omitted, perhaps to the disgust of practical tanners, but, let it be hoped, to the satisfaction of the shoe dealers.

Leather must be of good substance to take a good finish. A goodly exterior appearance cannot be put on to a piece of pulpy leather any more than plaster of Paris can be made to look like genuine marble. But some surprisingly good imitations of finishes of high grade leather can be put on to shoddy leather, and the careful shoe retailer will be watchful that he is not thereby deceived.

In one factory, which makes a speciality of finishing leather, thousands of yards of cotton cloth are received each month, and are treated with much the same chemicals and machines that are used for finishing leather. This cotton imitation of leather is used chiefly for bookbinding, upholstery and novelties. But some of it drifts into the shoe trade.

## Necessity of Well Nourished Skins

Leather that is of good substance must be made of well nourished skins; that is, of pelts of animals so well fed that their pelts, as well as their flesh, are solid and substantial. The fibres of such skins are strong, and are firmly woven together. The chrome tannage, or the combination processes of tanning, preserve in the pelts the network of fibres, and the gelatine substance around them. And, if the pelts are of good quality, and well tanned, the foundation is laid for a good finish, or the excellent exterior appearance that the shoe retailer and the shoe wearer appreciate.

In former times, tanners were content to tan their leather sufficiently to preserve the pelts, and then to dress it with oil, or grease. The famous "russet leather" of England, which was used for clothing by Robin Hood and his merry men, was bark tanned and finished "natural" as we would say to-day. It was oiled to soften it, and colored in the sun.

And, by the way, some very fine bookbinding leather of to-day is colored in the sun. Likewise, patent leather is dependent for its final finish on the sun, after the last varnish coat is applied.

Indians used to tan buck leather with brains and fats of deer. The fats grease the leather. The savages were as wise in leather making as are moderns. Practically all leather of to-day must have in it grease, or oils. These lubricants are worked into the leather in a process that is called "fat liquoring." The "fat liquor" is made in the tannery of an emulsion of soap and oil. Or various kinds of "fat liquors" may be purchased ready made. The "fat liquor" gives leather its smoothness, softness, and flexibility, and its silky appearance, too.

Many tanners consider the "fat liquoring" process as important as is the chrome process of tanning. It must be done with a great deal of care. If there is too little "fat liquor" worked into the leather, the leather is dry and hard. And if too much is worked in, the leather is greasy, catches the dust, and becomes offensive to the eye.

Tanners who use oil for "fat liquoring" their leather

have to be very particular about the quality of their oil, for there are plenty of substitutes for the best oils, porgy oil in place of cod liver oil, and an inferior oil will do as much damage to leather as an inferior lubricant will do to an auto engine. The best cod liver oil used for "fat liquoring" leather is the same as the medicinal oil which is used for coughs and colds.

Dull calf leather, in the metallic lustre finish, furnishes about as good an example as there is of a leather that is properly "fat liquored." This leather has just enough oil in it to make it soft, silky and durable, and at the same time, not so much oil that the leather will gather dust. Indeed, dull calf leather holds a shine in a remarkable way.

The popularity of Russia calf leather during the last few seasons has been due, in a large extent, to the fact that tanners learned to "fat liquor" it in the same way that they "fat liquored" dull calf leather. They overcome the dryness and the brittleness of Russia calf of former times. The decrease in the popularity of patent leather, which many shoe retailers experienced a few years ago, was due to the fact that a great deal of patent leather that was pushed on to the market did not have enough oil in it. It was dry and brittle, and it cracked.

The surface finish of leather is secured by the use of machinery. The operation corresponds very much to the home occupation of laundering linen. The skins are worked out on "staking machines," so that they are of full measurement and are free from wrinkles. This operation corresponds to the work done by a laundress, when she smooths out a sheet to its full measurements, to free it from wrinkles.

## A Progressive Eastern House

This is a view of the large store of L. A. Guertin, St. Hyacinthe, Quebec, who has been in business in that thriving centre for thirty years. He does a large trade and



handles the Regal and other lines of up-to-date footwear. Mr. Guertin is one of the most widely known merchants in Quebec province and stands high in the community where he has resided so long.



# How to Make Money by Handling Sporting Shoes

The Advantages Which the Retailer Gains by Having a Well Equipped Athletic Footwear Department—Methods to Attract Trade—Featuring the Different Lines and Pushing Seasonable Goods

"What's the use of a summer vacation if your feet aren't comfortable?"

This is how somebody put it the other day, and if one takes the trouble to observe, he will certainly find that the foregoing is the way everybody seems to feel, judging by their holiday footwear.

Of late years the number of persons who do not take a couple of weeks during the hot months can be put down as a small percentage. Most people manage to grab a week or so—maybe longer—and hie for some cool spot in the country, where they may live easy and dress in a negligé way.

Naturally, these people require certain articles of different kinds—clothing and otherwise. The very first thing on the list always is a pair of lacrosse or tennis shoes. No holiday seems to be complete without them. "Where can I get them?" is the next question asked.

## Get In On This Early

This is where the shoeman should come in, instead of the sporting goods man, as is very often the case. Sporting goods dealers count different types of footwear as one of the best branches of their business—both in winter and summer weather. However, this chap hasn't been having it all his own way the last few years as he once had. Shoe dealers are realizing more and more as time flies the value of various sidelines such as findings, hosiery, sporting shoes, etc., meaning as they do, more extra profits without any real overhead expense, speaking generally. Indeed, many shoe dealers have been compelled to put in these departments in order to meet the increasing competition which they are forced to encounter, and the heavy cost of doing business, due to high rent, wages, advertising, etc.

There are several different types of sporting shoes, a few of the headliners being the lacrosse, tennis and running shoes, baseball and hockey boots. These few lines alone offer exceptional opportunities for many up-to-date shoe dealers and if the sporting goods department is properly conducted and given a fair amount of attention it has simply got to turn out a big success. Different shoemen have been canvassed by the writer on the subject and they all take this view of the subject, every one talking from experience.

## The Nervous Brigade

Of course, there are always a certain number of retailers who are a little nervous at branching into anything new such as sporting goods, having their reasons, as they suppose; some saying too much capital is required to purchase a sufficient amount of stock necessary to make a proper display; others believing too much space is needed, and still others with their own set doubts. A good many hesitate merely because they are a little apprehensive and prefer to wait until their brother shoe dealers make this department a shoe store fixture. As regards capital, a great deal is not required to lay in a nice, comfortable stock. Sporting goods are of much lighter quality and of cheaper material than the ordinary, everyday footwear and as a result sell cheaper; although a good profit is allowed, very often better than that made on regular lines. A good deal less space is taken up in this department than one would imagine. One section of shelves—not too large an amount of space—will hold an ample stock to supply all demands for this class of goods to begin with. By going slowly at first every dealer can judge for himself just about how to distribute his different varieties of sporting shoes and what space they require, as some of them naturally have a larger demand than others. Then, there are a lot of accessories for these goods which can be stocked in the findings department.

They not only advertise themselves with profit, but are a great aid in making an eye-catching window display, adding as they do just the proper amount of tone and variety to

a window, thus saving it from being a rather colorless affair. No matter what shades are used in the background, it is the stock the public look at when passing. A display with a certain number of sporting shoes and accessories also does a lot towards attracting the attention of "the younger set," who are always interested when some method of amusement is suggested to them.

## Making Use of Accessories

They also enable the dressing of a window to make a showing that will draw special and favorable attention to a display that cannot be obtained by any ordinary window, even though it may be perfectly dressed. Take, for instance, during the holiday season. What is more in keeping than a good holiday window featuring skating boots suggesting them as suitable for Christmas gifts? A window was shown by a Montreal firm during the past holiday season, having a large tin skate, trimmed with batting to represent snow, with skating boots displayed to best advantage throughout the window, and cards with various suggestions set in different positions, the whole backed up by a fireside scene. The proprietor of this store told the writer that the sale of this class of goods during that season was enormous and he gave full credit to the window, saying it was the easiest display he had ever made.

They may also be featured in the interior. Most shoe establishments nowadays have a couple of silent salesmen showcases placed near the entrance and these have been found invaluable in boosting any special lines which a proprietor may desire to feature, or they very often are one of the main assets when a new line of any kind is being stocked. In one Winnipeg store there may be seen on entering one of these cases devoted to sporting shoes alone, always, of course, being dressed to suit the season—which ever one it may be—as skating boots in June are not calculated to stimulate any very lively interest; although a good display of them around December is one of the very best methods of advertising. There are, however, lots of these shoes to suit the various seasons of the year. If one of these showcases is not convenient, or if a dealer feels he cannot spare one, sporting goods may be shown in different parts of the store, as there are always some spots in every shop where a few pairs can be shown advantageously.

Many dealers think the giving of premiums a very effective manner of advertising any department of their store, while others hold views which are very often quite the opposite. A lot might be said for and against the premium system. A great deal, perhaps, depends on the premium itself, the locality of the store and the class of customers to which it caters. Many dealers who have been favored with good conditions have found this method of advertising one of the best business getters. Premiums can be secured at prices ranging from half a cent to half a dollar or more. By looking through a list of these, which lists can be procured from all Canadian novelty houses, any number is noticed that will be appropriate for distribution through the sporting shoes department, advertising at the same time both this branch and the store's regular departments.

## Newspaper and Circular Advertising

To get any new line under way and to make a sideline pay its presence in the store must naturally be made known to the public, and one of the best methods of doing this is through the newspapers. A strong, catchy ad. in a good newspaper always helps along a line and special announcements and appeals can be made to customers, as well as those who are not customers through these mediums, which are finding more favor with the merchants—the whole of the retail trade in fact—than ever before.

Dealers who install a sporting shoes department should



give it a fair amount of space in their advertising if they are anxious to make it a success. An ad. devoted entirely to this department once in a while will, if properly set up, bring into the cash register many times over the price of the ad. The same might be said of the windows. A neat sporting shoe window display is as good a method of advertising as any and is sure to sell many pairs of shoes. Dealers who do not care to advertise, or who feel they cannot afford to for some reason or another, have resort to other methods of advertising, one of the best known being the use of circulars and folders. This method can always be used effectively and these circulars can, with a little trouble, be made very attractive and interesting. They are especially useful when the desired customer or probable customer cannot be reached in any other manner directly. If a premium is given by the store, mention of it can be made in this circular and the conditions necessary to procure it. By an offer of this kind the consumer's interest is stimulated and he will very often put himself out so far as to drop into the store when passing.

An effective way adopted by some retailers for the past

couple of seasons or so has been the selling of skates as well as hockey boots; showing the customer how much less expensively and conveniently he can be supplied with both articles if he buy both at the shoe store.

A Toronto dealer had a nice, neatly printed card in a conspicuous part of his main window last winter announcing that he would put on skates free if the shoes and skates were both bought in his store. This proved to be one of the best money procuring ideas he had put into execution for a long time, and added wonderfully to his sale of hockey boots as well as creating a demand for skates. This one instance merely goes to prove that almost any line which has the slightest connection with footwear can be installed and successfully operated if gone about in the right manner.

If some shoemen are not only selling sporting shoes, but are breaking in on a line like skates, and making a success of it, surely the average dealer with an average amount of brains and common sense need not hesitate in an endeavor to control lines such as sporting shoes, which surely belong to the shoe profession a great deal more than they do to the sporting goods store.

## Some Shoemen Who Have "Made Good"

### WOULD RATHER SELL GOODS THAN SLEEP

His sole hobby is "selling goods." He would willingly remain up all night to dispose of his wares. He has not made a fortune, but he has earned a good living, and got



along very well—better than some of us. This is the characteristic spirit of William Conroy, of the Conroy Shoe Store, Charlottetown, P.E.I.

He was born in Gloucester, England, and, although now in his sixty-third year, recently remarked, "I feel good for at least forty more, to sell shoes." His experiences have been of a rather stirring character. When two months old, he crossed the Atlantic with his parents on the barque "Prince Edward." That was in the days before steamships began to plow their way across the ocean. The barque on which they sailed was dismayed during the voyage of seven weeks, and the passengers were nearly all lost at sea. Mr. Conroy has been sixteen years in the shoe business in Charlottetown. He calls his store, "the headquarters for the best values in footwear of all kinds." Prior to launching out for himself in the Capital of Prince Edward Island, he spent eight years in the United States, part of that time as

clerk in large shoe stores, and the remainder in business on his own behalf.

In his earlier days, he conducted a general store at Souris and other parts of the Island. He also traveled twelve years on the road, selling goods for himself. Mr. Conroy learned shoe making, and, while he worked for some time at the trade, he never cared for the producing end. His energies are solely concentrated in salesmanship, and there are few men more successful in this line.

### HAS WELL ROUNDED INSIGHT

One of the prosperous shoe merchants of Ontario is J. T. Heath, of Orillia. He has been doing business in that town about seven years and has worked up a large trade, which is annually increasing. He has a well rounded experience, both in the retail line and on the road, being a successful traveler for many years. His start in the shoe game was made with S. M. Clapp & Co., Queen St. West,



Toronto, about twenty-four years ago. He was with that firm some three years, and then went out as traveler for G. V. Oberholtzer Co., of Berlin. He remained with that

house for three years. Later he was with McKellar & Dallas, Toronto, and with Whitney & Brown, of Montreal, whose interests he upheld for some years. About fifteen years ago he went into the shoe business for himself in Brantford, and sold out in 1906 to J. S. Townsend, after which he removed to Orillia. Mr. Heath is a genial, companionable man, well liked by the travelers and the public and keeps a well assorted stock. He has always taken an interest in the progress of Orillia and is one of the most enthusiastic residents of that live centre

#### BRANCHING OUT IN SHOE LINE

For the past thirteen years interested in the shoe business is the record of A. E. Saucier. His early days were spent with Roy & Maranda of Quebec. He then came to Montreal and was for a few years with the Tetrault Distributing Co., as head salesman. His ability and straightforwardness at all times have procured for him the agency of the Rock Shoe Mfg. Co., and J. B. Drolet & Co., shoe manufacturers of Quebec, for which firms he covers Montreal and suburbs, having sample rooms and stores depart-



ment at 15 Bonsecours Street. He controls the A. E. Saucier Shoe Co., wholesale jobbers through which he is selling the "Sunlight" shoe, and is also interested in the Maple Leaf Manufacturing Co., of Lanoraie, Que. He is in partnership with his brothers in this concern, which is enlarging the present factory and will manufacture a heavier line of shoes than they are turning out now. They will make a line of men's and boy's low and high cuts suitable for harvesting, etc. Mr. Saucier anticipates a big demand for men's tan button, rubber soled and viscolized soled shoes for next fall.

#### BELIEVES IN BRIGHT PREMISES

To succeed in business, you must have a good front. It counts materially on the road to prosperity. Joseph McCully, of Elora, believes in attractive premises, and has recently renovated his establishment and put in one of the latest style shoe store windows. He was also the first man in Canada to import the Crowe loose nailing machine for his repair department. This was about two years ago. He considers this machine the best that has ever been made for the repairing branch and after discovering what a good thing it was, he secured the Canadian agency. He has been

successful in placing about forty of these machines which, he says, are all giving satisfaction. Mr. McCully has been in the shoe business in Elora for sixteen years. Before starting for himself, he was for five years in the employ of W. A. McKay, of Palmerston. He was born in the village of Paisley, in 1872, and spent his school days there. He learned the shoe making trade with J. Sergison, of that village, and also spent some months in a shoe factory in



Walkerton, before engaging with Mr. McKay, at Palmerston. Mr. McCully succeeded J. Godfrey & Son in Elora, who had been in the footwear line in that town for the past forty years, and has made a decided success of the business.

#### THIRTY-SIX YEARS ON THE ROAD

"I have traveled steadily for thirty-six years and have never missed a trip. I am now beginning to like the road first-rate," humorously remarked Martin J. Burns, of the wholesale shoe firm of Coates, Burns & Wanless, London. He was born in the Valley Town, known as Dundas, Ont., and conducted a retail business there for a few years. After this, he started traveling for the wholesale boot and shoe firm of John Garrett & Co., Hamilton, remaining with that house until it retired from business. About 1885, Mr.



Burns commenced with Jas. McCready & Co., of Montreal, to look after the same territory—Toronto to Windsor, and stayed with that house for twenty-one years, or until 1906, when he embarked in the wholesale shoe business in London, under the firm name of Coates, Burns & Wanless. Mr. Burns is one of the most widely known and respected shoe men of western Ontario, and his associations with every branch of the trade have always been of the most pleasant



character. He was one of the first subscribers to the **SHOE AND LEATHER JOURNAL** and says that he has always taken great pleasure in reading its pages.

#### CELEBRATES HIS EIGHTH ANNIVERSARY

A London firm, who celebrated their eighth anniversary on the first of April are Casselman Bros., who call their



establishment "the family shoe store." The members are Ward A. Casselman and Kenneth W. Casselman. The former is the energetic president of the London Shoe Retailers' Association and has always taken an active interest in the trade. Ward A. Casselman has spent practically his whole life, since leaving school eighteen years ago, in selling shoes. He was born in Morrisburg, Ont., and entered his father's store with whom he spent three years. He then went to Montreal and was with the Slater Shoe Co. in their retail branch on St. James St., for nearly five years after which he was transferred to Toronto as manager of their store at 117 Yonge St. He remained in that post until 1905, when his brother and he took over a store in London.

#### A SHOEMAN, A HUNTER, AN ANGLER

The son of an expert master shoemaker of Liverpool, England, in the same year that the different provinces of



Canada were welded together into confederation—in 1867—was Tom Stedman born. He received his education at St. Francis Xavier College, Liverpool, and worked in his father's store in the seaport city until he was twenty-one. Afterwards he took a position of first salesman with the William Reynolds Shoe Co. at their chief Liverpool store. Later, he assumed the management of the store and three years afterwards purchased the business from his former

employers. He then developed the shoe line more extensively and ran a chain of twelve stores in the Liverpool district. Ill health, however, decided him to try the Canadian climate, and just ten years ago, with Mrs. Stedman and seven children, he left England. The second day after his arrival in Winnipeg he started in the shoe line by purchasing the H. J. Middleton business on Alexander Ave. Two years later he bought a larger store on Logan Ave. and three years after acquired the Guest & Cox business on Main Street, from the hands of the trustees. Mr. Stedman to-day is president of the Tom Stedman Shoe Co., at 719-21 Main Street, and also head of the Western Shoe Distributing Co., Winnipeg. His recreations are shooting and fishing. He is a member of the Manitoba Fishing and Hunt Club, the Adanac Club and the Knights of Columbus. He was recently elected a member of the Board of License Commissioners for the province of Manitoba. Mr. Stedman is one of the solid, substantial business men of Winnipeg.

#### A TRAVELER WHO CAN "TRAVEL"

A great lover of horse flesh and good shoes are leading characteristics of C. H. McGee, of St. George, N.B., who



is now covering the Maritime Provinces in the interest of the Murray Shoe Co., of London, Ont. Ten years ago he started on the road with the Hartt Boot & Shoe Co., of Fredericton, and was with that firm until last fall. He has also been carrying the Macfarlane Shoe Co.'s children's goods for four years. He is widely known to all shoe dealers in the down-by-the-sea provinces, and is a successful and energetic salesman. When not on the road Mr. McGee may be seen dashing along the streets of St. George and surrounding country behind a good, clean cut, fast traveling stepper. He knows good horse stock and takes nobody's dust on the king's highway. He can also "travel" some himself, for in a municipal race he was elected mayor of St. George. He has served three years in all, winning twice in a walk—or politically speaking, by acclamation. Hazen McGee is a genial, well liked fellow whether you meet him "mayorally, equinly, socially, or bootologically."

A London newspaper offered a prize for the best definition of money, and it was awarded to a young man whose definition was: "An article which may be used as a universal passport to everywhere except Heaven, and as a universal provider of everything except happiness."

## SHOE NEWS IN PARAGRAPH

P. Doig, of Montreal, was in Boston recently for a few days.

P. Kelly, shoemaker, of Vankleek Hill, Ont., died last week.

The Walkover Shoe Co. has taken over the Avenue Shoe Co., Winnipeg.

E. J. Kinsella, of Winnipeg, was in Montreal for a few days recently.

Saillant & Lessard, dealers in shoes, Quebec, have recently registered.

Guthrie & Risdale, of Battleford, Sask., were burned out in a fire which visited that place.

Swartz & Zimmerman, shoe dealers, of Eglinton (Toronto), have dissolved partnership.

W. H. Bates, of Dundas, Ont., was a caller on the trade in Toronto during the past few days.

A. O. Russ, of C. S. Hyman & Co., London, spent a few days in Chicago last week on business.

W. G. Downing, of Brandon, Man., spent a few days among the trade recently in Winnipeg.

R. Weston, of the Weston Shoe Co., Campbellford, Ont., spent a few days in Toronto last week.

William Young, formerly of Montreal, has been appointed Toronto city traveler for P. Jacobi.

Paul Galibert, leather manufacturer, Montreal, has been elected a director of the Laprairie Brick Co.

G. L. Hodgson, who opened a new shoe store in Walkerton, Ont., some time ago, is doing a good business.

Jearson & Sons have purchased the hardware and leather business of R. T. Wright, Little Current, Sask.

W. Helburn, jr., of the Helburn Leather Co., Salem, Mass., was in Toronto last week calling upon the trade.

John Bird, formerly with McLaren & Dallas, has taken a position with A. Chisholm, 1687 Dundas street, Toronto.

John Sinclair, manager of the Barrie Tanning Co., Barrie, was in Hamilton and Toronto last week on business.

Geo. Cain, of Montreal, general sales manager of the Miner Rubber Co., has been spending a few days in Toronto.

Clarence Smith, of the Ames-Holden-McCreedy Co., Montreal, has returned from spending a month at Atlantic City.

The Invictus Shoe Store, 249 St. James street, Montreal, has been thoroughly renovated, much improving the appearance.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, is spending a few days in Toronto on business.

William Morley, Colborne street, Toronto, has been spending a few days in Ottawa and other eastern centres on business.

A new store has been opened in Montreal on St. Catherine street a few doors east of Bleury street, known as "Webb's."

John A. Gratto, shoe dealer, of Truro, N.S., has removed to a new store in the Craig Building, Prince street, in that town.

Ed. R. Lewis, leather dealer, 50 Front street east, Toronto, has been spending a few days in Quebec and Montreal on business.

J. J. Connor, representing McLaren & Dallas, Toronto, left last week on an extended business trip through the Prairie Provinces.

The handsome and artistic Easter window which was a feature of the Moyer Shoe Store in Winnipeg was put in by H. A. Arbuckle, who is secretary-treasurer and sales

manager of the store. Mr. Arbuckle's efforts reflect the highest credit on his skill and ability as a decorator.

The shoe store of Robert McGeehan, Fairville, N.B., was broken into recently and several pairs of shoes, as well as some money, stolen.

J. I. Chouinard, of the Regina Shoe Co., Montreal, has returned from spending a few days in New York, Boston and other trade centres.

John A. Walker, of Walker, Parker & Co., Toronto, is spending a few days in New York, Boston, Lynn and other shoe centres on business.

J. J. Kilgour, of Kilgour, Rimer & Co., wholesale shoes, Winnipeg, who was seriously ill recently and underwent an operation, has completely recovered.

Mendelsohn Bros., shoe retailers, of St. Lawrence, Main street, Montreal, have recently put in a handsome new front, which improves their store.

The Kenny Co., of Parry Sound, Ont., have leased a new store and installed a shoe department in connection with their men's wear and tailoring business.

A. McKillop, wholesale shoes, and J. F. McFarland, of Calgary, Alta., were in Toronto, Montreal and other eastern points on business during the past few days.

F. W. Raven has bought out the business of J. E. McRae at St. Williams and has added a shoe department. Mr. McRae is going to Western Canada to reside.

W. G. Damer, Western Canada representative for F. J. Weston & Sons, Toronto, left last week on a business trip to the Coast, carrying a full line of fall samoles.

A. E. Hogarth, lately with the Burns Co., Oshawa, has been appointed manager of the shoe store of Bradley Bros. in that town. He has entered upon his new duties.

Geo. G. Gales & Co. have almost completed alterations on their new store at the corner of St. Catherine and St. Denis streets and expect to be open for business in a few days.

W. A. Ross and D. C. McCauley are opening a fine new shoe store in Embro, Ont., in the premises now occupied by Mr. McCauley, who has been a practical shoemaker for years.

W. E. Metz, who recently sold his shoe store in Elmira, has taken a position on the road with F. J. Weston & Sons, Toronto. He will cover north-western Ontario.

In a serious fire which visited Brockville recently the glove works of Halls, Limited, had a close call. A large frame structure used as a tannery was wiped out by the flames.

The West Toronto Shoe Repair Co., A. Warriner, proprietor, have purchased a sixteen foot Model N shoe repair outfit, with stitcher, for their business on Dundas street, Toronto.

Johnston's Big Shoe House in New Westminster is installing a skylight and making other big improvements which will add much to the interior attractiveness of this progressive establishment.

Wm. L. Douglas, of the W. L. Douglas Shoe Co., Brockton, Mass., was married last month to Mrs. Alice K. Moodie. Mr. and Mrs. Douglas have gone to Europe, where they will spend several weeks.

A. Ramsfelder, of Ramsfelder, Erlick & Co., Cincinnati, Ohio, manufacturers of the "Restshu," was in Toronto last week calling upon D. D. Hawthorne & Co., the Canadian representatives of the firm.

H. A. Graham, who recently purchased new premises in Burlington, Ont., for his shoe store, is building an addition to the rear, on the completion of which he will remove his stock from its present stand.

Rubberine Limited, which company has just been incorporated, with a capital of \$150,000 and head offices in Toronto, is empowered to manufacture, buy, sell and deal in tire filler, rubber and rubber goods of all descriptions.

The J. P. Cook Co., shoe retailers, of London, have



recently installed one of the finest and most up-to-date shoe fronts in Western Ontario, which adds materially to the attractiveness of the store.

J. H. Bruton, of Alvinston, Ont., has sold his shoe and grocery business to J. S. Wilkie and J. I. Tucker, of Forest, who have taken possession. Mr. Bruton intends removing with his family to the Canadian West.

George P. Balfre, Canadian manager of the Chicago Tanning Co., Montreal, is at present on a selling trip through Ontario. While he is away Mr. Balfre will also call at the head office of his company in Chicago.

The Boston Shoe Store have opened out at 239 Portage avenue, opposite the post office, Winnipeg. The company announce that they have only one shoe store and their slogan is "Your money back if you are not satisfied."

Squires & Dickenson, shoe retailers, who have started in business at the corner of James and King William streets, Hamilton, had a most successful opening on Saturday, April 19th. They carry a nicely assorted stock and have a well equipped store.

Casselman & Thompson, Montreal, are moving on May 1st from their present premises at 440 St. Catherine street west to the store 633 St. Catherine street west, now occupied by Sloan Bros., who are also removing and taking premises in the Guy Block.

O. J. Killam, who is manager of the Kaufman Rubber Co.'s branch at Truro, N.S., was in Toronto and Berlin on business last week. He also has charge of the company's branch in Fredericton, N.B. New premises have recently been secured in that city.

An addition is being erected to the store of the McCall Shoe Co., which was recently acquired from A. Wellwood at 1250 Bloor street west, Toronto. The enlarged premises will be 80 feet deep and the establishment is now one of the brightest in that section of the city.

The Trenton Shoe House of J. J. Haines, which was burned out in that town some time ago, will move in August next into handsome premises. Good progress is being made in the erection of the new business home. Russell Haines is manager of the Trenton branch.

S. G. Amero, of Toronto, is representing the Perth Shoe Co. of Perth and the Nursery Shoe Co. of St. Thomas in Western Ontario. He will continue in the fall with the Kaufman Rubber Co. and will take charge of their new warehouse which they will open in London, Ont.

The fine house occupied by F. J. Boyden, of the Ames-Holden-McCready Co., at St. Hyacinthe, was visited by fire last week. The dwelling was saved but the effects of Mr. Boyden were damaged by water to the extent of several thousand dollars. The residence is owned by Jules Payan.

The Foley Shoe Store in Bowmanville has adopted a neat, artistic, red and green colored label. It bears the slogan, "If it's new we have it; if we have it it's new." The banner "Foley Footwear" diagonally crosses a green-tinted maple leaf and in outline letters are "The Shoes that Satisfy."

J. H. McGee has been appointed manager of the women's department in the Rannard Shoe Company's store on Portage avenue, Winnipeg, which has recently been enlarged and fitted up in a splendid manner. He is a brother of H. B. McGee, sales manager of the Minister, Myles Shoe Co., of Toronto.

A. J. Harris, superintendent of The Reliance Shoe Co.'s factory, Toronto, was in New York recently on a business trip. The Reliance Shoe Co., makers of the "Canadian Boy Shoe," are looking forward to a busy fall season, if present indications are to be relied on; as the early orders sent in by their representatives are away ahead of last year. They say that the best selling lines are gun metal and box calf blucher, whole quarter, medium weight for fall wear. Button boots are going but not so freely as in the spring samples.

A. R. Trudeau, of Toronto, who has been Ontario sales manager of Corbeil Limited, Montreal, is resigning that position to devote his whole time to the management of the

Brockton Shoe Co., Toronto. He will be succeeded as provincial sales manager for Corbeil Limited by Jas. S. Lovell, of Toronto, who is widely known to the trade.

Several new appointments of managers have been made by the McCall Shoe Co., who now have four stores in Toronto. James Long will have charge of the branch at 1250 Bloor street west, formerly the business of A. Wellwood. Bert Ockford is manager at 846 College street, and Alex. Lindsay at 190 Queen street west, while the headquarters store at 666 Queen street west will still be under the direction of Bert Sproule.

James V. Markey, of Brockville, has purchased the boot and shoe business of J. H. DeWolfe, Gananoque. Mr. DeWolfe is now moving to Vancouver, B.C., to take up his residence. Mr. Markey always followed the boot and shoe business and is thoroughly conversant with its many details. Of late he has been with H. W. Gilhooly and his courteous and painstaking disposition made him scores of friends in Brockville.

H. L. Carter, who has been in the shoe trade in Trenton, Ont., for the past thirty years, has discontinued business temporarily owing to having to give up his premises. Mr. Carter is, however, making arrangements to secure new and commodious quarters and will re-open in the footwear line about September 1st. His present address is Orser Implement Store, Trenton. Mr. Carter spent a few days in Toronto last week calling upon many old friends in the trade.

Fire recently destroyed the well equipped plant of the Sovereign Mitt, Glove and Robe Company at Delhi, Ont. It was a two-storey brick building, and none of the contents were saved. The loss will be \$25,000 to \$30,000, partly covered by insurance. The plant employed thirty hands, and the origin of the blaze is unknown.

F. G. Lockett, of The Lockett Shoe Store, Kingston, Ont., has returned from a holiday trip to Bermuda, where he passed a couple of weeks at the place bearing the same name at his home town.

At the last meeting of the council of St. Stephen, N.B., a communication from the council of the board of trade stated that the required \$25,000 in stock for the proposed shoe factory was now subscribed or in sight and asked that the town take action in reference to raising the \$15,000 or less required for the erection of a factory building, according to the expressed desire of the public meeting of the citizens.

W. F. Lane, of Montreal, was in Toronto this week and in company with Paul Galibert, jr., visited several shoe industries in Western Ontario. The Toronto office of Paul Galibert, of Montreal, is now well established at 60-62 Front street west, where a full stock of shoe leathers, including chrome kid, calf, sheep and cabarettes are carried. The branch is in charge of Paul Galibert, jr., who is a practically trained tanner.

John Wood, of Wood Bros., St. Catharines, who is an enthusiastic curler, has received from bowling headquarters detailed instructions for the trip to England of the Canadian contingent. It is proposed to give the rink winning the greatest number of games gold medals. Mr. Wood approves of this, but thinks that something should be done in the way of souvenirs for the team losing the most games. He has had a number of highly ornamental leather medals made, and will present them to the tail-enders.

THE SHOE AND LEATHER JOURNAL has received from the Findings Publishing Company, of Cleveland, a very complete directory of the manufacturers and jobbers of shoe store specialties and findings. The work affords a ready reference of the name and address of any manufacturer or jobber. All the articles have been arranged and classified under a proper heading. The manual is divided into three parts—manufacturers' department, trade names and directory and directory of leading jobbers—each printed on paper of a distinctive color to facilitate quick reference.

## HAPPENINGS IN FACTORIES

Montreal factories report conditions during the past month as having been fairly brisk.

N. B. Detwiler, of the G. V. Oberholtzer Co., Berlin, spent a few days in Toronto last week on business.

The B. B. Shoe Co. is removing from Three Rivers to La Tortue, about 18 miles from Three Rivers, Que.

Mr. Ceely, late with J. M. Stobo, Quebec, has taken charge of the fitting room in the Murray Shoe Co., London.

Mr. Lacasse, formerly with the A. P. Cimon Shoe Co., Montreal, has taken charge of the fitting room of the Rena Footwear Co.

Walter Smardon, of the Smardon Shoe Co., Montreal, has returned from a business trip to Boston, New York and other shoe centres.

V. D. Lincoln, late of Whitman, Mass., is now superintendent of the sole leather department of Ames-Holden-McCread, Limited, Montreal.

A. G. Reimold, president of the Woburn Degreasing Co., of Woburn, Mass., was in Toronto last week and called upon several members of the leather trade.

E. T. Weaver, late with the Nursery Shoe Co., St. Thomas, has taken charge of the cutting and fitting departments in the Relindo Shoe Co., Toronto.

James Hovlihan, foreman of the welt department of Getty & Scott, Galt, was in Rochester, N.Y., last week attending the funeral of his grandmother.

The new story which is being put on the factory of the T. Sisman Shoe Co., Aurora, is well under way, and when equipped will add materially to the output of the plant.

The C. N. W. Shoe Co., London, which started operations a few weeks ago, are making good progress and are now turning out about two hundred pairs daily of women's welts.

Thomas Gillis, formerly employed by the W. L. Douglas Co., of Brockton, Mass., has taken charge of the treeing department in the factory of E. T. Wright & Co., St. Thomas.

A large number of shoe factories are stocktaking at present preparatory to beginning their fall runs. Some factories are through with their spring runs and others are just closing up.

The German Shoe and Leather Fair will be held at Leipsic, Germany, from August 31st to September 3rd. A number of invitations to attend have been received by Canadian shoe manufacturers and tanners.

A branch of the Canadian Manufacturers' Association has been established in Brandon, Man. Among those who have been elected on the executive committee are William Crouch, of the Brandon Tannery and W. Borbridge, of the Borbridge Saddlery Mfg. Co.

The A. A. Durkee Co., of Truro, N.S., manufacturers of Security Footwear, are increasing their capital stock from \$50,000 to \$400,000. Part of the new issue will be preferred stock. There will be no change in the company except to enlarge their capacity so as to handle the fast increasing business.

Two new shoe companies have just obtained provincial charters. Gourlay & Fogelberg, Limited, have been incorporated with a share capital of \$100,000 and will erect a factory in Berlin. The former company of Williams & Son at Milton has been changed to the Milton Shoe Co. and the capital stock is \$100,000.

The Booth Felt Co., with a capital of \$40,000 and head offices in Gananoque, Ont., has been incorporated. The company is empowered to manufacture and deal in wool, cotton, felt and felt specialties of all kinds for commercial and mechanical purposes, etc. The incorporators are N. E. and

E. W. Booth, and T. R. Brawley, of Brooklyn, N.Y.; E. S. Sheppard and Benj. A. Booth, of Gananoque.

The Graveline Shoe Co., of Montreal, with a capital stock of \$100,000, has been granted a federal charter. The company is empowered to manufacture and deal in boots and shoes, to erect factories, etc. The incorporators are E. R. Bouchard, David R. Kennedy, A. R. Perrault, C. H. Woodhead, and Joseph W. Boisvert, all of Montreal.

G. L. Murphy placed his proposal to build a one line shoe factory, costing about \$10,000, before the Sydney board of trade. The details call for a plant to manufacture the staple grades of men's and children's boots, including a waterproof line. The factory would employ about thirty-five hands.

A despatch from Tillsonburg, Ont., says: Voting took place here on Monday on the granting of a \$25,000 and a free site to the Smedicor-Hathaway Shoe Co. Very little opposition was manifested, the by-law carrying by a vote of 366 for and 26 against. The company has conducted a successful business in Detroit for thirty years, and will now move its factory to Tillsonburg, starting operations with fifty hands, which will be increased to one hundred after the first year.

The Edmonton Leather and Shoe Co., of Edmonton, Alta., whose difficulties with regard to the extension of utilities seem likely to be satisfactorily solved, was formally opened last week. The company is incorporated for the manufacture of shoepacks and all manner of leather goods for sporting and general use. At present the shoepack plant, built at a cost of \$6,000, is in operation. A tannery, built at a cost of over \$25,000, is almost completed and will be ready in a month's time. The forty-eight vats, which will be the first instalment, are all in position. It is expected that the company will employ at least 75 men, and important developments are pending.

Dunford's Elk Shoes, Limited, of Stratford, Ont., is undergoing a complete reorganization. John E. Kirwin, who has had a wide experience in shoe factory management in the United States, has taken over the active management of the concern and there is no question but that he will make his presence felt in the shoe manufacturing trade in the Dominion. Mr. Kirwin says the quality will be improved and greater facility will be enjoyed by both the firm and the shoe buying public. His efforts will be to give the trade good, long value for their money, and in the course of a short time samples of the new shoe product will be sent to all patrons of the firm. He fully expects to have the best accounts in Canada on his books, and the shoes that are made will be their best advertisement. W. J. Ellingwood, late of the Forbush Shoe Co., North Grafton, Mass., is associated with Mr. Kirwin in controlling the business of Dunford's Elk Shoes.

Peter A. Doig, lately of the firm of Kirvan-Doig, Limited, has assumed charge of the leather department of Fisk Limited, Montreal. Mr. Doig is well and favorably known among the shoe and leather trades from one end of Canada to the other. Starting as a junior with G. S. Hubbell, of Montreal, he spent seven years learning the intricacies of the leather business. He deserted the commercial field for the time being to enter Y.M.C.A. work in Montreal, in which he has always taken a keen interest, but, after two or three years the lure of the commercial field proved too strong for him and he entered the employ of A. R. Clarke & Co., tanners, of Toronto, representing them in various parts of Canada very successfully. In the interests of this firm he also made two trips to Australia for the purpose of opening agencies and establishing the Clarke Co's business in that country, and this venture was also very successful. For the last three years or more he has been a partner in the shoe manufacturing firm of Kirvan-Doig, Limited, which business he is now leaving to enter the employ of Fisk Limited. Mr. Doig is a genial, good fellow and also a mighty fine salesman. His many friends wish for him great success in his new work.



**A POPULAR SHOEMAN RETIRES**

Walter E. Yates, for many years warehouse manager for McLaren & Dallas, Toronto, has retired and will take a prolonged rest. He has been in rather poor health for some time and will spend several weeks in the country. With the withdrawal of Mr. Yates from the wholesale shoe business he severs a connection of over twenty-one years



with the trade. He was born in Hamilton, Ont., and his first position was with John Eastwood & Co., in the stationery line. He later entered the wholesale footwear establishment of R. H. Greene & Co. in the Ambitious City in 1891. The firm afterwards became Greene, McLaren & Co., and the business was removed to Toronto. Mr. Yates was also with J. A. McLaren & Co. and for several years past with McLaren & Dallas as warehouse manager. He has always been a well liked member of the trade by reason of his genial manner and obliging disposition. On Saturday last he was presented by the travelers and warehouse staff with an appreciative address and a valuable case of pipes as a mark of esteem.

**CANADIAN RUBBERS IN ENGLAND**

J. E. Ray, Canadian Trade Commissioner at Birmingham, Eng., writes to the Department of Trade and Commerce, Ottawa, as follows: A comparison of Great Britain's imports of rubbers (goloshes) during the last five years seems to indicate that the demand is increasing annually. Competition is keen on account of the well-equipped home factories, but the United States have increased their sales from \$515,695 in 1907 to \$576,730 in 1912. Germany has also increased her sales during the same period by \$25,000. On the other hand, imports from Canada have fallen from \$35,465 in 1907 to \$130 last year.

The retail prices of goloshes in Birmingham are as follows:

Childrens' .....	43c. to 61c.
Men's .....	86c. to \$1.09
Women's .....	61c. to 85c

**RUBBER PRICES WILL ADVANCE**

The rubber footwear selling season which began on March 10th last is drawing to a close. All the companies report a good business and placing orders have come in very well but are not as large in the various amounts as last year, owing to the fact that 1911-12 winter was an abnormally active one in rubber goods, due to the early snow. Several shoemen have considerable stocks on hand at present but, on the whole, the season has been very fair in volume. It is understood that an increase in the present prices will go into effect on May 5th. It would have been inaugurated

on the first of the month but some companies have not their costs systems figured out. There will be a small advance on several lines and the schedule of prices in the West is going to materially advance it is said on account of rather slow payments from that section of the Dominion. Owing to the tight money market and real estate speculation craze one manufacturer reported that paper was not being met as well as it should be. Payments from the Prairie Provinces have been small. Several firms report that notes and other obligations maturing on April 4th have not been met by more than twenty-five to thirty-five per cent.

**Newsy Briefs from Quebec**

Uld. Leveille, shoe manufacturer, of Portneuf, Que., died last week.

The premises of Benj. Crepault, shoe manufacturer, were visited by fire last week and the damage done amounted to \$1,000. The insurance was \$1,500.

The following visitors were in Quebec last week: L. S. Odell, of Fisk Limited, Montreal; J. L. Perura, of The New England Blacking Co., Boston, and A. G. Whitley, of Fred. Whitley & Co., Montreal.

Louis Migner, a former shoe manufacturer of Quebec, died last week at the age of sixty-five years. He was a brother of the late Octave and Thomas Migner, who were also shoe manufacturers.

The James Muir Co. have completed removing their machines and stock to Maisonneuve, where they will continue doing business. Ludger Duchaine, who has purchased the building lately occupied by the Muir Co., is making considerable alterations. He expects to be ready to commence operations in about a week.

J. B. Drolet, a prominent shoe manufacturer of Quebec, died on Sunday, April 13th, after an illness of about two months. He was buried at L'Ancienne Lorette and the funeral was attended by a large number of friends, relatives and the employes of J. B. Drolet & Co. The late J. B. Drolet was born at St. Ancienne Lorette, Quebec, on November 16th, 1856, and was married to Marie Louise



Blondeau of the same place in 1883. He is survived by a widow, five sons and one daughter. About thirty years ago he commenced manufacturing turn shoes, and in 1900 he removed to Quebec and added Goodyear Welt and McKays to meet the increasing demand for his goods. He devoted considerable time to the well known "Unicus" Goodyear Welt and "Long Life" McKay Shoe. Mr. Drolet was a member of the Canadian Manufacturers' Association and also the Quebec Shoe Manufacturers' Association.

## Canada's Oldest Leather Dealer Celebrates 84th Birthday

The oldest leather merchant in Canada, and possibly the oldest in active service on the Continent, is Charles Parsons, 79 Front street east, Toronto, who celebrated his 84th birthday on April 19th. Mr. Parsons is still young in spirit, and supple in limb, considering his advanced age, and may



be found every day at his desk in the establishment with which he has been identified no less than sixty-four years. When one reviews the development of the shoe and leather industry for a half-century, many changes come to mind, but to go back to a period several years anterior to Confederation is within the memory of very few readers of the SHOE

AND LEATHER JOURNAL. Mr. Parsons was born in Thornhill, a few miles north of Toronto, his mother and relatives on her side bearing the name Thorne, after whom the now prosperous village is named. The father of Mr. Parsons conducted a flour mill and tannery at Thornhill for a number of years.

It was there that the subject of this sketch attained his first insight into the leather trade. In company with his brother John, the business of J. & C. Parsons, leather and shoe findings dealers, was established on King street east, at the corner of George street, way back in 1849. The firm afterwards became Thorne, Parsons & Vennor. On the death of Mr. Vennor, another change took place, the style being Thorne and Parsons, Richard Thorne later succeeding his father, William Thorne, as senior member of the firm.

Mr. Parsons can recall reminiscences of the development of the trade. He remembers when his father shipped flour from Thornhill to the Old Country. They owned tanneries at Thornhill, Holland Landing and Niagara-on-the-Lake, turning out a large number of sides of upper and sole leather. Although a Canadian by birth, Mr. Parsons' people were natives of Dorchester, England, and some years ago he journeyed across the water to visit a brother whom he had never seen, although that member of the family, who died several years ago, was considerably over three score and ten. The firm of C. Parsons & Son have had their ups and downs, like other concerns. Many years ago they were visited by a serious fire, which cleaned out their entire stock. The firm to-day are one of the most widely known and strongest in the leather arena, and have the selling agency of several leading tanneries. W. G. Parsons, who is associated with his father, has been connected with the business for over thirty years. He is the president of the Leather and Shoe Findings Association of Ontario, and has held other responsible positions in the trade. C. Parsons & Son have built up a reputation which is aptly described by their trade mark "Sterling." Many friends of the honored head of the house trust that he may live to see several more years of activity and usefulness.

### Some Crisp News Notes

W. A. Marsh, of the W. A. Marsh Co., Quebec, was in Toronto last week on business.

Doyle Bros. have started in the men's furnishings and shoe business in Prescott, Ont.

H. W. Stark, of H. W. Stark, Limited, Winnipeg, was in Montreal for a few days recently.

J. S. Hentig has opened a shoe store at 1045 Dundas street, Toronto, and has a well laid out store.

A. Lecompte, 521 St. Catherine street east, Montreal, will remove his store to 488 East St. Catherine street.

Geo. St. Leger, jr., of the St. Leger Shoe Co., Toronto, spent several days in Montreal and Quebec last week on business.

Fifty operators in the J. W. Hewitson shoe factory, Toronto, went on strike last week. Negotiations for a settlement of the wage dispute have been under way for several days.

A winding-up order has been granted in connection with the affairs of Kirvan-Doig, Limited, shoe manufacturers, of Montreal. Alex. Desmarteau has been appointed provisional liquidator.

The Ames-Holden-McCready Co. will have an exhibit on the Made-in-Canada train which leaves Montreal on May 14th on a seven weeks' trip to the Coast, making stops at practically every town of importance on the way. There will

be four exhibition cars from Montreal and five from Toronto.

Joseph Beer, who has been in the tanning business in Galt for twenty years, has sold his tannery to a new firm who will take possession in August and go in for making a special line of leather.

Among the callers on the trade in Toronto during the past week were: H. L. Harrison, Fergus; Kenney Bros., Acton West; D. Ruben, Picton; J. C. McGill, Oshawa; Book Bros., Beamsville; A. Riendeau, Warkworth.

W. D. McDougall is now covering Cape Breton for the Robert Taylor Co., of Halifax. J. W. Kaye is looking after New Brunswick, J. E. Duncan, eastern Nova Scotia, Geo. Graham having western Nova Scotia, E. H. McEachern, Prince Edward Island, and W. H. Doddridge the Gaspe coast.

Hon. C. H. Pelletier, of Quebec, has been appointed by the Minister of Labor chairman of the Board of Conciliation to consider the dispute between the boot and shoemakers employed in factories in Quebec City and their employers. The other two members of the board are Felix Marois and G. Hebert.

A. J. Mireault, who has been connected with Ames-Holden-McCready Co., Montreal, ten years as accountant, was recently made the recipient of a very handsome cabinet of silver on the occasion of his marriage which took place on April 21st. An address was also read. Miss Surphy, who has for the past eight years held an important position in the sales department of the Ames-Holden-McCready Co., was recently presented with a cabinet of silver by the office staff on the occasion of her coming marriage.



## May Benefit Canadian Producers in Some Lines

(Continued from page 51)

good. It may give us a chance to compete with the manufacturers over there, but because the American tanneries are so large and so many controlled by the Meat Trust, it may be difficult at that to dispose of our goods on the American side. It will not affect the price at all. The only leather shipped across the border to any extent is sole leather. There are some lines that European countries can ship into the United States despite the duty, because labor is much cheaper, and no doubt any reduction would be an advantage to them. We pay the same price for labor here as in the States, so that we will not benefit very greatly." Mr. Breithaupt considered that the measure will benefit the leather dealers as it will afford them a wider field for the sale of special lines.

### What Shoemen Have to Say

The James Muir Co., late of Quebec, now of Maisonneuve, say that they are of the opinion that Canadian boots and shoes cannot be successfully sold in the United States. Were it possible to do so there would appear to be no necessity of having a Canadian duty to prevent American goods coming into the Dominion, which most Canadian manufacturers admit is required.

H. E. Moles, of J. & T. Bell, Ltd., Montreal, states if the Democratic tariff bill is endorsed by congress, he does not anticipate that Canadian shoe manufacturers will be able to enter the American market and command any large measure of business. He is of the opinion that factories in the Dominion would not be able to compete with the large and highly specialized concerns across the border in any line, and secure favorable consideration for their goods. Mr. Moles does not think that any direct benefit will accrue to the shoe manufacturers in the Dominion by reason of the lowering of the tariff walls and does not anticipate there will be any change in price.

### The Future Will Tell

With regard to the proposed removal of the duty on shoes going into the United States, and as to its effect upon business in Canada, Getty & Scott, of Galt, say:—"We do not look for Canadian manufacturers to profit to any extent by the change. There may be a few lines of staple goods that will be worked in, but under conditions as they exist to-day, we do not expect to see any large amount of business result. Conditions may, however, change very rapidly, for certainly shoe manufacturers in Canada, at the present time, are making good progress and improving their product. It may be that at a later date some business will result."

### Not Looking for U. S. Orders

Dufresne & Locke, of Maisonneuve, Que., declare, "We do not expect to receive any orders for shoes from the American market, if the duty is taken off, even if our shoes are better. We are of the opinion that Americans would not take them, as coming from Canada. If the cost of living, through the removal of the duty, is reduced on the other side of the line, and the cost is raised on this side, we anticipate keener competition with American manufacturers than we have to-day."

Dupont & Frere, of Maisonneuve, Que., remark:—"Our opinion is that there will certainly be a market for Canadian manufacturers in the United States, but only to a certain extent. If we can make a good article, they are able to make a cheap quality with a better appearance, and, of course, can sell at a better price than any Canadian manufacturer. Regarding our idea that Canadian goods are of better quality than most of those made in the United States, there will always be trade, as we always find lots of people that prefer to buy good goods instead of appearance

only. As we have to buy different kinds of upper stock on which we have to pay a duty, it will be difficult to think that we can compete with United States manufacturers. There may be an opening for some very large manufacturer.

John Ritchie, of the John Ritchie Co., Quebec, writes:—"I do not think it can affect our Canadian trade in any way. Owing to the fact that the American shoe trade is so highly specialized, they can produce cheaper than we can. While the earning power of labor is probably about equal on both sides of the line, specializing makes labor more productive and more efficient, therefore they can produce cheaper and give a better finish than we can at present. The same thing applies to leather conditions, as most of our material costs higher in Canada. Business is also conducted on a much larger scale, several American firms having each an output equal to the whole manufacturing trade of the Dominion. This, again, reduces cost."

### Benefit a Long Way Off

N. Lemieux, manager of the Fraserville Shoe Co., Fraserville, Que., declares:—"If the Americans put boots and shoes on the free list I do not think it will have any effect on the manufacturers and wholesalers of Canada. If it were not for the duty which exists at the present time in this country on American boots, our market would be glutted with American shoes. This speaks for itself, and in my estimation, the days are far ahead when Canadian shoes will find a market in the United States, taking into consideration the number of American shoes imported in this country even in the face of a 30% duty."

### Will Push Hockey Shoes

Concerning the possibility of Canadian shoes being sold in United States, providing the duty is removed, J. A. McPherson, of Hamilton, says: "I do not imagine it will be possible to do any business in the States, unless it would be on a novelty such as our Lightning Hitch Hockey boot. I have great hopes of being able to market this skating boot in the States. On ordinary footwear, Canadian factories are too small to be a factor in the American market. Canadian tanners should benefit greatly in the line of sole leather."

### Consider the Situation Now

H. H. Lightford, the manager of the Perth Shoe Co., Perth, Ont., thinks it would be some time before Canadian manufacturers would be able to enter the United States and compete with the manufacturers there even if the Democratic tariff bill is passed at an early date. "The only way that we really would have to judge," he adds, "is when you stop to think the duty on shoes going into the United States is only 10% and consider the amount of goods that Canada is exporting into that country, then recall the duty of 30% on shoes coming into Canada and the heavy shipments of footwear that are yearly imported from the land to the south—well, that practically tells the whole story. It looks very doubtful if Canadian manufacturers could command any business across the line. We do not feel that the change in tariff will in any way alter prices, nor is it likely to injure the Canadian trade."

### Not Afraid of American Goods

Speaking on the subject, A. Brandon, of the Brandon Shoe Co., Brantford, and chairman of the Boot and Shoe section of the Toronto Branch of the Canadian Manufacturers' Association, says:—"With reference to removal of duty on American shoes, I am familiar with the product produced in the United States. We, in Canada, can produce quite as good shoes as the manufacturers in the United States. Our details of manufacturing are so close to theirs that one cannot distinguish the difference between American

shoes and Canadian shoes, that is, in fine footwear. The most of our findings that go into our shoes in Canada are imported from the United States, and we have to pay duty on them. A great deal of our calf leathers are imported from the United States. In fact, about 75% of the material going into the making of fine shoes is procured, or can be procured in the United States. On all material produced in the United States and exported out of Canada, we get a refund of 99%. This enables the Canadian manufacturer to compete in the field with the American manufacturer. It is quite probable that the Canadian manufacturer may be able to enter the American field and compete with the manufacturers there, by taking it on the same basis as the export trade to Europe and other foreign countries. At the present time, our Canadian shoemakers are getting well schooled, and we are not afraid to put our goods against American goods any day. The quality of our shoes is much superior to the goods shipped into Canada at the present time. It is too early in the day to give strong opinions on the business for the United States, as the tariff is in force yet, so I am not anxious to give much information until we know where we are at."

#### Where Specialization Comes in

J. B. Blouin, Limited, of Levis remark that they do not consider that it will make a particle of difference to the Canadian manufacturers whether the duty is off or on, "We do not consider it possible for the Canadian manufacturers to compete against the factories on the other side, and for the following reason: the manufacturers in this country have not specialized as they have in the United States, and are, therefore, not in a position to compete and manufacture goods at as close a figure as they are on the other side. The leather market would not permit us to manufacture shoes here, and to export them and compete with the American

manufacturer who can buy his leather at a lower price than we do, and can also obtain the exact selection in quantity and quality seems impossible. Owing to tanners there having a large trade they select their stock much more closely than the tanners can do in Canada, and if the manufacturer wants a certain class of leather he can get it without having to buy other grades and manufacture goods to use up his stock. Wages on the other side, though they may not appear to be as low as ours are on a great number of operations, still, the American manufacturer has the benefit of the price. He is able to give his employees one or two lines of shoes to make, and they can turn out a greater quantity with a great deal less trouble and work, and make more money by the piece even at a low price."

#### Where U. S. Maker Has Advantage

P. M. Goff, sales manager of the O. B. Shoe Co., Drummondville, Que., replies:—"I quite agree with the opinions expressed in your last issue by some of the shoe manufacturers in Montreal and Quebec, that putting boots and shoes on the free list by the Democratic party of the United States will not in any way benefit the shoe manufacturers of Canada. The upper leather tanners of the United States can market their product to the shoe manufacturers there at a less cost than the tanners in Canada here. Principally owing to the grading of the hides and leathers, every shoe manufacturer can get just what he requires to produce the maximum value in the particular kind of shoe that he is making; specialising on a very short range of prices and a very large production, together with cheaper labor, and less cost for marketing his product, all helping him to produce a shoe at a less figure than we can. There are some lines of men's and women's shoes made in the United States that it is quite impossible for a Canadian manufacturer to understand how they arrive at the price. Admitting that the leather cost

## ENJOYING LIFE ON PACIFIC COAST



L. M. Stock, western representative for Walker, Parker & Co., Toronto, is an enthusiastic amateur photographer, and on his present Western trip took his camera along with him. He has succeeded in kodaking a few of his brother "knights of the grip." Picture No. 1 reading from left to right, shows "Pete" Cowan (with the Brandon Shoe Co.), and W. G. Fallen (with Getty & Scott) taken on board the Princess Alice, going from Vancouver to Victoria, on Sunday, April 6th. Picture No. 2 shows Mr. Cowan and J. M. Peterman (with the Thompson Shoe Co.) and W. G. Fallen taken in the rear of an observation car of the Imperial Limited, at Field, B.C., on April 5th. Picture No. 3—snapshot, taken at Revelstoke, B.C. on the same day, reveals Mr. Fallen, Mr. Stock and Mr. Peterman in a contented mood.



would be the same there as here, the actual wages paid out for making the shoe would be at least 20 cents per pair less than in the Dominion. The United States shoe manufacturers undoubtedly lead the world. When we get a population of twenty-five millions in Canada we may be able to give them a run, but as conditions are now I think that it is out of the question."

John A. Walker, of Walker, Parker & Co., Toronto, does not look with very much assurance on the prospect of Canadian manufacturers seeking a market for their shoes across the border. He said: "While the removal of the duty will do us no harm, neither do I think that it will tend to broaden our market, as Canadian concerns are handicapped in many ways when compared with the immense plants across the border. I believe that there was one Canadian firm which tried to market shoes across the line some years ago but did not meet with any success."

W. A. Hamilton, of the W. B. Hamilton Shoe Co., replied: "No, I do not think that the removal of the tariff will in the least benefit Canadian shoe manufacturers. Conditions are so different that it seems hopeless to think of our competing with the highly specialized plants on the other side where they have got the cost system on certain lines of shoes down to the finest fractional point. While I believe that Canadian shoes are as well made and contain better materials, still, if one is producing a job wholly for appearance and not for wear, our neighbors can put over an article that is likelier to command a more ready sale than a Canadian shoe."

#### Why U. S. Shoes are Cheaper

W. F. Martin, general sales manager of the Kingsbury Footwear Co., Montreal, is of the opinion that the proposed removal of the duty will in no way affect the Canadian trade. He writes, "As I see conditions in the United States, that country is already producing more shoes than the people there can use, and with the advantages that the American manufacturers have over the Canadians in being able to get the raw material—in many cases partially manufactured—it enables them to figure the cost of the shoe much closer than we can in the Dominion, where we cannot get selections. This is one of the reasons, I believe, why U. S. manufacturers can produce shoes cheaper than we can in Canada. I could furnish many other instances, which, I believe, would make it impossible for Canadians to sell shoes in the United States, but I do not think it necessary at this juncture to go more deeply into the question."

#### Paying More for Our Labor

The Rideau Shoe Co., Maisonneuve, forward this view:—"Although a broader market might be opened, the Canadian shoe manufacturer would not be in a position to take any advantage from it, as he is to-day paying a duty of 10 to 35% on his raw materials; and do not think for an instant that the Canadian manufacturers of leather and supplies are not taking advantage of this rate of protection. The Canadian shoe manufacturer is paying more for his labor than the American manufacturer, and even should he be able to import his materials free of duty, this added cost of production would place him outside competition. We doubt very much whether a Canadian house could place their own brand of goods in the American dealer's hands, as the American dealer has no confidence in Canadian made goods of any description, and the prospect of flying the British flag over his store would appeal to him about as strongly. In order for the Canadian shoe manufacturer to enter the American market, it would be necessary for him to import his raw materials and manufacture for export; thus making his raw materials free, and then distribute through an American jobber under the jobber's own brand, and at that the higher costs in Canada would restrict his sales. The greatest effect the adoption of the measure would have, would tend towards increasing the cost of

leather, as the Canadian tanner already benefits by free hides, and should he manufacture for the American market the supply here would materially lessen and a restricted supply always mean increased values. We think that if the Canadian tanner can get his tannery running more on American system, he can give the American tanner a run, as our leather is superior for wear but woefully lacking in assorting for selections, weights and spreads. On the whole we think it would benefit the Canadian tanner, but we fail to see any benefit accrue to the shoe manufacturer, or the public, as the application of the measure will certainly increase rather than decrease the cost of footwear. Don't you think that the American tanner would be inclined to retaliate in some manner if the Canadian tanner went into competition with him? Here is the American hide and leather, and the Western packers also tan leather and we very much doubt if they would supply the sinews of war, i. e., hides."

C. S. Sutherland, manager of the Amherst Boot & Shoe Co., Limited, Amherst, N.B., says:—"I may say that I do not think the action of the United States government in placing shoes on the free list will have any effect on the Canadian manufacturer. The fact that most lines of leather are lower in the United States than in Canada, gives the American manufacturer the advantage and precludes the Canadians from competing with them on their own grounds."

#### Remove Import Duty on Brains

Fred. W. Weston, of the Weston Shoe Co., Campbellford, Ont., answers:—"I am of the opinion that there will be no great changes in the Canadian shoe trade for the following reasons: I believe that the effect of political trade legislation is always considerably less than it is expected to be. The Canadian factories have already all they can do to supply their home market. Great enlargement is impracticable on account of scarcity of labor. There is little hope of our being able to supply more than the home market while the present stupid "Alien Labor Laws" and "Immigration Regulations" are in force. The import duty on brains, as usual, does not have the full effect intended, of keeping skilled labor out of the country, but it is sufficient to make efficient mechanics scarce, and the available labor of a lower average standard of efficiency compared with that in the United States. As the American duty on the manufacturers' raw material will be removed, while the corresponding duties in Canada will be retained, the former will continue to have that much advantage over the latter. I also suspect that money costs more here than in the United States."

Concluding, Mr. Weston adds, "Possibly, English manufacturers may get a chance as they have no duty on their raw material, and their labor, while still less efficient than ours, costs much less. It remains to be seen whether this lower cost of material and labor is sufficient to offset the inferiority of the help, and the costs of transportation."

#### Handy to Large Buying Centres

A. A. Durkce, of Truro, N.S., remarks: "I do not think that the reduction in the American tariff as proposed will be of any benefit to Canadian manufacturers as they are operating at present. None of us operate our factories systematically. The requirements of the trade we supply and the territory it covers prevent us doing so. Even if we were able to specialize as we might desire we would still be at a disadvantage, as we do not buy our new material at the same price. The Canadian tanner takes advantage of the duty and stock is almost invariably a cent or more a foot than the same grade in the American market, and many lines of supplies and findings are not made in Canada at all. The American shoe industry is one of the most highly specialized industries in existence. There is a large over production and consequently keen competition and only the fittest survive. Shoe manufacturing with them has got to a



point where success comes only to the manufacturers who make a minimum number of lines and have a maximum production. We cannot compete with that condition. The Canadian shoe industry is badly scattered and makers are compelled to operate continuously to hold their employes. The American shoe industry operates in seasons and by driving operators during those times get a higher output per man than we can. Their selling expenses are less. Large buying centres are within easy access of one another and little time is lost in travel. All these factors, and others that I could name from my intimate knowledge of American conditions, combine to get a shoe at a marketable price that would be ruinous to a Canadian manufacturer. Conditions may change but at present a reduced tariff means nothing to us."

### Some Factors That Count

The Minister, Myles Shoe Co., Toronto, think that the removal of the tariff on footwear will have no appreciable effect on the Canadian footwear situation, either in the matter of prices or output. "It may," they say, "eventually influence a few lines for which a market may be found on the other side, but not at the present time. One reason why a Canadian company cannot compete with big American firms is that our plants are too small, and then it might be that a certain kind of leather desired could only be secured from the other side. How is the Canadian maker going to pay fifteen per cent. or more duty on that leather, turn it into shoes here and then expect to find a sale for his product across the border? It would be impossible. Even if there was no duty on leather coming into the Dominion there are other things entering into the make up of a boot on which the local user has to pay a levy and which the American maker secures first hand. Our plant is among the larger ones in Canada making exclusively high-grade men's and women's welts, and we are enabled to obtain our share of business, but, as compared with the gigantic concerns over the border, where specialization and immense turn-over reduce expenses per shoe to the lowest possible point, we would not have much of a chance. Reverse the conditions and if we had to go up against these mammoth enterprises, without any protection, we believe that the outcome would not be very satisfactory."

The J. Leckie Co., of Vancouver, reply: "The removal of the American duty on boots would be of no benefit to us as we do not think that we could compete with the manufacturers of the United States, seeing that they can sell in this market even in the face of the Canadian tariff."

John S. King, of the Relindo Shoe Co., said: "When one considers the immense output of American plants, the specialized lines, minimized cost, and the immense market they have to cater to, it seems absurd to talk of Canadians competing with American footwear producers. In the first place we may be able to do so in fifteen or twenty years from now, when we have a population double or triple of what we have to-day, but until such time as our output is larger and our industry more highly developed, no Canadian factory can enter the American market and do business. The American shoemaking industry is the greatest in the world, and that the manufacturers over there are not much afraid of competition is shown by the fact that you will find their shoes in every country on the globe, no matter where you travel. I might go into this question very minutely, but would say that we go to the other side to learn all we can on styles, labor-saving methods and factory cost, then come back to Canada and put our newly acquired ideas into execution. How, then, are we going to compete with those across the line from whom we are constantly seeking advice and instruction? It is like the pupil competing with the master. Canadian shoes are of better material and will outwear the average American pair, but when it comes to cheapness of production, owing to labor conditions, overhead costs, the number of small new factories and the duty that we have to pay on certain materials entering into the shoe, we are completely handicapped from securing a market for our wares on the other side."

## Fitting a New Shoe Style to All Types of Feet

(Continued from page 41)

When a customer demands a shoe that does not suit the type of foot the attendant can do one of two things. He can fit the foot properly, if permitted, or he can do the best he can and at the same time suit the customer's idea of the style wanted.

Now that the low heel is to become a feature of the style, The Proper Style, the salesman will be called upon to fit high arched feet with low arched shoes. This will mean the increased sale of arch supports. The fact that the style of the shoe in vogue at any time will not fit all types of feet, certainly makes the fitting of shoes a difficulty thing for the man who wants to give his customers conscientious service. The only thing he can do is to obviate the bad effects as much as possible, and when he can do so, sell a modification of the latest style containing as few objectionable features as possible.

## Is the Repair Dept. Really Worth While?

(Continued from page 44)

inferior materials are readily exposed when brought into the repair department. It offers an excellent method of comparison and one which gets down to hardpan, so to speak.

"Shoes may closely resemble one another when new, but after they've been worn for a while, a difference in workmanship and material will develop. Retailers of shoes, like all other people, want to get a full value for the money expended. I would recommend that retailers make a careful study of the shoes which are brought to them for repairing, whether sold by them or by others. There's no better way of estimating their real value than by examining the shoes which are brought in for repairs.

"Cigar dealers, when making their purchases, often cut open cigars to see the quality of tobacco which is used. This can't be done by shoe dealers at the time of the purchase of their goods. When the shoes are in need of repairs, however, retailers can in a way follow the cigar dealers' plan. The shoes are then shown for what they really are and not for what they pretend to be when they're sold.

---



---

## CLASSIFIED ADVERTISEMENTS

---

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order

FOR SALE—Hartford Grader for shoe patterns; new, fine machine, but will sell cheap, as I need the money. Geo. V. Brown, 265 Laval avenue, Montreal, Que.

TRAVELER—To represent a Montreal shoe manufacturer of high-grade McKays in Northern and Western Ontario. References required. Apply Box 48, SHOE AND LEATHER JOURNAL, Toronto.

GOOD EXPERIENCED GENERAL SUPERINTENDENT WANTED for shoe factory making first-class Goodyear welt and McKay. Apply to J. B. Drolet & Co., Quebec, Que.

FOR SALE—Boot and shoe business on one of Toronto's best business streets; a going concern, stock about, \$3,500; new, clean, staple and up-to-date. Reason for selling and other particulars on application. Apply Box 44, SHOE AND LEATHER JOURNAL, Toronto.

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, Ont.



Established Over Half a Century



## Our Brands of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work.

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better  
Shoe Findings Etc.

THE BREITHAUPT LEATHER CO., LIMITED  
BERLIN - - ONTARIO

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

If it's Union Slaughter or Sweat Sole Leather you need, it is enough to know that it is

**LOGAN'S—The Leather of Quality**

LOGAN TANNERIES LIMITED

PICTOU, N.S.

**J. HEFFERING**

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

— REPRESENTING —

**Tetrault Shoe Mfg. Co.**

Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**

Exclusive Children's Line

**Regina Shoe Company**

Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370

**Turn Into Money**

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

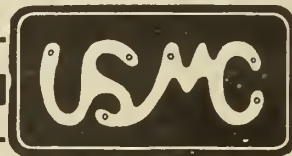
**R. G. DUN & CO., 70 Bay Street**

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

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

**United Shoe Machinery  
Company of Canada**

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.



*The* **Bonner Leather Co.**

— *Manufacturers* —  
**GLAZED KID**  
*(Black and Colors)*  
**CHROME LAMBS**  
*(Glazed and Dull)*

**1060 Notre Dame St. W., Montreal**

THE  
**AHRENS**  
 SHOE

EVERY  
 PAIR  
**SOLID  
 LEATHER**

Charles A.  
**AHRENS**  
*limited*  
 BERLIN, ONT  
Manufacturers of  
**Solid Leather Shoes**

**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 Specialists**

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

**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

**Most Economical**

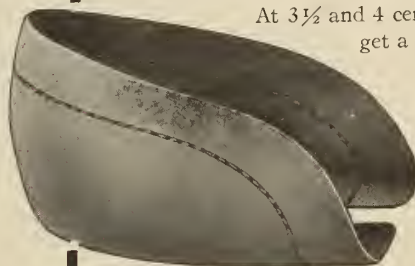
ALL LEATHER—FAIR STITCHED

At 3½ and 4 cents per pair you can't get a counter that will come anywhere near this for quality.

Prices and Samples on application

**Eugene Guay**  
 230 St. Marguerite St.  
 MONTREAL

We also make Union, Standard and Leather Board Counters



**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.

"La Duchesse" Shoe Co.  
REGISTERED  
 "Successors to B. Vaillancourt"  
 40 Grothe St., MONTREAL

**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.







**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**

**MONTREAL, QUE.**

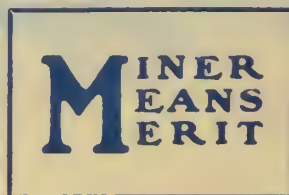
**122 Adelaide Street W., TORONTO**

**492 St. Valler Street, QUEBEC**



## The Miner Trade Mark is your Surety of sales

THE Miner trade mark deserves your consideration because the rubbers on which it is found have earned consideration all over the dominion. Your customers who have worn Miners or Sheffords give consideration to this mark. That's why it means sales to you. The Miner mark is an indication of rubber satisfaction, it is looked for, and asked for, consequently it helps sales wonderfully.



### THE MINER RUBBER COMPANY LIMITED

GRANBY      MONTREAL      TORONTO      QUEBEC

Selling Agencies:

Jackson & Savage, Limited, Montreal	R. B. Griffiths & Co., Hamilton
J. M. Humphrey & Co., St. John, N. B.	W. A. Marsh Co., Western, Limited, Winnipeg
F. Maranda, Quebec, Que.	Calgary, Edmonton
Coates, Burns & Wanless, London	Blachford, Davies & Co., Limited, Toronto
Dowling & Creelman, Brandon	



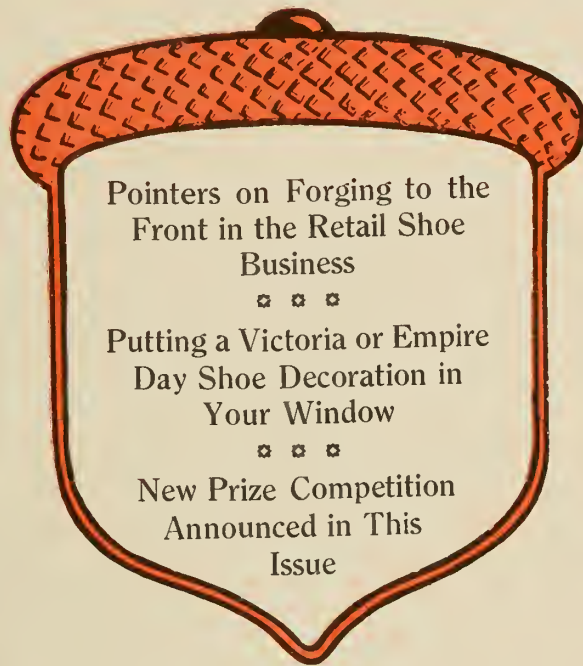
MAY 15th

TORONTO

1913

# THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH



ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES

The Union employee demands Union made goods. He has been educated to insist on Union stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

## Boot and Shoe Workers' Union

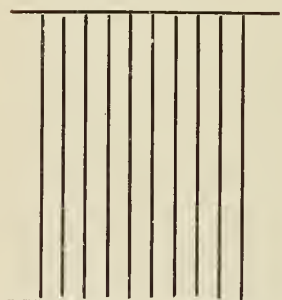
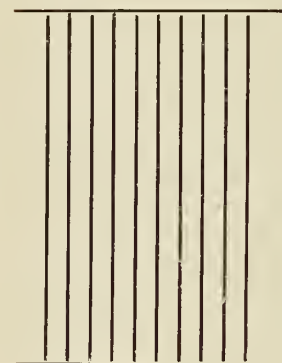
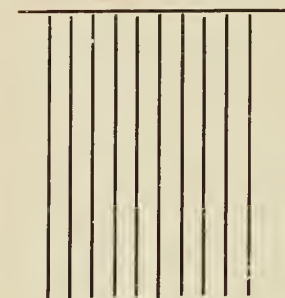
Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN  
General President

CHAS. L. BAIN  
General Sec. Treasurer







This is the mark of Canada's premier line of

# PATENT LEATHER

The shoe manufacturer who cuts A.R.C. Brand Patent Leather gets full value out of every skin.

## TOP QUALITY

has given us the lead—and we are relying on top quality to keep us in the lead.

Order A. R. C. Brand next time and get complete satisfaction.

**A. R. CLARKE  
& COMPANY, LIMITED**  
Toronto Ontario

BRANCHES :  
MONTREAL AND QUEBEC

**THE LARGEST  
AND  
MOST MODERN  
PATENT LEATHER  
PLANT**

**In the British Empire**



MAKERS  
**THE CLEO SHOE CO.**  
**LONDON**  
**ONT.**



## **Full Grain Matt Calf**

**The best leather of the year  
is being made right now.**

*During the months of May and June hide buyers go through the dairy sections picking up all the Deacon skins possible. These skins are shipped direct to us, and are worked up immediately into full grain matt calf. They make the softest, silkiest matt calf imaginable—as smooth and soft as a glove leather.*

*The very best imported skins cannot be made up into such leather as these deacon skins, for they have not the peculiar qualities necessary to the making of the best full grain matt calf.*

*Place your order with us now, and be assured of having all this season's matt calf shoes of the very best possible leather.*

*For your lower-priced shoes we can supply a cheaper line that will stand wear equally as well as the full grain matt calf. Ask us for particulars of our Snuffed Grain Matt Calf.*

**Davis Leather Company, Limited**  
**NEWMARKET, ONTARIO**



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.”



No. 391—Patent Duchess, No.  
35 last, Cuban Heel.



No. 226—Faney Dull Calf Collar  
Pat. Blueher Oxford, 38 Last,  
Cuban Heel, Flex-Welt.



No. 399—Patent Corded Top  
Pump Turn, No. 37 Last,  
Cuban Heel.

# Summer Sorting

calls to mind

## “Kingsbury” and “America’s Beauty” Shoes

As usual we are exceptionally well equipped to handle *summer sorting* orders. Here are only four from a large number of classy lines in Pumps and Oxfords which we can make promptly on order.

Write us at once about any lines you may require.

If you want one of these four splendid sellers, *order by number*

**DO IT NOW!**

**Kingsbury Footwear Company Limited**  
Specialists in Ladies' Footwear  
Montreal



# HARTT SHOES

They stand at the top for STYLE, FIT and FINISH. The following is an example of their wearing qualities received unsolicited from a customer a few days ago :

LYTTON, B.C., March 28, '13.

Messrs. The Hartt Boot & Shoe Co., Limited,  
Fredericton, N.B.

Gentlemen,—

I have an illustration of the wearing qualities of No. 653 which might be of interest to you.

Eight months ago I sold a Mr. Goldstraw, who is a Camp Missionary for the Church of England, a pair of these boots. He has traveled about 2,500 miles in them, over exceptionally rough and rocky trails, and has had them half soled once and they are in fairly good condition yet. I sold him another "Hartt" a few days ago when he was in.

Yours truly,

(Signed) N. P. WOODS.

## The Hartt Boot & Shoe Co., Limited

Fredericton, New Brunswick

### Canada's Best Shoemakers

---

P.S.—No. 653, Men's "11" Tan Viscol  
Blu. Bal., double Viscolized Sole.

# P. J. Harney Shoe Company

LYNN, MASSACHUSETTS

## SEASONABLE SHOES

IN STOCK—READY FOR IMMEDIATE DELIVERY

All Shoes Illustrated are Women's Goodyear Welts

HIGH IN QUALITY - - - - - LOW IN PRICE

ORDER BY STYLE NUMBER



Style No. 806	Tan Russia Calf. Button Boot	44 last, 15-8 heel,	Price, \$2.60
900	Cloth Top Patent Colt. Button Boot	44 last, 15-8 heel,	Price 2.25
923	Cloth Top, Gun Metal. Button Boot	44 last, 15-8 heel,	Price 2.25
940	Mat. Top Patent Colt. Button Boot	44 last, 15-8 heel,	Price 2.25
941	Mat Top, Gun Metal. Button Boot	44 last, 15-8 heel,	Price 2.25
954	Gun Metal. 3 Eyelet Sailor Tie	33 last, 14-8 heel,	Price 2.25
955	Tan Russ. Calf. 3 Eyelet Sailor Tie	33 last, 15-8 heel,	Price 2.25
960	Patent Colt. 3 Eyelet Sailor Tie	99 last, 15-8 heel,	Price 2.25
962	White Nubuck Seamless Pump	67 last, 14-8 heel,	Price 2.25
963	Gun Metal Seamless Pump	67 last, 14-8 heel,	Price 2.25
964	Gun Metal Seamless Pump	84 last, 12-8 heel,	Price 2.25
966	Mat. Top Patent Colt Button Oxford	44 last, 15-8 heel,	Price 2.25
967	Mat. Top Gun Metal Button Oxford	44 last, 15-8 heel,	Price 2.25

Carried in sizes 2½ to 7—A, B, C and D widths

SEND ALL ORDERS TO LYNN, MASS.

# P. J. HARNEY SHOE COMPANY

*Manufacturers of Women's Fine Shoes*



ADAM, MELDRUM & ANDERSON Co.  
BUFFALO, N. Y.



*Queen Quality*

THE ADAM, MELDRUM & ANDERSON COMPANY, OF BUFFALO, is one of the oldest stores in that city. Their reputation for reliable merchandise and good service dates back 43 years.

The Adam, Meldrum & Anderson Shoe Department, one of the largest and best in the City of Buffalo, handles the QUEEN QUALITY Shoe exclusively.

"Years ago," said Mr. Frederick Hewson, the buyer for the Department, "we experimented with the idea of taking the best Specialties from each line. At that time we were handling some QUEEN QUALITY Shoes. Six years ago we concluded that the only way to make a Shoe Department thoroughly successful was to confine our efforts to one or two lines.

"We selected the QUEEN QUALITY Shoe because we believe it offers our customers the best wear, fit and service for the money. Take this particular style," continued Mr. Hewson, picking up a shoe from the counter; "I doubt if it could be duplicated in any other line to sell for less than \$7.00. The shoe is one of our regular \$5.00 numbers.

"Of course, a big factor in the success of this business has been the Adam, Meldrum & Anderson reputation, but we also give large credit to quality and advertising of the QUEEN QUALITY Shoe and the methods used in helping the retailer to do the largest business on a minimum stock and investment, on which the success of a department depends largely."

It is interesting to note that Mr. Hewson's first shoe experience was with a house handling particularly high-priced shoes.

The average department store has manifold, natural advantages for selling shoes successfully. The department store is the natural, convenient and agreeable place for women to buy shoes for themselves and their children. Many department stores are turning this natural advantage into large profits—others into ordinary profits—and others to no profit.

Many of the low profit and no profit departments, could be turned into good paying propositions with the right trade-marked shoe. A good trade-marked shoe minimizes many of the possibilities of injudicious buying and enables the department to do a large business on a comparatively small investment and serve and hold the largest possible percentage of customers.

DEPARTMENT STORE OWNERS AND MANAGERS may well investigate with interest any well established trade-mark branded and largely advertised line of women's shoes like the QUEEN QUALITY, which sells at a popular price, that embodies the best in style, fit and wear and is nationally advertised, where the manufacturer carries the best selling numbers in stock.

Is there anything in this story of one of the most successful stores in America in connection with the handling of trade-marked shoes, that may apply to your business? Do not let prejudice prevent you from looking into the possibilities. On request we will tell you frankly if the QUEEN QUALITY line fits your store.

## THOMAS G. PLANT COMPANY, BOSTON, MASS.

Branch "In Stock" Departments :

NEW YORK CITY, 148 Duane St.

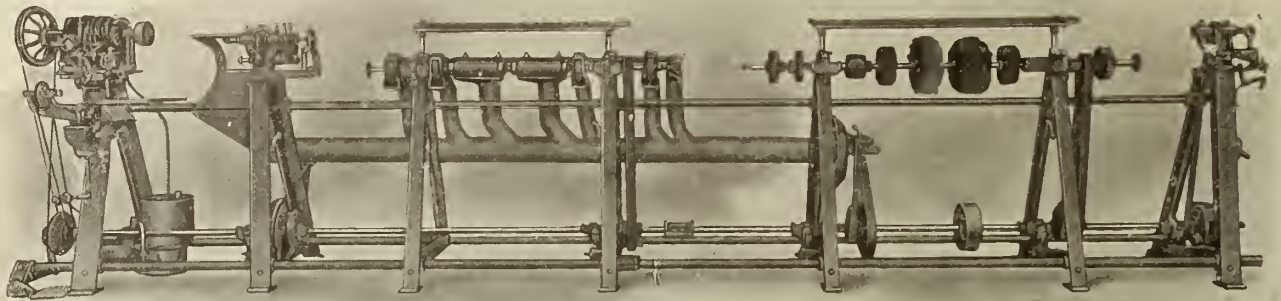
CHICAGO, 208-212 So. Jefferson St.

ST. LOUIS, 1324 Washington Ave.

MORTON W. MURDOFF & SON, Box 478, TRENTON, ONT., Canadian Representatives.



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



## Connect up with a shoe of 100 per cent. sales efficiency

Take two lines of shoes in your store. Why does one line sell more readily than the other?

"Because my salespeople push that line more," you'll say.

True. But why do they push one line in preference to the other?

*Because it comes nearer to their ideal of a shoe.*

And that's the reason why you should sell Rideaus in your store.

Rideaus touch the most responsive chord in a salesman's make-up—his pride of service. They allow him to offer his customer shoes that back up with real value every argument he uses. Moreover they give him many strong selling points in their style, their leathers, their workmanship. In every particular on which a sale may hinge Rideaus are 100 per cent. efficient.

Is it not worth while to give this added strength and incentive to your sales force?



The Rideau Shoe Co. Limited  
M o n t r e a l

# A shoe of remarkable value—



## CLASSIC SHOES



Every sale you make is made on confidence—confidence in you, and in the shoe you sell.

Your customer's confidence in you is your most valuable asset. It will take but a moment to destroy it. One pair of shoes that fails to make good, and this confidence is gone. It is doubly hard to get it back, and without it you cannot do business. It is worth guarding.

There's the beauty of the "Classic" Line. It has the confidence of the women of your town. They *know* it is *the* shoe, and it never fails them or their families. It has the real value that backs up reputation.

## Getty & Scott, Limited



plus a name that is well known

**CLASSIC SHOES**

Then, again, it is much easier to sell a line that is known, than one you have to talk up to your customer. It's easy to say, "This is a 'Classic' Shoe." And that settles it, because your customer has seen "Classic" advertising. The "Classic" shoe has her confidence.

The word "Classic" is easy to remember, and it means something. It is not hard for a woman to recollect that "Classic" is the name of the best shoes she or her children ever wore. Moreover, she will recollect it as such for every shoe that bears the "Classic" mark is a shoe prepared to uphold the "Classic" reputation.

Classic Shoes," Galt, Ont.



Established 1865

# L=MOSCO=S LEATHERS

OUR FOUR large Tanneries in Salamanca, Gowanda and Alpena are concentrating in producing a few good lines in large volume.

## Salamanca Tannery

Brown Russet Sides      Chocolate Sides      Flexible Splits  
Plain Hitta Kangaroo      Boarded Hitta Kangaroo

## Gowanda Tannery No. 1

Box Nechro (near Chrome)      Smooth Dull Nechro  
Topping Nechro      Finished Splits      Flexible Splits

## Gowanda Tannery No. 2 (Chrome)

Smooth Mosco Sides Full Grain      Mat Chrome Sides  
Smooth Mosco Sides Snuffed      Box Mosco Sides  
Shoe Splits—Black and Chocolate  
Gussett Splits—Black and Chocolate

## Alpena

B. A. Hemlock Sole Leather      Buffalo Hemlock Sole Leather  
Bends and Backs      Shoulders, Heads and Bellies

Get samples of MOSCO to-day---the leathers that are often imitated but never equalled.

## C. Moench Sons Co. TANNERS

**Boston**

**Chicago**

**St. Louis**

GOWANDA, N. Y.

SALAMANCA, N. Y.

ALPENA, MICH.

*When writing to advertisers kindly mention Shoe and Leather Journal*

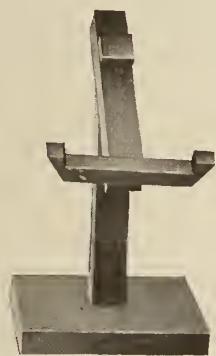


# PACKARD'S

## INDIVIDUAL WOOD DISPLAY STANDS

Mission Style

Oak Finish



7 1/2 in. 35c. each



10 in. 40c. each.



13 in. 45c. each.

A cheap, attractive stand. Solid and Substantial.

### LADIES' BOUDOIR SLIPPERS

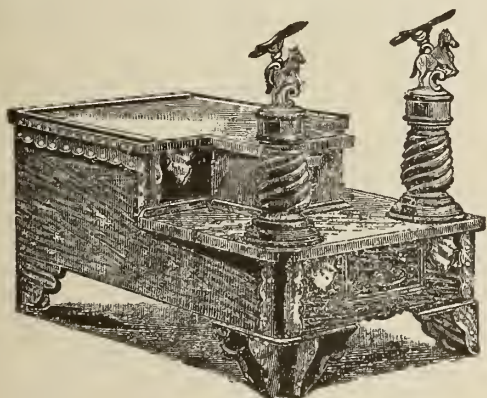


In all colors. A good seller. Get in a few pairs to brighten up your window display and watch results

### PACKARD'S COLORED DRESSINGS

For all Leathers  
and Canvas Goods

### Boot Black Supplies



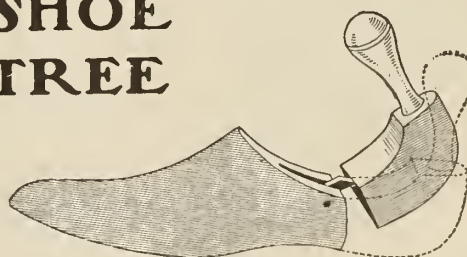
- Brushes
- Daubers
- Laces
- Dressings
- Stains
- Dyes

### SHOE SHINING STANDS

- No. 1. Covered with Zinc
- No. 3. Covered with Brass

STANDS IN ALL SIZES MADE TO ORDER.

### BOSTON VENTILATED SHOE TREE



In all widths and sizes for  
Men and Women.

If it's new **PACKARD** HAS IT  
L. H. PACKARD & CO. = = MONTREAL



“ROUNDUP” LAST

When ordering, kindly use these stock numbers—

301—Gun Metal, Seamless, Button, Single Sole.

302—Gun Metal, Straight Foxed, Blucher, Slip Sole.

401—Tan Russia, Seamless, Button, Single Sole.

402—Tan Russia, Straight Foxed, Blucher, Slip Sole.

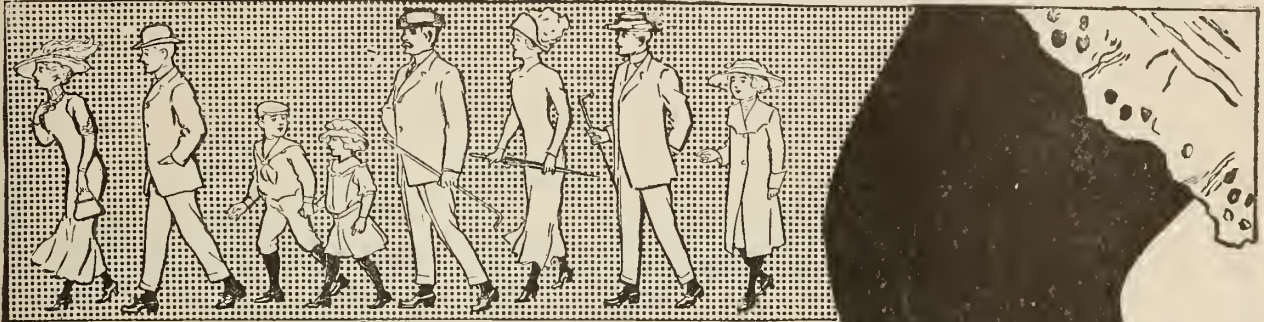
## Mr. Retailer— Everywhere !!

- ☞ Many thanks for the way you have responded to our Roundup invitation.
- ☞ We have, as usual, been the leaders in this movement, and your patronage attests its complete success.
- ☞ Remember, we are always at your service.
- ☞ Order by stock numbers.
- ☞ Wire, phone or write.

**The Cook-Fitzgerald Co.**  
London Limited



# Easy Money for the Shoeman



How many pairs of shoes do you sell in a year, Mr. Shoeman?

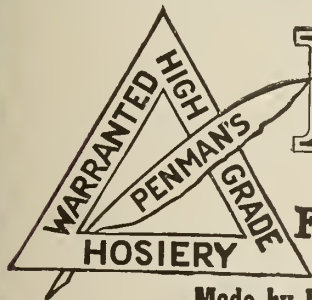
Just think of it.

And you could sell at least half as many pairs of Pen-Angle Hosiery if you had it in stock.

Every person who buys shoes buys stockings too, so why not kill two birds with one stone and sell your customers both? You should be doing them a favor and at the same time making a little easy money yourself.

Be the first in your town to stock Pen-Angle Full-Fashioned Seamless Hosiery for Men, Women and Children. The only Hosiery made that is permanently shaped to the foot and leg, and that is both seamless and snug-fitting.

There's money in hosiery all right, and you might just as well get it as anyone else.



## Pen-Angle

### Full-Fashioned Seamless Hosiery

Made by Penmans Limited, Paris, Canada  
UNDERWEAR, SWEATERS, HOSIERY

## PENMANS LIMITED, PARIS, CANADA

Hosiery - Underwear - Sweaters

Can be purchased from any first-class wholesale dry goods house, or through EDWARD BURNS CO., Toronto; A. L. GILPIN, Montreal; BRYCE & CO., Winnipeg and Vancouver; B. S. MACFARLANE, Truro, N.S.

## **A**RE you prepared for all the low shoe business that is coming your way?

With a warm summer due to arrive in full glory almost any day now, it behooves you to look carefully to your stock of lightweight shoes, Oxfords, pumps and canvas shoes. A little toning up of your stock at this time may mean, in a few weeks, the gathering in of dollars that otherwise you would have had to turn away.

How does your stock stand to-day? Is it in perfect shape to stand the rush that will be made upon it shortly? If it is not, take advantage of my In-Stock Department and put your stock in ship-shape. Don't delay. It means money to you to have your Summer stock in shape right now.

Send on your order.

**James Robinson**  
182-186 McGill Street, Montreal



We are Sending Customers  
to You for

**FLEET FOOT**

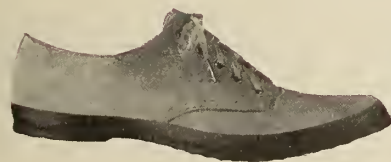
“Best Quality Sporting Shoes”



Over 1000 newspapers are carrying the “FLEET FOOT” message to the people of Canada to-day.

The advertising in your local papers will send numbers of new purchasers to your store for “FLEET FOOT”

Will you be prepared to supply them? It's simply a question of whether you would prefer to make quick sales with “FLEET FOOT” or stock some other line that has neither their reputation nor the standard of quality back of them.



The new styles in “FLEET FOOT” Sporting Shoes are even better than heretofore—styles your customers will be asking for right away. The quality, of course, is unequalled.

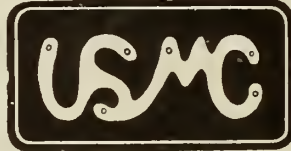
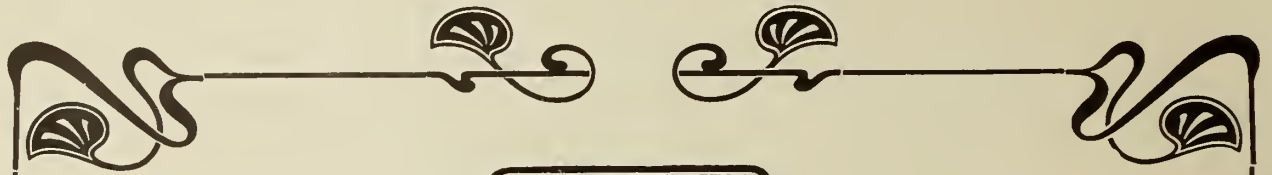
We Will Ship Your Order Immediately. Just Say When

Full Stocks at all our Branches

**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.



**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**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



Of course the specialist  
makes the best shoe

WHEN you have something very important to be done why do you get a specialist to do the job?

You do it for the same reason that we made women's Goodyear Welts exclusively—you're particular.

We're mighty particular as to the class of shoes we turn out. That's why all the men in our factory are women's Goodyear Welt specialists. They do much better work without increasing the cost. Consequently we can offer you in the Perth Shoe, a much better shoe for the price than could be made in a factory where all classes of shoes are made.

**Perth Shoe Co., Limited**  
**Perth, Ontario**  
**Women's Goodyear Welts Only**



“Where Quality Counts, We Win!”

# Brandons

for sales every time



## The Best Value-Indicator

What does it mean when Monarch and Brandon sales go on increasing every season?

Why, it means that dealers are finding that they have the value that induces sales. They know that Monarch and Brandon Shoes give their customers what they want in greater measure than other shoes, and at a price that suits them better.

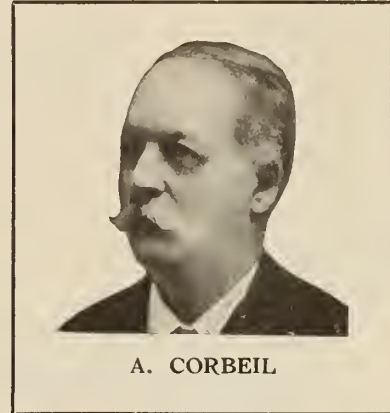
—And it means, also, that dealers have an eye for the extra profit that comes through our “direct to dealer” selling.

Don't miss seeing Monarch and Brandon samples.

**Brandon Shoe Co.**  
Limited  
Brantford Ontario



# YOU KNOW IT TO BE A FACT



A. CORBEIL

That most men want shoes ranging in price from \$3.50 to \$5.00. That one buying point settled. You know that if any person or firm put over forty years in some special line of shoemaking they would be most proficient in that line. That's the way with Corbeil Shoes. They've been specialized shoes for over forty years.

Doesn't that pretty nearly solve your buying problem for Fall 1913?



## Corbeil Limited

Successors to A. CORBEIL

Manufacturers of Good Shoes to Retail From \$3.50 to \$5.00  
MAKERS OF "LANDOVER" AND "LEADER" BRANDS

**Warehouses and Offices**  
71 St. Paul St.

**MONTREAL**

**Factory**  
63-71½ St. Paul St.

## Have this appreciation shown in your store——



*THE  
Professor*

PAT. N<sup>o</sup>.  119409  
GOLD CROSS  
SHOE



Any man will appreciate a shoeman's efforts to provide for the comfort of his feet. No shoeman can better provide for the comfort of his customer's feet than by fitting him to a pair of Professor Gold Cross Shoes.

They are shaped on absolutely correct anatomical lines — they are natural. They hold the foot in a perfectly easy and natural position preventing chafing, and pinching, with consequent corns, bunions and callouses.

The Professor shoe has a medicated, cushioned inner sole that will make your customer think that he is walking on air. This feature is a sure pleaser—one that makes a hit always, and helps greatly in increasing the sales of The Professor Shoe.

Show the men of your town that you have regard for their feet. They'll show their appreciation.

**The Tebbutt Shoe & Leather Co. Limited**  
Three Rivers, Quebec





# 8,000 Pairs

of

## Thompson's Kushion Turn Sole Women's Shoes

Sold by Mail in Six Weeks

(Mostly Repeat Orders)



No. 390

Proof positive of the satisfaction they are giving—which means—Wear, Style, Comfort and Profit to Retailer



No. 391

### A FEW CONCRETE EXAMPLES

No. 390—As illustrated

Women's fine Dongola whole quarter lace boot, patent tip, rubber heel, Thompson Kushion Sole.

Sizes 2-8

Price 2.40

No. 391—As illustrated

Women's fine kid whole quarter blucher Oxford, patent tip, Thompson Kushion turn sole, rubber heel. Especially popular for nurses, and a ready seller.

Sizes 1-8

Price 2.10



No. 388

No. 388—As illustrated

Women's fine kid 3/4 foxed button, patent tip, dull calf top, Thompson Kushion turn sole, low heel.

Sizes 2-8

Price 2.75

No. 389—Women's Dongola 3/4 foxed button, self tip, rubber heel, Thompson Kushion turn sole.

Sizes 2-8

Price 2.40

No. 392—As illustrated

Women's fine plump kid, whole quarter lace Oxford, plain toe, rubber heel, white kid quarter lining and innersole, Thompson Kushion turn sole, hand buffed finished.

Sizes 2-8

Price 2.10



No. 392

*(If you are not handling them, it will pay you  
to GET BUSY AND DO SO)*

## THOMPSON SHOE CO. LIMITED

36 St. Genevieve St.

MONTREAL



**Consider first these  
Rubbers---and then---  
the firms who sell them**

If "A man is known by the company he keeps," no doubt a rubber is known by the firm who sells it.

Judged in this manner Independent Brands should enjoy a remarkable popularity. The firms who sell them are the best in Canada. Their integrity and business acumen are well known. They are noted for the remarkable foresight with which they choose their stocks. What they buy, sells.

So when you see rubbers being sold by the best jobbing houses in Canada, isn't it about time that you were looking into the merits of these rubbers? We just want you to satisfy yourself as to the profit of handling Independent Brands. We are sure that when you do you'll not rest until you have them in your stock.

A post card will bring you information.

**Independent  
Rubber Co., Limited  
Merrittton, Ont.**

**Kant Krack**  
**Dainty Mode**

Independent Rubber Co, Brands  
are sold by

- The Amherst Boot & Shoe Co., Limited, Amherst, N.S.
- The Amherst Central Shoe Co., Limited, Regina, Sask.
- A. W. Ault, Co., Limited - - - - - Ottawa, Ont.
- Garside & White - - - - - Toronto, Ont.
- Kilgour, Rimer Co., Limited - - - - - Winnipeg, Man.
- The J. Leckie Co., Limited - - - - - Vancouver, B.C.
- The London Shoe Co., Limited - - - - - London, Ont.
- McLaren & Dallas - - - - - Toronto, Ont.
- James Robinson, Esq. - - - - - Montreal, Que.





Women's Patent Button, welt, grey buck top, plain toe, close edge, Cuban heel—on No. 16 Last.

## Here's a shoe you'll surely like to sell

In the true salesman there is real delight in the selling of this shoe. It has every attribute of a really successful shoe—style, finish, reputation. It has so many points of superiority that you'll never be at a loss for selling talk. And it has been made carefully to back up every bit of evidence of its high quality.

A good shoe to place on your shelves, and an easy one to get off.

**The McDermott Shoe Co.**

Women's Shoe  
Specialists

Montreal

# 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.



# Everybody will be going away

*B.T.B.*

Warm weather is coming quickly. It won't be long before vacation time sets in. Then there'll be plenty of hurry calls on you for traveling goods. You want that stock of yours fixed up right now. We'll do our part. Get your order in and you'll get the very best of service. We can give you immediate shipment.

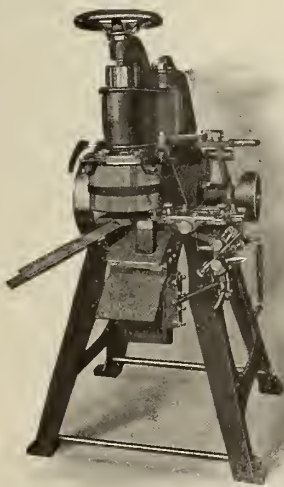


No. 358—Ladies' Club Bag

## Berlin Trunk & Bag Co., Limited

BERLIN - ONTARIO

Your order to any of these selling agencies will receive immediate attention :  
C. H. Griffiths & Co., Calgary, Alta.; Thos. J. Spence, 559 Banning Ave.,  
Winnipeg, Man.; H. T. Johnson, 253 St. James St., Montreal, Que.;  
W. C. Mullins & Co., St. John, N.B.



**WEDGE LIFT DINKER**

This machine can be operated by inexperienced help and reduces the cost of cutting wedge lifts fully two-thirds.

## We Build the Only Complete Line of Up-to-date 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.

Brackley Shaw  
President  
C. T. Shaw  
Vice-President

# Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager  
T. de G. Stewart  
Sec'y Treas.

The Largest Sole Leather Tanners in the British Empire

Established 1859

WAREHOUSES :

MONTREAL  
216 Notre Dame Street West  
Head Office

TORONTO  
665 King Street West  
W. J. Heaven, Mgr.

QUEBEC  
566 St. Valier Street  
J. A. Scott



TANNERIES :

HUNTSVILLE  
and  
BRACEBRIDGE

Capacity  
3000 sides per day  
18 million pounds per annum.

Manufacturers of

## MAPLE LEAF OAK, UNION AND HEMLOCK SOLE

Sides, Crops, Backs and Bends—Shoulders, Heads and Bellies—Tapsoles, Toppieces, Cut Soles, Counters, Heels, Box Toes, etc

The fact that since the foundation of the business by the president, Mr. Brackley Shaw in 1859, we have always been the largest producers of Sole Leather in Canada, and that we are to-day also the largest producers of Sole Leather in the British Empire, is sufficient guarantee that our methods of dealing with our customers—our goods—and our prices are right.

## MOENUS MACHINE COMPANY

FRANKFORT - ON - MAIN, GERMANY

The very last word of perfection and  
reliability is the

No. 84a "Normal Model 1913"  
Measuring Machine

built only by the  
Moenus Machine Co., Frankfurt o. M. Germany

*Write for particulars of improvements and advantages.*

"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.



**How about  
the  
Customer?**

If every time before placing an order for a line of shoes you asked yourself the question, "How about the customer?" you'd save yourself a deal of trouble and "dead" stock. Too many shoes are bought by retailers without regard to the wants and needs of their customers. And then they lie on the shelf.

Every shoe in the Aird Line is made with that thought in mind, "How about the customer?" The advantage and gain of our customer is based on the satisfying of your customer. And shoes are made to be profitable to their ultimate wearers. That's why they are profitable to you.

**Aird & Son,  
Montreal**  
Makers of Men's, Women's, Boys'  
and Youth's McKays and Turns

	<p><b>BOX TOES</b> Leather, Cork, Water-proof, Felt, Leather and Canvas, all kinds always uniform.</p>	
	<p><b>HEELS</b> All grades, sizes, and styles. Send for Samples.</p>	
	<p>□□ We buy all Offal for cash.</p>	
<p>INDEPENDENT BOX TOE COMPANY</p>	<p>- -</p>	<p>MONTREAL</p>

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.**

## —K. & S.—

### Russet Leather Repairer

For mending damages on any kind of Russet shoes

**K. & S.**  
Manufacturers of

Patent Leather Repairer, Russet Repairer,  
Patent Russet and Canvas Cleaner, Crayons for  
Repairing all kinds of Leather, Russet Polish  
made to match all stock. Bottom, Heel, and  
Edge Ink, Bottom Stains and Edge Filler.

TRY OUR

### Repairing Crayon

for repairing Vici, Box Calf, Velours, etc.  
Made in Black, Light and Browns

**KENT & SMITH**

71-75 Blake St., Lynn, Mass., U.S.A.

## Cravenette Cloth for Topping

☞ Every manufacturer should write us for samples and quotations on above lines.

☞ This cloth will not **bag, stretch or crease**. Guaranteed all **pure wool**, firm, yet mellow, full rich black.

☞ Sells at a lower price than the grey-black **cotton** mixtures which in so many cases spoil fine shoes to-day.

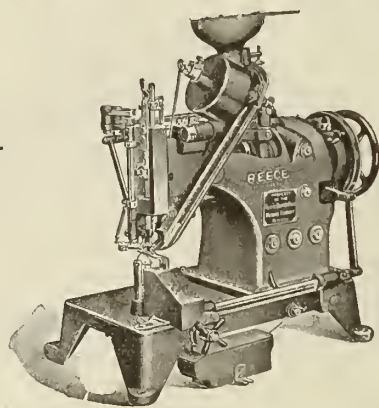
☞ All weights. Stock in Montreal

**Solomon & Spielmann**

22 St. John St. - Montreal

A Quickly-  
Emptied  
Button  
Reservoir

Non-  
Vibrating  
Needle  
Bar



Does  
Twice  
The  
Work

With  
One-Third  
Less  
Thread

### Here are only a few points of superiority of The REECE Button Sewing Machine

There are a great many more—some of them EX-  
CLUSIVE—and we will gladly explain them in per-  
son if you will ring up or write us as below

WHY NOT LET US INSTALL A MACHINE ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers'  
Agent  
**MONTREAL** **TORONTO** **QUEBEC**  
L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO

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.

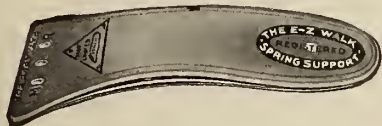


# THE E-Z WALK

TRADE MARK

## SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN



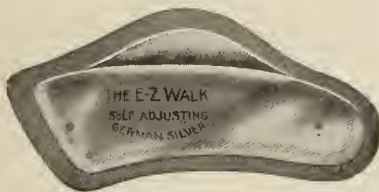
The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

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.

ORDER FROM YOUR JOBBER

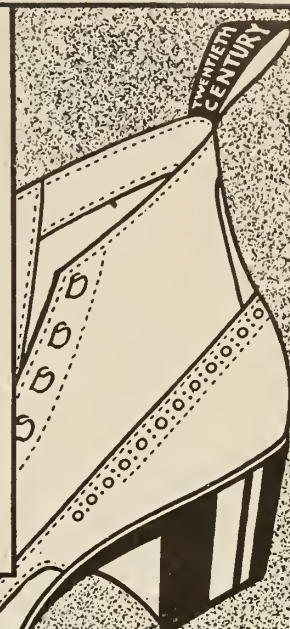
HANDLED BY ALL JOBBERS IN CANADA

**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  
\$4.50 - \$5.00  
\$5.50 - \$6.00  
Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec

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.

## 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

---

**MURRAY-MADE AND DERBY SHOES FOR MEN**

---



**THE MURRAY SHOE CO., LIMITED**  
LONDON ONTARIO

Makers of

Derby and Murray-Made  
Quality Shoes  
for Men

---

**GET THE MURRAY HABIT**

---



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 10

TORONTO, MAY 15th, 1913

\$1.00 per Year <sup>-In-</sup> <sub>Advance</sub>

## The Way to Get Ahead in the Retail Shoe Game

Some Practical Pointers on Method—What and How to Buy—Importance of Keeping Shelves Clear of Dead Lines—Too Many Dealers Trust Too Much to Memory—Handling Fancy and Novelty Lines

Written Expressly for "The Shoe and Leather Journal" by WM. BRYANS

This is the age of science. The shoe merchant,—in fact, the merchant in any line of business, must to-day apply scientific management to his business if he would succeed, or at least if he would secure the greatest possible success. There are, undoubtedly some dealers to-day who are drifting along, using methods that are not progressive, and who are making a little money, but think how much more they might be making by a display of scientific methods. The merchant now must be scientific in all his work—in his buying and selling, in his bookkeeping and profit figuring, in his advertising and his display.—If he is not he will be worsted while the race is still young.

The shoe business now is on a much higher plane than in days gone by, and the summit of efficiency has by no means been reached. There has, indeed, been great developments in recent years in the retailing of footwear and the end is not yet. The older school of merchants, unable or unwilling to devise better and greater methods of merchandising, is passing away, and is being succeeded by a live and progressive class, who not only can adapt themselves to changing conditions as they arise, but who are constantly alert to detect or originate new and more practical methods.

### Gaze in Better Class Stores

The most outstanding feature in those establishments which are securing the greatest success to-day are science and system. Take a trip through any of the better class stores and you will have the fact driven home in a convincing manner. In speaking of high-class stores, I do not necessarily mean large ones, for there are many of the smaller ones that have excellent systems—system is needed there as in the larger. I know of a comparatively small man in a small town which I believe is making a maximum profit on turnover, at least much larger than several other stores that I know of are making on the same turnover. It is not because he is getting a larger profit on his shoes, but by a proper system, he is conducting his business with the least help and least labor. A proper system of checking eliminates all leaks which might creep in as in non-charging of goods, wrong extension of invoices, loss of customers by mistakes, wrong change making, etc. By introducing



system into the collection of accounts he has reduced loss through bad debts to a minimum.

System is essential in every store and particularly in the shoe store. The establishment without system courts disaster. It is like a ship without a compass. It may, for all the merchant knows, be heading straight for a rock. No business is so small that it does not require system, and rigid system, too. It is best to start while the store is still small—train the child in the proper way while he is young if you want him to follow the right principles when he grows up. A system that grows up with a business, that becomes improved as the experience of the merchant broadens, until the whole business of the store moves like clock work, is the kind that counts. For this reason a proper system should be introduced into all departments of a business at as early a time as possible and improved from time to time as found or deemed possible.

### Lack of System is Menace

System in every department saves labor and therefore time, and as the old proverb says, "Time means money." Without it there can be no proper check on losses on the guarding against mistakes which is necessary in the well conducted store. Carried far enough it tells a merchant exactly how he stands and how he is progressing.

True, system like many other things, may be carried too far. It may make more work than it saves. It may be a burden upon the clerk and his employer also. An examination of shoe stores to-day, however, shows that there are one hundred stores suffering from lack of system to one that is suffering from an excess of it. Scientific management is so urgently needed and of such vital importance that the series of articles which is to follow should be of both interest and value. They will be made to apply particularly to the shoe business so as to be of practical value and will be such as can be applied to any size business. While there may be some different details necessary to suit the requirement of particular stores, the underlying principles are much the same and every dealer should be able to apply them to his own business.

It is well for the shoe merchant to bear in mind the importance as well as the opportunities in his business. By

the use of scientific methods it is lifted from the ranks of labor to a higher plane—that of a science and profession, and at the same time means greater success for the dealer. The man who enters into any enterprise should do so with a determination to make a success of it, and success to a large extent means diligent application. There is no royal road to success. You must travel the same old road that all those before you have covered. It leads up over the hills of incessant labor and down through the valley of obstacles. Unless you are ready to follow this road you cannot expect to succeed or become prominent in your business.

### The Buying End of the Shoe Trade

It has been said that buying is the most important part of the business. "Goods bought right are half sold," is a happy phrase that has been given much prominence. Just whether this is true or not is a question, but undoubtedly one thing is certain—that buying is an exceedingly important factor in retailing shoes. There are many things that enter into the make up of a successful business, and weakness in any one is liable to bring disaster. A chain is no stronger than its weakest link.

A shoe merchant in a fair sized Manitoba town failed the other day. He started out some few years ago with excellent prospects. He had some little capital. He selected a good town and was well located. He had been in the footwear business several years, could gauge the quality of leather to a nicety, was an excellent salesman, and could dress windows—and yet he failed. I asked the head of a wholesale house in quite close touch with his business what was the reason for his failure. "He didn't know how to buy," was the answer.

"In the first place he didn't study the kind of customers with whom he had to do business or gauge the class of footwear they would want. In first opening up, he went ahead and purchased the class and variety of shoes that had been carried in the store where he had previously been employed. It composed, to a large extent, high priced and fancy lines, while the people in this town were in the habit of buying shoes more conservative in style, shape and price. He soon had to add these to his stock, while the more fancy varieties remained on his shelves and found little sale. Then, again, he dealt with many firms, buying an odd lot first from one man and then from another with the result that before long he had a very extensive stock but an awful variety assortment with very few lines complete. Then, as styles began to change, he found a good deal of his unsold fancy stock belonged to the "has-been" class. It was shifted to the rear and new up-to-date stock put in. Things drifted along this way until the inevitable came—he failed. He was a good shoe merchant, but he had not developed his buying ability."

### Stickers Prove to be Curse

There are few businesses in which buying is of such moment as the shoe trade. Unless proper care is exercised, a good deal of money is soon tied up in dead and unsaleable stock. Stickers are, perhaps, the curse of the shoe business and not infrequently the shoal upon which many dealers go aground. The changing styles and whims of the purchasing public make good sellers of to-day, the unsaleable stock of to-morrow. When the shoe buyer, encouraged by the promising sales of a certain line goes back into the market to buy additional stock, he wants to tie the life line short enough so that he will not wade in over his depth.

A dealer in a small town instanced a case the other day that illustrates the point. "It was some years ago," he said, "that I got in my first stock of white footwear. The first shipment went out like hot cakes—the white shoe craze had apparently struck the town. I immediately sent in strapping big order for more stock. It came along and

at the same time came a corresponding flattening in the demand. Overnight, as it were, people seemed to take a sudden dislike to white shoes, and although I put my best selling effort behind them, when the frost was on the pumpkin, those shoes were still loafing on my shelves. That experience, although dearly bought proved valuable to me. I now make more sure of my ground before stocking up heavy on any line that is liable to fall flat."

There is such a thing as being over cautious, to your own disadvantage. It is sometimes the case that a dealer will refuse to take up what might prove to be an excellent selling line because he fears the possibility of the shoes not taking well. Then, again, lack of confidence in the sale of a line may cause the dealer to put in such a small stock that he has not enough to make a showing that would attract attention and effect sales. However, if a dealer gives enough study to his customers he can gauge the selling possibility of a line pretty closely. It is all right to take a chance once in a while, but combine with that chance as much judgment as possible. There is, possibly, more money lost in the shoe business by taking chances than by not taking them.

### The Hope of the Dealer

The ideal of the retailer who is a real business man is to secure the largest turnover possible on the smallest investment. The attaining of this ideal depends largely on the buying—the purchasing of those lines which will prove quickly saleable. With this in view, the merchant will aim to keep his stock down, yet complete enough to supply all the wants of his customers. It is false economy to save the few cents it would cost to carry a certain shoe and lose the sale because you have not got it in stock. There are many dealers, however, who could carry a smaller stock and do as much business if they would keep closer tab on their stock.

Here is where the want book proves its value. It should be kept in a handy place and everyone in the store instructed that when they sell a certain line to run their eye over the stock and note if it will soon need replenishing. If so, it should be noted in the want book. In this way, a comparatively small stock can be kept and yet the possibility of running out of goods guarded against.

I know a dealer who, in addition to keeping a want book, makes it his duty to run over his stock every Monday morning to ascertain if there are any of the staple lines getting short.

Future buying is an important part of the dealer's work and one which calls for the exercise of his best judgment. In regard to staple lines, it is not so difficult. The experiences of previous years can be taken as a guide here in regard to kinds and quantity. In fancy and novelty lines it is more difficult, and the dealer should combine with his own judgment, all the information he can get from the best sources. The trade journal is a valuable aid in acquainting you with the general drift of styles and fashions while the advice of a well informed and reliable traveler is also a help. Yet, behind all this must be your own judgment as to what will sell in your locality. Consult with your clerks. They can often give you valuable pointers in this respect. Members of your family may also give aid. A man cannot be too careful in his buying. There are advantages in going to market in the fact that there is a more extensive stock to choose from and you have a chance to look around and see what different houses are showing.

In buying, you must decide whether price or quality is to be of the greatest importance. To-day, quality is becoming of increasing importance in the foremost shoe stores. A person will remember the good quality of an article long after the price has been forgotten. The "price" system is the sky rocket method of doing business. It makes a big commotion for a time."



# Does Gratitude Play a Part in the Shoe Business

Wholesalers Contend that as Soon as a Dealer, Whom They Have Helped Financially "Finds His Feet" He Does All Kinds of Mean Things—Retailer Instances a Case Where the Manufacturer Handed Him Scurvy Treatment—Some Actual Experiences

The sense of gratitude, while it is an inherent quality in some makeups is an entirely absent element in others. How quickly some people forget their friends and how long they can carry a grudge against their enemies is well known to the most of us. Frequently in this world if a man or woman "gets on a bit" and attains a higher place in the social, the financial or business sphere, they pass up old friends or assume a distant, standoffish air. To dilate upon this phase of human nature would merely mean the recital of an experience more or less common with nearly every firm or individual.

There are many shining examples of gratitude and courtesy in the mercantile world whereby wholesalers who have helped retailers over stoney places have been well repaid. On the other hand, the evidence of the oft repeated expression that gratitude is a lively sense of favors to come (but does not include thanks for any concessions that may have passed) is exemplified every day.

## When Prosperity Comes

A number of retailers and wholesalers with whom this question has been discussed think that the blame is about equally divided. Of course, the retail men censure the wholesalers and the latter in turn have not a good word to say for the dealer. "There is a shoe merchant in a Western town," remarked a well known jobber, "whom I helped and encouraged in every way; in fact, I renewed his notes time and time again and carried him over two or three trying periods while others were anxious to close in and clean him out. Well, by and by a turn of affairs came and this fellow started to make money. He owed me about nineteen hundred dollars and came into the office one day and paid off the full amount. I asked him if he did not want any more goods and he rather abruptly answered 'no.' I inquired if he had any fault to find with the shoes, the service or the accommodation we had given him and he replied, 'Not in particular, but I think I can do better elsewhere, and I have been dealing with you long enough.' No persuasion or logic could change his attitude and to-day this fellow whom we practically carried for two years does not buy \$25 worth of footwear from our house in a season, but I presume it is the old story. A retailer will grant credit to a certain family for shoes when the father is out of work or sickness is visited upon some member of the home group. Just as soon as conditions are normal and that family have a little ready cash they will walk right by the shop of the dealer, with their head away up in the air, and hand their good coin over to a competitor who has possibly refused them credit and will allow the account to remain long overdue on the books of the other fellow. That is one reason why many foot fitters throughout the country are adopting the cash system. Very few of their patrons ever give them thanks for privileges or special favors."

## Grasping at the Shadow

Talking with a retailer the other day he informed the *SHOE AND LEATHER JOURNAL* that, while a number of his class might be forgetful of favors and concessions granted them by wholesale houses and manufacturers, still, he never knew one of the latter class but who would squeeze a retailer if he got a chance. "I had a little experience like that myself," he narrated. "I had the agency in this town for a certain line of women's shoes which I pushed for all I was worth and featured in window displays and advertisements. Three years ago another man sat up in opposition

to me. He came here with a flourish of trumpets and possessed all the fascination and arts of a confidence man. He wrote to the firm (the control of whose shoes I had), and after tactfully finding out about how much business I did for them, promised to double the amount of the order I had annually given if he could secure the agency. He held out various other inducements and, as this fellow had good financial backing but really no other capital in the shoe business except a smooth tongue and a supremely confident air, the manufacturer took the exclusive representation away from me and handed it over to the new rival.

"Did he make good? No, and in less than a year and a half he sold out his shoe stock to a departmental store and left for the west. That was the last seen of him. He did not sell nearly as many goods as he contracted for and it was not many weeks ago that the traveler for this shoemaking firm came around, hat in hand, and with a subdued, pensive air, asking me if I would not resume the agency for the X— brand. He said that his house were deeply sorry that they had been misled by this other fellow and he wanted to let bygones be bygones. I am too old a bird, however, to be caught by this sort of chaff. Thus, all kinds of promises are often held out by manufacturers, that if a retailer will give them so much business they will grant him all kinds of facilities which frequently do not materialize."

In nearly all disputes between wholesalers and retailers it is frequently a case of the pot calling the kettle black.

## Has Grown Up With Business

One of the leading shoe men of Ontario is E. A. Stephens, 187 Sparks Street, Ottawa. He has been connected with the shoe trade in the Capital city for over a quarter of a century. He started in business with his father, A. J. Stephens, who passed away over a year ago. Mr. Stephens, Jr., was born in Ottawa in 1870, and attended the public school, provincial



model school, and later, the Collegiate Institute. He has always done business at the old stand and has made a success of it. His father began in 1868, and the Stephens store is one of the brightest, best laid out and progressively conducted footwear houses in Eastern Ontario. The volume has been built up to its present large proportions by handling superior lines, by courteous service, and by giving undivided attention to the individual wants of customers.

Both branches of the trade seem tarred with about the same amount of pitch, or pitch into one another with equal vigor.

Here are two diametrically opposite types of retailers outlined by a manufacturer the other day. The one lives in the East and the other in the West. "The Eastern youth was head clerk for a shoeman who had been going bad to worse and was on the verge of making an assignment. The clerk came to the city one day and said that he thought that, with assistance from us, he could, with what small capital he had on hand, take over the business. We consented to give him certain concessions on condition that he would bind himself to buy seventy per cent. of his goods from us, and send us a detailed monthly statement of his receipts and disbursements. He faithfully kept this up for sometime and by strict attention and faithful work soon began to surmount all difficulties, when there was no need for a monthly statement. That fellow has not forgot our kindness and, while he does not to-day order nearly as large a percentage of goods from us, still any business he can throw our way he generally does. He seems to think he is under a sense of duty or obligation to us, whereas, he is now perfectly free financially and otherwise to enter the market and purchase where he pleases. He says that he is not going to burn the bridge that carried him, or, in other words, kick down the ladder by which he climbed. This is one sample of appreciative, thoughtful, enduring friendship."

"Here is a specimen of mean, short-sighted ingratitude. A young chap whom we knew thought he would like to go into the shoe business and he had a friend with a little capital. We granted him credit to the extent of two or three thousand dollars until the firm began to get its feet and felt that they could order from other houses. We made no particular objection and, as our account was an open one and was kept down to fairly reasonable proportions, we felt perfectly safe. By and by this sum amounted up to seven thousand dollars and on top of this the firm had ordered from us about three thousand two hundred

dollars' worth of spring goods, some of special make. We had learned that this firm were paying other houses as rapidly as their notes matured, while we, who had extended them the privilege of an open account, were getting only two hundred and three hundred dollars at a time. Well, we thought in view of what we had done, it was better to come to a more definite understanding and accordingly we wrote the senior member to come to the city to discuss the thing. He came and the conference was a pleasant one. He promised to lessen the amount very considerably, and in the course of a few days sent a cheque for about \$2,000."

#### A Mean Kind of Treatment

"We thought now, he is doing very well and accordingly we set to work to make up his spring order. About three weeks after we received a cheque for the balance, and were told that they would not require any of our goods. We wrote back stating that a couple of the lines were specially designed for them, and that already one shipment was on the way. Back came the rejoinder, 'we will take the one lot that is on the way, but if you send any others you will have to pay freight both to and fro.' Of course, this firm had simply gone to another factory and laid the whole situation before them, and the other house, seeing an opportunity to corral all the business, advanced our quondam friends the money to clear off the amount of the open account they had with us, and by this means secure their order for spring footwear. I have only given you the details of the transaction in the rough, but it shows how thoroughly ungrateful some retailers are and the unscrupulous and underhand methods which a rival wholesaler in another city will sometimes adopt in order to get the entire business of a new account and have other contracts cancelled.

"Apparently some competitors go on the principle that anything is fair in love and war and the shoe trade. But there, I have rehearsed enough troubles for one day. Perhaps after all mine are light compared with the tribulations of the other fellows down the street."



THE accompanying cut is a photo of one of the "Nugget" signs which shows the class of advertising done by this enterprising shoe polish firm.



# The Arts and Dodges of Shoe Bargain Shouters

They Yell Snaps and Sale Until They Are Blue in the Face and Wonder Why the People Don't Bite—If You Have a Sale Make it Genuine and Keep Faith with the Public—Some Signs that Are Really Laughable

One wonders how far the bargain craze will extend. It has permeated nearly every line of business and been shouted from the house tops so often, that to serious minded and discriminating buyers, the sound no longer has any attraction.

It has filtered down from the departmental establishments through various lines of mercantile effort—the grocery store, the drug store and now in a number of cities in Canada, one can witness such signs as: Jones' Bargain Shoe House; Big Snaps Every Day; Brown's cut-rate boot shop; Lowest prices in town; Blue's cheap shoes; War on high prices, etc. These, and many other signs, of similar character can be observed on many streets.

Now, if these announcements did duty only one or two months in the year, the public might place some faith in them, and in the motives behind the motto. But there they are, doing service year in and year out. Naturally, like other signs, the public become so familiar with them that they pay not the slightest attention. The writer, in his travels, has noticed one large firm, which always has a different sign out from one year's end to the other. As soon as the cotton banner becomes too bleached or weather worn, so that the public cannot read it, another is put up, and this is the way the announcements go:

"Money or Bust Sale."

"Let Go Sale."

"Round-up Sale."

"Cut Loose Sale."

"Cut to the Heart's Sale."

"Apply the Knife Sale."

"Semi-annual Sale."

"Odds and Ends Sale."

"Sweeping Out Sale."

"Tremendous Slaughter Sale."

Now, passers-by gaze so frequently upon these flashy announcements that they wonder whether the proprietor ever sold any regular line of goods at a fair profit, or a price that would yield a decent living margin for himself.

## Make a Long Lived Sign

In another city, for over a year now, there has been displayed a sign—"Selling Out Sale—Goods must go regardless of cost." Now, if a man is going to hold a clearing-out sale, he can surely dispose of his stock in less than twelve months. But there it is—there the sign does business with occasional variations. Naturally the people must get tired of it, and troop by the store to buy their goods at some other place.

How different is the case of another retailer in an Ontario city, who had always conducted a high-class business, and recently sold his building. He decided to move to the west and issued announcements that a special sale of the stock, with no reserve, would be conducted from April 5th to the 19th. The balance of the goods he intended to take West, or dispose of en bloc.

Now, this was a shoe man in whom the public had confidence, but so accustomed had some people become to thinking that it was utterly impossible for a store to observe its announcements, that on Monday 21st a dozen or two presented themselves at the door, intending to get a slice of the real bargains. They soon discovered that the doors were closed and no more shoes were for sale. Here is a case of where one man lived up to his word. When he made an announcement, the majority of the public had confidence. He did not shout so frequently from the

house tops that people overlooked his announcements. They came in droves, and he marked all goods exactly at cost, plus 5 cents a pair, to be on the safe side. He made careful preparations for this sale and had circular tags of different colors attached to the cartons—each color denoting a particular kind of leather. Stamped on the surface of this disc, was the price in plain figures, so any person passing along and looking at the label could tell exactly what the former figure was and also what the sale price was.

## Bold Strokes in Red Ink

Too many shoe merchants, in order to convince the public, will take a card, cut out in diamond or heart shape—mark \$5.00 or \$6.00 upon it in deep blue ink, draw a couple of red lines through these figures, and then mark below \$3.00, \$3.39, \$3.69 or some other such prices, seeking to convey to the public the impression, that the former price of the article, was the one marked in blue ink, and that the

## He Began to Hustle Early

The good position which R. M. Northgrave, of St. Mary's, occupies as a shoe retailer, has been won by his own unaided efforts. With him it has been a case of "hustle" from early youth. He had to leave school when very young, to carry parcels for a dry goods store in his native town of St. Mary's, where he was born in 1883. Mr. Northgrave started in the shoe business in 1899, with R. T. Gilpin, of St. Mary's, and was with him for two and a half years. He then went to work with J. Ready and remained until the spring of 1910, when he passed a few months in the West. Returning to his home town he bought out T. McGolrick. After being in that store for a year and a half, Mr. McGolrick,



the owner of the building, received a good offer for the property. Mr. Northgrave released him of the lease, and, as the Gilpin store was vacant at the time, he moved into it. This was the shop where he first started in the footwear business. It is one of the finest in St. Mary's, and a credit to the mercantile places of the "stone town." The second year that he was in business, Mr. Northgrave's turnover increased \$4,000 over the first year, and during the present year it is likely to record a larger increase. Mr. Northgrave handles traveling goods, and has worked up a fine connection in this department. He is a progressive young business man who has the confidence of the public.



reduced figure shows the tremendous reduction of \$2.00 to \$3.00 per pair. Now, this game is an old one and has ceased to attract the reputable buyer, because, in the first place, the majority of persons who have adopted this procedure have doctored up the former selling price by boosting the figure anywhere from 15 to 25%. There has possibly been a real reduction from 10 to 15% in the sale, but the impression is conveyed to the creditable people that the reduction is severe—somewhere around 40 or 50%.

In the genuine sale spoken of above, the public were not led astray by any such figuring or pyrotechnics, for on looking at the carton, there was the former selling price marked in plain figures, while the disc told the figure at which the goods were being cleared out.

#### Trying to Fool the Unwary

Another scheme adopted by a certain man, is to have a huge "splasher" that can be seen away across the street, with an immense figure 3. The sign reads—"Any shoe in this window—\$3.00." At least it appears to read that way, but on a close examination, one can discover the small numerals, .49, .65, .75, as the case may be, in an inconspicuous place on the card. Of course, the object of this flaring figure 3 is the hope of getting passers-by inside the shop and trusting that they will not notice the extra cents on the selling price, when he will endeavor by persuasive arts to sell them something in any event.

Many other instances of the bargain sale and its special features might be presented. Like the boy who all the time

cried: "Wolf! Wolf!" and aroused the neighborhood to his assistance, until the people at last paid no attention to the alarm and the youth was finally devoured by a famished beast, so the cry of "Bargain! Bargain!" and "Sale! Sale!" does not capture a percentage of the better class of trade like it once did.

In the foregoing no attempt has been made to cast any reflections or make disparaging allusions to genuine, bona fide sales. In fact, nearly every shoeman has to hold these at certain periods of the year, in order to clear out odds and ends and other lines, which accumulate or prove slow sellers. The success of these sales lies in the fact, as one Western man says, of their soundness and honesty.

"I always have a successful sale twice a year," he added, "Why, because the people have confidence in me and my methods, and when I apply the knife, it is inserted in the figures all over the store. The public can get any shoe in the shop during this sale period, at a considerably lessened figure. If I am only clearing out certain lines, I distinctly say so, both in my window cards and in my advertisements in the press. Too many shoe men make a reduction on a few lines only and seek to convey the idea to the trade that the decreased price applies to every boot in the establishment. Now, this is a huge mistake and sooner or later, your customers will become wise to the deception. If your sale is applicable to only certain lines, say so."

Another fruitful source of gulling the public is cutting the figure on a few lines and leaving the idea that every line is reduced. Be honest with the public if you want the public to be honest with you. As a rule, the trade of the average shoe man is built upon a family basis—upon the constantly recurring patronage of the members of that family, and not upon solitary transactions. The people, who chase here for a bargain one day, will chase somewhere else to-morrow. This transient, evanescent clientele may keep a certain kind of boot shop going, in a crowded section of a large city, but the average dealer, as already pointed out, has to build his foundation upon more permanent soil.

#### No Trick to Slash Prices

Generally speaking, the one who travels to Brown for a cheap pair of slippers to-day, will go over to Smith's for cheap oxfords to-morrow, and on to Green's the next day or week, for a pair of boots for little Willy or Nellie, etc.

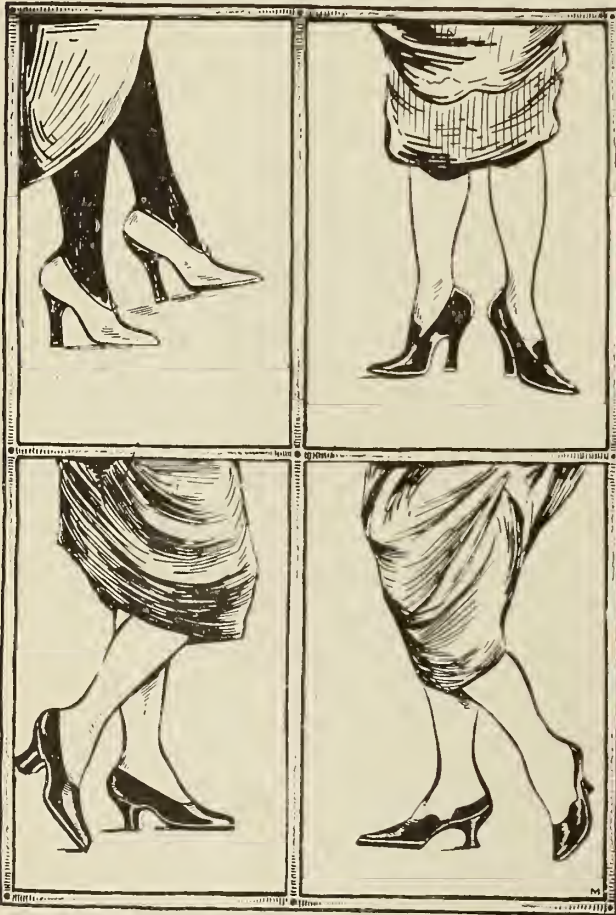
Any one can sell shoes at reduced prices or so-called reduced prices, but to market footwear at a reasonable profit is far more creditable and shows a higher type of business ability and salesmanship talent, than to be known as a "cut-rate Johnnie," or a shoe house that has shouted bargains from the days of the flood, and possibly will continue to shout them until the grim reaper comes along.

### The Shoe Clerk of Most Value

An Owen Sound dealer, speaking of the problem of help in the shoe store, writes:

"I see some talks on how a boss should bring up his employees and make them do the dirty work such as cleaning stores and dusting. But I tell you that clerks are too independent. All they try to do is make a showing in their sales and then ask for more money. I have a salesman who asked for an advance the other day calling my attention to size of his sales for the month. I had to give him one. However, I told him that I did not consider he was worth as much to me now as he was at this time last year. He was not paying enough attention to getting rid of stickers but just trying to make a showing in his aggregate sales. I do not consider a salesman altogether by his sale. The man that tries to keep his stock clean and sell goods that are hanging fire I believe the most valuable to me."

### The Latest Thing in Heels



In Paris the high heel is still very popular, and this spring it is more pronounced than ever. In fact, the heels in the upper picture are so high as to necessitate the weight of the body falling almost entirely on the ball of the foot.



# Some Suggestions for a Patriotic Window

CONDUCTED BY A. A. DAoust, MONTREAL, QUE.

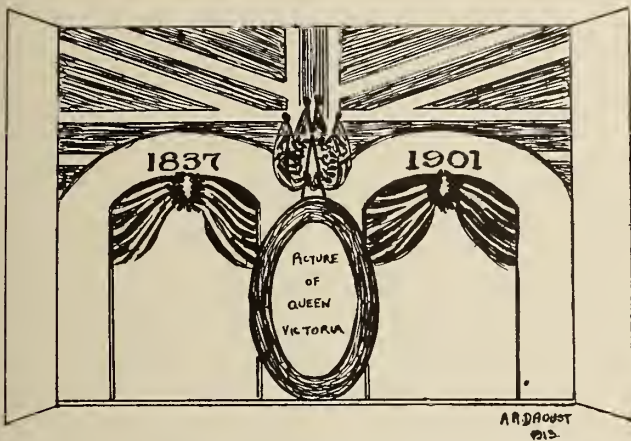
## VICTORIA DAY DECORATION

### An Inexpensive Window Idea for a Shoe Merchant in a Small Town or Village.

This window requires very little time to make and should cost practically nothing as it is composed mostly of flags and these can easily be borrowed or rented.

Make the arches as in the sketch or to suit your window. When this is done, cover smoothly with white felt.

At the top and in the back use a large Union Jack stretched smoothly across or draped. Use your own judg-



ment. In the arches drape small Union Jacks, caught in the centre by small artificial wreaths, if these can be had, if not, use large bows of red, blue or white ribbon.

Try to get a large wreath to fasten in the centre between the two arches, using four small Union Jacks as in the sketch, or arrange the flags to suit your display or size of window.

If your window has mirrors at the back you will find that these will improve the appearance of the arches. If not, and you find that the arches look too bare or not attractive enough, stretch white or blue crepe paper where the background shows through the arches, or if you have some blue or white soft material which you can hang from the top as a curtain it would still improve the appearance.

The figures 1837 and 1901 can be cut out of cardboard, gilded, and pasted on the felt at the top of the arches.

Cut out an oval frame from some lumber and cover with blue felt, in which put a picture of Queen Victoria. If this is impossible, try to borrow any large picture of our late Queen in any kind of frame and use the same in the centre.

Cover the bottom of the window with white material or white crepe paper neatly.

This Victoria Day window, with slight alterations, may be made to do service on May 26th which is the birthday of Queen Mary, and continued through until June 3rd, which is the birthday of King George V.

## CANADA AND THE EMPIRE

### A Simple and Attractive Window for Victoria or Empire Day Suitable for City Retailers.

First of all make a base using half-inch lumber, giving it the shape and size suitable for the window in which it is

to be used. When completed cover neatly and smoothly with white felt.

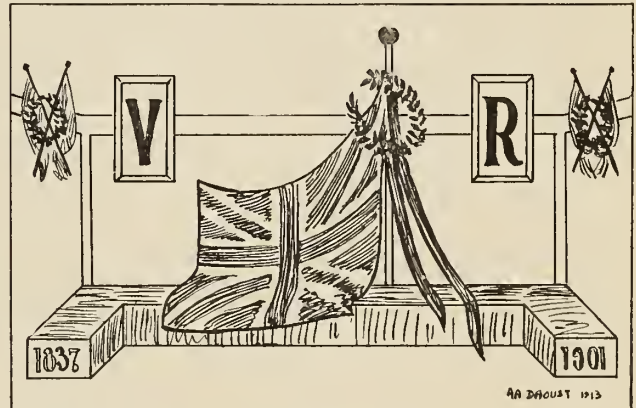
If the window has no cross piece as is illustrated in the sketch make one of lumber and cover with red felt and nail across the window.

Make two frames as shown in the sketch, and paint or cover them with felt. These can be of cheap lumber. Use a piece of white cardboard and nail at the back the same as you would in a picture frame. Cut out two large letters to fit in, using cardboard, gild nicely and when this is completed stick the letters on the cardboard in the frame.

Secure a Union Jack in size suitable for the window and make or secure a flag pole. Attach the flag to the top as in the sketch and let it hang as nearly like as shown in the drawing as possible, using a small piece of wood to hold it at the left hand side, at the bottom. The flag will completely hide this, and the wood will hold the flag in proper height at the back.

Endeavor to obtain an artificial wreath, and fasten it to the pole as shown in the illustration. The ball on the top of pole should also be gilded. Hang white and blue ribbon from the pole letting it fall gracefully on the ball; also use small wreaths at each side with two small Union Jacks.

On the floor of the window use white felt or puffed silk would look very nice. The figures 1837 and 1901 should be cut out of cardboard and pasted on the felt base. This would make a most attractive display as practically everything could be borrowed from people who have flags which they use for decorating. A little care and neatness exercised will bring satisfactory results. Display very few shoes as



this kind of a window requires only a limited number to have the desired effect.

A neat card with the words "Look your best on that day" printed upon it would seem very appropriate, but the trimmer or retailer can easily arrange wording to his judgment.

With a face that vainly endeavored to appear mournful, and eyes that vainly strove to produce a respectable flow of tears, Patrick Murphy O'Dolan strolled into a dry goods store. "I want yer to tell me," he murmured, "phwat the custom is for th' wearin' iv mournin'?"

"Well," mused the assistant, "of course, it varies. If it's a less near relative, a band of black on the sleeve or hat; or, if it's for a friend, just a black tie."

For some moments Patrick Murphy O'Dolan considered. "Well," he whispered at length, "give me a shoe lace. It's me wife's mither!"

# When Quitting a Job Shake Hands With the Boss

It Will Do You No Harm and May Prove to Be a Happy Move Later on—Don't Carry Any Grudge or Spite Out on the Street—Employers Also Have Some Faults that Might Be Corrected—Parting on Good Terms

"Where were you last employed?"

"Oh, with S—— in N——."

"Well, I will write him for a reference, and if he says that you are all right, come around in the course of a week, and I will probably give you a position."

"For gracious' sake," rejoined the applicant, in subdued excitement, "do not apply to S——. Believe me, I left him for a good cause and he is the meanest, closest, most tyrannical, and brow-beating crab, that I ever worked I was mighty glad to get clear of him."

"Well," replied the employer, "it so happens that I have known S—— for many years, and I think that if there is any fault, it is not altogether on his side. He has the reputation of being a thoroughly consistent, upright and square fellow."

"Well, he is not," hotly returned the young man. "There is not a decent element in his make up, not an honest hair in his head."

"That will do," declared the retailer, "You may go. I do not think you will meet my requirements at all. Good day, sir."

How much better it would have been had Broder, the applicant for this position, which was a good one, left his late boss in a friendly manner instead of picking up his coat and shooting out of the door one day, after getting his pay, as if he had a hurry-up call to attend a fire.

There may be lots of faults on either side, but it is not always well to "jump your job" as quickly as you jump into your clothes, when late for work. Scores of illustrations might be furnished of the advisability, as well as the wisdom of quitting a man like a man.

## Leave on Good Basis

When you have a row with the boss and quit the firm—no matter what may have been the cause of your dissolution of business ties, leave on friendly terms. It is not good policy going around knocking an establishment after you have once left its services. You do not know what moment you may require a word in season or a letter of recommendation from your former employer. As a jovial Irishman has said, it is better to have the goodwill than the illwill of a dog even though that dog be a common street mongrel.

The older a man grows the more tolerant he becomes. Youth is hot and the blood rushes to the head. The main spring of action is often too hasty. As a salesman grows in experience and insight, if he has any trouble with the house, he generally leaves it on good terms. It pays him to do so in more ways than one. To go around breathing a spirit of animosity and hurling charges of one kind and another at former paymasters does not come with very good grace, no matter how disappointed you may be or scurvy the treatment that has been handed to you.

"Forget it," is a good motto. You have seen two political opponents on the platform. How they go for one another! You would think that they were life long enemies. They continue to strike until election day, but how soon is all difference forgotten when the result of the ballot becomes known. The vanquished is often the first to congratulate the victor and express pleasure that the better man won. The victor, not to be outdone in generosity of sentiment and good wishes will in turn express the hope that the loser may have better luck next time. It is pleasant to witness a hearty hand shake and hearty greeting.

Inquire of any experienced shoe traveler who knows

his business why he has severed connection with such and such a firm and he will tell you quite frankly that it was because he thinks he can do better with the one he is now with; that he has a little wider territory, or a superior line of goods. Try to get back of all this and ascertain the real primal cause of severance, and you will strike a stone wall or granite pillar. Why? Because the road man, while he sells goods direct to the retailer, is never a retailer himself of trouble, disappointment or annoyance. The majority of men in large positions when they are no longer continued at their post and either resign, or in plain language, are "fired," speak kindly of past associations and do not go up and down the country with their heart on their sleeve asking for pity or pleading for mercy. It is only the office boy or the junior salesman who jumps his job all of a sudden for a dollar or two extra a week and then goes around calling his former employer a tight wad, a skin flint, or a crank, and knocking him every chance that he gets.

## An Instance of Petty Spite

Speaking of his experience the other day, the head of the men's department in a large store said that while he had during the past fifteen years been employed in several different places, he has always left the house on good terms, no matter what might have taken place during the time that he was in their service. "It pays every time," he says "because you do not know what moment you may require some advice, a letter of recommendation or a good word from the man with whom you have been associated. He will grant you this if you are not hasty in leaving, either in word, deed, or action."

On the other hand, employers are, sometimes, unreasonable in their attitude towards employees. Not long ago, the buyer of a large Western Canada shoe establishment felt that there was not much of a future for him in connection with the firm, and his authority and judgment being often questioned, he made up his mind to leave. He gave due notice, but the proprietor was extremely huffy and scarcely spoke to him during the two weeks that he remained.

This particular young man went in to bid his boss good-by, and the latter merely grunted out a gruff farewell. The clerk journeyed farther west, and in another city secured a highly desirable position. The firm that he was about to engage with, wrote to his former employer for a reference, and the answer received ran in these words:—"Mr. T—— was in my employ for three years and, after giving him a fair trial, I was forced to dispense with his services, because of his unsatisfactory selling ability and his poor judgment in buying. He was also rather indolent in disposition and careless in his methods. I can in no way endorse his qualifications."

## Faults on Both Sides

This was certainly carrying vengeance with a high hand, for Mr. T—— had acted a thoroughly honorable and trustworthy part in his relations, and the shortcomings which were charged against him only existed in the prejudiced mind of his former employer. This shows all the frailties and the weaknesses in the relations between "boss" and "bossed" are not on the one side. There are mean, cross-grained and warped individuals in all ranks, but, happily, they are in the minority.

It may be put down as a safe rule that, with few exceptions, no matter what may be the cause that leads up to the parting, it is well to have an agreeable and pleasant



understanding, when separation takes place. No person in this world is immune from sickness, reverses or misfortune of some character.

It is barely possible that an employee may some day want to seek re-employment with a former establishment, or a former proprietor may desire, in an emergency, to get back an old hand. This is easily accomplished when the understanding at leaving is of a nature that permits of a re-union under pleasant and mutually advantageous circumstances. The calm, cool, calculating individual—not the one who flies off at a tangent or grows fussy or irritable over some incident, trivial or otherwise—is the one who wins the greatest measure of success, and attains the higher places in the mercantile arena at the present times.

### Store Keeping Suggestions

Let every day be cleaning day in your store.

The smile that won't come off is a trade-getter and a trade-holder beyond comparison.

Until you have in operation a good accounting system, you are not a good merchant.

It doesn't pay to talk too much. Always remember that you will not offend anyone by what you don't say. Cultivate the good will of your clerks. If they like you, they will make you more money, and be glad to do it. It doesn't pay for a merchant to be too wise. Such an attitude is not relished by the better class of customers.

A combination of ink and paper, properly combined and properly distributed, has its value, but it is not the whole thing.

Business is one continued competition and the fittest always survive. Which is the fittest, you or the catalogue house? Gross profits are often very false and fickle. Don't be fooled by them. Keep your eye on net profits, for that is the only reason for your being in business.

### Began the Shoe Game Early

At the age of 14, Leslie T. Porter began clerking in Wm. Millen's Shoe Store in Yarmouth, N. S. He remained with him four years, after which he went with W. H. Dane, as manager of his shoe store and stopped with him four



years. He then engaged with the late S. A. Crowell, as manager of Crowell's shoe store in which capacity he served for eleven years. Eight years ago, he formed a partnership with J. J. C. Robbins, and the two young men went into business for themselves under the firm name of Porter & Robbins, opening up a fine store in the Studio Block in Yarmouth. Mr. Porter has been 27 years connected with the footwear trade and attributes much of his success in this line to the thorough training that he received as a boy under Mr.

Millen, who was an experienced shoe man, having been with Alexander, of New York, for sixteen years previous to coming to Yarmouth. Mr. Porter is 41 years of age, and has two boys, who are rapidly growing up and some day, will likely prove as good shoe men as their father, and that is saying something for their future.

### Junior Partner Is a Hustler

J. J. C. Robbins, who is junior partner in the firm of Porter & Robbins, dealers in reliable footwear, Yarmouth N. S., was for thirteen years in the employ of S. A. Crowell,



in Crowell's shoe store and later as manager of the Cook shoe store. In 1905 he joined forces with his friend, Mr. Porter, and they opened out for themselves. They have met with splendid success and have the exclusive agency for several leading makes of shoes. Mr. Robbins is 35 years of age, and is the father of four bright boys, two of whom got into the boot business early, according to a picture which was shown of them standing in an immense rubber shoe and published in the SHOE AND LEATHER JOURNAL some months ago. Porter and Robbins have worked up a solid, substantial family trade and are among the brightest shoe men in the province of Nova Scotia. They certainly make a strong team who pull well together.

### Changed Politics 47 Times

A former commercial traveller across the border kept a supplementary expense and statistical account on his last trip through the near south. He showed the result to a few friends the other day:

Traveled .....	2,896	miles
Carried samples.....	400	pounds
Showed samples.....	341	times
Sold goods.....	178	times
Have been asked the news.....	5,621	times
Have told the news.....	1,983	times
Have lied about it.....	2,001	times
Didn't know.....	1,637	times
Been asked to take a drink.....	1,904	times
Had taken a drink.....	1,903	times
Refused to take a drink account sick-		
ness).....	1	time
Changed politics.....	47	times
Flirted.....	987	times
Charged firm expense per day.....	\$7.62	
Actual expense per day.....	\$4.91	
Net profit per day.....	\$2.71	
Cash on hand.....	\$0.00	
This account was not filed with the firm.		



# STRAY SHOTS FROM "SOLOMON"



"Where the carcass is, there will the eagles be gathered together." Graft is the natural heritage of humanity.

GRAFT  
SPIRIT

"What can I get out of the other fellow?" finds its echo in business, politics and even religion. Ottawa or Washington, after an election, is an example of the greed of all classes for the spoils of the fight. What a contrast is the sentiment of the great epistle, "I seek not yours, but you." What a great place this old world would be if people lived on such a plane as that? Not for themselves, but others. It is as true to-day as when Solomon wrote the words that "Many may seek the ruler's favor," whether it be for office, money or financial backing. There are men, fortunately, as there always have been, who have enough of the other spirit in them to think of their neighbors and act for them.

You can tell a man's character by the company he keeps and you can get a good photograph of his heart by listening to his opinions about good people. When

SNARLING  
AT GOOD

a fellow has no use for a straight man you will find that it is because he is knock-kneed morally; when you hear him sneer at virtue or benevolence you can put it down that he is a betrayer of innocence, or a close-fisted, low-browed hater of his own kind. "He that is upright in the way is an abomination to the wicked." There is no hatred so bitter and lasting as evil against good. Birds of a feather flock together, not because of the feathers, but of what is underneath. Hawks and doves, lions and lambs, thieves and honest men do not sort, and the strange thing is that the hatred is all on the side of the oppressor. When you find yourself carping at the righteous take a look within.

To some men the only interest in life's a fight, and whether it be dogs or men, they are right on the spot "helping things on." "Surely the churning of

SIC HIM

milk bringeth forth butter and the wringing of the nose bringeth forth blood, so the forcing of wrath bringeth forth strife." If trouble were not helped along by long-nosed busybodies it would die out, nine times out of ten. It is the devil in most of us that delights in stirring up hell's fires. Families are broken up, friends sundered, businesses ruined, churches split because these cloven-footed, hook-clawed, cruel-beaked, human harpies must have their prey. Better a thousand times be a bone-headed daffy than one of those slow method assassins who put the poison of strife into the heart blood of their neighbors.

Pride is a good thing in its place. Pride in a man's good name, or in what it has been able to accomplish with

ROTTEN  
PRIDE

his hands or brain is pardonable, but the sort that goes around with a chip on its shoulder and its nose up in the air makes angels weep and devils hold their sides. There are people who would not carry a parcel up street or be seen shovelling the snow from the housefront whose fathers carried the hod or shoveled coal at a dollar and a half a day. There is a kind of pride, too, that leads a man pretty near to the penitentiary door and sometimes through

it. This "keeping up appearances" keeps many a family dodging creditors and lands them at last on drudgery street. "A man's pride shall bring him low." Take pride in paying your way. Owe no man anything you can't pay without calling in the auctioneer.

The high cost of living is the cost of high living. Just ask yourself what your ideas are to-day with regard to table service compared with ten or twenty

HIGH LIVING

years ago, and that apart from the cost of food requirements. There was a time when a porterhouse steak was something to consider on a bill of fare, and when fricassee chicken denoted an event of importance in family life. To-day these things are as common as potatoes and buttermilk in the lives of our fathers. The children of this age are beginning where the father's left off and there is not enough to go around. That is the whole thing in a nutshell. As to extravagance, we can all see it in the other fellow, but we raise our eyebrows when it is suggested that we might live more simply than we do. What with amusements, automobiles, railway gadding and the other besetting extravagances of this age we are in a fair way to putting ourselves on the back street for a fresh start, which is about what happens all around every twenty years or so.

There are plenty of men who give so much time to business or even to church that their children grow up without the needed hand of restraint.

YOUR BOY

You owe to your boy more than a decent home and a good example. The thing he needs more than anything else, no matter how good he may be, is moulding. Not one boy in a thousand is fit to be left to his own bent. He is not intended to develop alone. "Correct thy son and he shall give thee rest." A good deal of the heartache of middle and later life might be avoided if fathers kept this healthy sentiment in sight. Most of us will freely admit we never got all the correction of the right kind that was good for us, and yet we go on withholding it from our own boys who need it from their very circumstances more than we did. It is easy to shape a grape-vine if you start in soon enough, but when it is left for a year or two to caprice or chance fits of pruning it becomes an ugly proposition.

Most men, at least those worthy the name of father, would choose for their sons wisdom rather than wealth. Not

WISE SONS

many would be guilty of the advice said to have been given by one man to his son: "Get money honestly if you can but get it anyway." Fortunately for the race even those who are fond of money and those who have made it by quick turns in the business highway would prefer to see their sons poor and honest rather than wealthy and crooked. A lad with a right heart and level head is a credit to those that gave him to the world. In this age money is becoming so common that those who have it are compelled to do something good with it to attract any kind of attention. But a whole-souled, God-fearing, man-loving human being is as scarce to-day as at any time in the history of the world and gets even more consideration. "Whoso loveth wisdom rejoiceth his father."



## Would You Decide with Mother or “Jimmie”—and Why?

¶ Mrs. Biggs has been a customer at your store for a few months. One day she enters accompanied by her eldest son, aged fourteen, who has just started to attend the Collegiate Institute. She informs you that she wants a pair of shoes “to fit Jimmy.” The latter is beginning to feel that he is a young man. You bring out several styles and find that “Jimmy” wears a five and a half. His mother says that her boy is awfully hard on boots and that she seems to be always buying him footwear. She thinks a box kip blucher, wide toe, plain quarter, with slip sole, Standard screw, is about the thing. Your price is \$2.50.

¶ Jimmy does not like the shoe at all and says, “all the boys in his room are wearing gun metal button. He wants a pair also.” Now, you have nothing in this line except a Goodyear welt, three-quarter foxed, slip sole, with fancy perforated tip, and solid leather throughout. Your figure is \$3.50.

¶ Mother and son have a rather earnest discussion, the former pointing out that the coarser, tougher shoe is “plenty good enough for Jimmy,” and besides, it is a dollar cheaper. Jimmy declares he wants a gun metal button or nothing at all; that he will take good care of the shoes and wear them just for school hours and Sunday; and put on his old ones to play baseball. Thus the argument continues.

¶ **To close this sale, would you favor the mother or son—and why?**

¶ For the best answer the SHOE AND LEATHER JOURNAL will award three prizes of \$3.00, \$2.00 and \$1.50 each, and for all other replies deemed worthy of publication, \$1.00 each will be paid. Everybody is invited to take part. Send in your answers not later than June 5th.

Address “Competition Editor”  
SHOE AND LEATHER JOURNAL  
1229-31 Queen St. West Toronto

# When, Where, Why and How Do You Advertise

Many Different Kinds of Publicity—What is the Proper Outlay—Some Advertising that Does Not Pay the Retailer—Windows are an Important and Easily Accessible Medium

What should my advertising policy be?"

This is a question which confronts the average shoe retailer and it sometimes gives rise to a certain amount of worry.

There are many different forms and methods of advertising. The chief among these, of course, is by means of daily or weekly press. Shoe dealers who have indulged in all kinds of publicity, declare this as the safest, most beneficial and resultful method. Retailers in the smaller cities and towns, particularly, have found it to be the best form of publicity for them.

But there are other ways which will be found to yield returns for any outlay. One of the chief of these is the direct leaflet or booklet whereby, to a selected list of names of regular customers or prospective purchasers, matter is sent on certain dates each month or two. This method is used by many shoe firms, and has always been found to bring results. Leaflets, booklets, circulars, etc., can be used and by a fair amount of attention being given them, are sure to pay well for the time devoted to them.

The premium system, judging from the opinions expressed by various dealers, is looked on by practically all of them as a very expensive item in the store's advertising campaign, and for the amount spent on them, really eats up too much money, without giving anything like the returns possible to be secured by other forms of advertising.

## "Hold-up" Advertising

Then, there is another method of advertising, or as one retailer puts it, "hold-up" which every merchant has to encounter and overcome. This is the donating of a pair of shoes, slippers, or some such article requested by an organization, lodge, church, or social club getting up a picnic, field-day or outing. A committee waits on the shoeman, and asks him what he is going to give in the way of a prize for the races. A pair of shoes is mentioned. They would prove very acceptable, and would be much appreciated by all concerned. The dealer often feels, "Well, I can't very well turn them down. If I don't donate something, Jones up the street will, and I won't be outdone by him. Anyway, it is all advertising for me."

Accordingly, he donates, say, a pair of shoes which have cost him two or three dollars, and he does not get a cent's worth of benefit, either directly or indirectly from the plan.

Or, on some other concert or picnic program appears a small advertisement for which there is generally a charge of from three to five dollars, a guaranteed distribution of fifteen hundred or so copies being promised. The promise, needless to say, is generally made looking at the prospective attendance from a very optimistic point of view. These methods go a long way toward turning the retailer against advertising altogether.

## Becomes one of the "Victims"

The shoeman who indulges in one of these schemes, just for the sake of "being decent" finds himself in a mighty hot position. By going into it once, he enters the class of "victims" of various canvassers for donations and advertisements for these outings and concerts. They will say to him, "Well, you gave such and such a party an ad. or donation. We don't see why you should favor them and refuse us." They will very often go so far as to try and badger a retailer into giving them something, by threatening to withdraw a certain amount of trade from him, putting it up to him, of course in a very nice, but nevertheless solid way. This dealer cannot argue with them, for having once

broken the ice, he finds he is bound to lose, possibly, a good sized amount of custom and money, before he can regain his former ground.

## Window Advertising Possibilities

Then, there is another important—perhaps the most important of all methods of advertising, which present itself in the store windows. Many dealers look at window advertising from a wrong standpoint. They will spend, perhaps, \$50 for a few newspaper ads., but if they were to spend the same amount on window decorations they would expect them to last 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 will last forever. Especially in the cities does this apply. The ad. itself cost, say \$20. The merchant thought nothing of this. If business was good the day after, he undoubtedly was satisfied; therefore why should the same amount, spent on a window trim be regarded askance, particularly when this expenditure will often suffice for three weeks or more?

To come down to "brass tacks," window trimming is just as much advertising as it is newspaper space. It should be so considered. The newspaper tells the public 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 conspicuously what you have to sell. It is almost useless to advertise unless you have good displays to back up your newspaper talk.

The right kind of window advertising should be used, and a certain amount of expense is necessary to obtain results. The most direct, effective, and quickest returns are secured through the windows, and all expenses necessary to have bright, attractive displays should come out of the advertising appropriations, as it is a legitimate charge. The time that a decorator spends in trimming a window should also be charged up to this fund, according to the experience and judgment of some progressive and alert retailers.

But, to come back to the chief method used, that of reaching the public through the press. If newspaper advertising is chosen, the right kind should always be used. The advertisement should be changed often; neat, suitable cuts used, prices quoted, and some definite instructive information presented.

## Proper Publicity Appropriation

The entire appropriation for all the plans spoken of should be about two per cent. of the store's total turnover for the year, according to the consensus of opinion obtained from representative dealers in all parts of Canada. Some expend three per cent. and a few five, but the majority compute the outlay at two per cent.

This may seem large to some dealers, but the two per cent., as pointed out, should cover everything, including window dressing, time, labor and expense, the circulation of literature of various kinds, newspaper space, etc. Some shoe retailers spend more in advertising, and some less. Each man will have to be his own judge as to how his advertising appropriation for the year should be divided. It will depend a lot on what kind of competition he has, what class of customers he serves, what patrons he desires to reach, what the facilities of store are, and what lines he especially features.

Many readers may not agree with some of the foregoing statements. It is not possible to lay down a strict set of rules. Local conditions and individual circumstances must

(Continued from page 62)



## OVERHEARD ON THE ROAD

### AND HE HAS TO LISTEN AND "LAUGH"

It has been said that the real salesman is one part talk and nine parts judgment. A truer observation was never made.

"Yes," said an old traveler, who had been on the road for a Winnipeg house for thirteen years, "you must know when to keep silent, and when to talk, when to laugh and when to sympathise, when to tell a story and when to listen to the fabrication of the other fellow. I find that a great many men like to talk about themselves and, if they are not in a hurry, they think that you are not either and you must, perforce, listen. Mr. Brown will tell you, when perhaps you are anxious to catch the next train out, how he put it all over such and such a traveler or house or did up a price cutting and underhand opponent and made him bite the dust, and that he is now recognized as the local leader in the trade.

"Or he may get off an alleged funny yarn—perhaps it is ten years old and reeks with the flavor of the past—but you must laugh when the anecdote is finished. Moreover, you must laugh out good and loud as if you thoroughly appreciated its point and finesse and never heard the story before. It is better than a dose of medicine to that retailer and far stronger just then than any selling talk that you can put up on your line of goods.

### A Happy Thrust Well Received

"The personal element counts a great deal and this is how you must make an agreeable fellow of yourself. Here is an instance. I walked into a certain town the other day to sell some rubber shoes. I was asked my price for a woman's croquet and told the dealer it was fifty-eight cents.

"Well, that means sixty to me," he declared, for he is a bit of a crank and fond of argument.

"No, it means fifty-eight cents," I asserted.

"Well," he rejoined, "by the time you take wrapping paper, cartage and other expenses into consideration, it totals sixty cents and to sell that rubber at sixty-five cents per pair means little or no profit. Your price is too high."

"He thought that I would say, you cannot do business on that margin, and I would point out that he would have to get eighty cents for the shoe to make a decent margin, but I took him in another way.

"Look here, Smith," I said, "that line of talk would go fine if the store was filled with customers, but we are all alone now, and there is no cause for such heroics and self sacrifice. No one can hear you. To talk of a rubber costing you sixty cents and retailing it at sixty-five would be a catchy and illuminating conversation if any one were around to hear you, but your plea is all lost on me. Spring that gag when the shop is full, but not now."

"He saw the point and laughed, and bought at once. A ready tongue not tinged with bitterness will often close a transaction. A happy retort or a witty sally will help many a salesman out of difficulties at times.

### Refereed a Dispute Over Butter

"I went into another town not long ago where I had an unusual experience. I was after a sorting order and was about to close with the general merchant when I espied a man coming across the street.

"Hold on," said Reynolds, "I will give you that order in a minute. Here comes Stetson, and you are going to see some fun. We take considerable butter in trade here from the farmers and also buy some for shipment to Winni-

peg. Just you watch and see me get the best of this fellow."

"My horse was standing outside, for I had driven over and the day was cold. I had told the driver to hold the animal and that I would not be long. Well the fun was soon on. Stetson offered twenty-six and a half cents a pound for the butter and Reynolds stated that he could not have it for less than twenty-seven and a half cents. There was no other immediate supply available and Reynolds had outbid Stetson the day before for the lot. The latter had run short and as he wanted some at once there was no recourse but to come to Reynolds. Finally, as the quantity was one hundred pounds, Stetson offered twenty-seven cents.

"Twenty-seven cents and a half or no butter," was the ultimatum of Reynolds. Then the argument began and grew warm. Reynolds pointed out that he could get that figure for the dairy product in the city.

"But you will be out the carriage," remarked Stetson, "and had better take my offer."

"No, that does not matter," observed Reynolds, "that is my figure, and you cannot secure it a fraction of a cent less." The driver of my rig began to slap his hands around his body to keep his blood in circulation, and the horse grew restive, while the conversation waxed hot on the inside. I stepped to the door and told the man to go over to the hotel and put the horse in the stable, which he did.

"Meanwhile, I sat on a stool and listened perforce to this edifying (?) conversation, banter or haggling. Stetson offered twenty-seven cents for the one hundred pounds of butter and Reynolds just as firmly held out for the twenty-seven and a half cents. The difference between them was just fifty cents on the lot and many times I felt like putting my hand in my pocket and saying, 'Gentlemen, here is your fifty cents. Settle the matter at once so that I can get away,' but that course would not have been politic or discreet. Well, I am not going to relate all of the painful details of that wearisome conversation which was protracted for over two hours, but like all mundane things, the wrangle finally came to an end and Stetson got the butter, but had to fork over twenty-seven and a half cents for the hundred pounds. Just think of the time that these two enterprising merchants wasted in an unseemly verbal scrap in which I took not the slightest interest; but there I had to sit, smile and sit.

### Well Pleased with the Bout

"Eventually, when it was all over Reynolds turned to me, well pleased. 'Did you see the way I made that beggar come to time.' Pretty good deal that."

"I assented and got my sorting order, which amounted to the huge sum of seventeen dollars and eighty-five cents. And this is only a sample of what a traveler has to put up with. He must smile and wait and call again and do many other things to keep up his connection. You cannot drive men in this world, but you can lead them. The surest way for a traveler to run foul of a retailer is to grow fresh and tell him that he must handle your line of shoes; that he cannot get along without them, and do an up-to-date business. It pointedly reminds you of the old saying, 'that you can lead a horse to water, but you cannot make him drink.'

"I had one experience of that kind when I was younger and more impetuous than I am now. I was then selling for an Eastern house and was told that I had to force my personality and goods on a certain man in a Northern Ontario town, and that if I hung a good bluff he would come to time. Now, I started in to insinuate that if he knew anything about shoes, or what his people wanted, he would buy my line.

"He frankly told me that he did not care to open any more accounts, but I grew bolder and pressed him again and again, thinking that I was getting him nearer the purchasing point. It wound up by his ordering me out of the

store. I had tried the stampede game and it miserably failed. You can catch more flies with honey than you can with wormwood, and a force pump will not always make the intended victim swallow.

### But It Is a Great Game

"Oh yes, traveling is a great game, notwithstanding its long waits, late hours and many drawbacks in the shape of broken appointments, etc. I like the combat. I know that many call it a dog's life and a hard beaten path and remark that it is getting more nerve racking every day to sell shoes owing to sterner competition and advancing prices. Still I really love the pursuit. What is life without a struggle? It is no honor to be a mere order-taker. Any

yap can book that kind of business, but to market your good in the face of the highest and strongest kind of competition, is something worth while. There is a satisfaction in the accomplishment of a difficult task, and there is nothing a man sooner forgets than hard work. Hard work in itself never killed anybody. It is worry and fretting about the other fellow. Mind your own business and you will not have so much opposition. It has been well said that a chap who attends strictly to his own affairs, without knocking the other fellow or his line, generally scores a howling success, because he has such little opposition. If there is any fault with yourself or your house acknowledge it, but if you are in the right then stick to your guns and you will get along, and above all, don't be a grouch or a pessimist."

## Closing a Sale With the Cautious "Mr. Billings"

How Bright Members of the Trade Would Go About It—"Money Back if Not Satisfied"—"Send Them Up to the House for You"—"Need Not Keep Them if not Suitable," etc.—Many Expedients Suggested, such as Tact, Bluff, and Strategy

### THE PRIZE WINNERS

1st	- -	Mrs. H. G. Freeman, Preston, Ont.
2nd	- -	H. H. Gill, Rossland, B.C.
3rd	- -	F. W. Love, Aylmer, Ont.

Well, Thomas Billings bought the shoes.

He halted and hesitated. Like many another individual, not able to make up his mind, he had no particular fault to find with the footwear or the figure asked for it.

There is scarcely a reader of the SHOE AND LEATHER JOURNAL who has not had a visit from a friend who did not seem to know how to depart when the proper time came, but stayed and stayed. You have also listened to speakers who, after they have had their say, did not seem to possess the knack or ability to quit speaking, but traveled on and on, evidently groping for an excuse to sit down.

And it is the same way with certain purchasers of shoes—they like the style, the leather, the appearance and the fit, and have no fault to find with the price asked, but still they do not buy. One essential quality or characteristic so necessary to success, seems painfully lacking and that is decision. Shoe dealers remark upon its absence in a large percentage of their customers. Mr. Thomas Billings was one of these. He had the money in his pocket—appeared satisfied with the boots, which he said were fit for Sunday wear or for a tea meeting. He believed the price, \$5.00, to be reasonable, but still he did not purchase. However, a clever salesman can influence or lead even the most listless or wary customer. This is how some of them would have closed the transaction with Mr. Billings, who, as pointed out in the announcement, was a wealthy farmer, but had the name of being able to drive a rather close bargain, and was somewhat slow in coming to a deciding point.

### HAVE A CHAT AND USE TACT

By MRS. H. G. FREEMAN, Preston, Ont.

What would I say to Mr. Billings in order to make a sale.

There are three points to be considered in a case of Mr. Billings, and a great deal of tact must be used in order to be successful.

Show personal interest by telling him you think of him once in a while, for instance, when buying a certain line or grade of shoes.

Have a chat regarding something he might specialize in such as wheat, cattle, or even an automobile he may have bought. (It pays to spare a few minutes, not waste, by talking of something other than your own business).

Tell him you remember the last pair of shoes he bought—probably at \$4.50, and some special line (it always pleases a customer to let him know you have a memory).

Show this customer you are right with him (and not a hundred miles off in mind) deftly talk of the merits of the boots you want to sell him, and gradually he will come to the trying on point, and in all likelihood will close the sale.

### WOULD TRY VARIOUS EXPEDIENTS

By H. H. GILL (with W. F. McNeill), Rossland, B.C.

Mr. Billings is evidently what is termed out West as a tight-wad. He does not want a pair of shoes to-day, but is going to buy a pair in a week or ten days.

Probably he is figuring on looking elsewhere for a better deal, so it is up to me to get busy, as our stock is heavy, and competition is keen.

"Will I wrap this pair up for you, Mr. Billings."

"No, I don't think I will take them to-day."

"We have several other kinds and qualities of shoes. Here is a shoe at \$4.00; it is a very good one for the money, but the shoe you just had on will give you better satisfaction. It will wear a good deal longer and keep its shape until worn out. Mr. Corn Tassel, out your way, never wears any other kind of a shoe. He always buys this one. If we had to buy this shoe to-day we would have to sell it for \$6.00."

I would see if this had made any impression on Mr. Billings. If it had not I would talk according to the number of competitors I had, and in my case I would have to go some as I have three.

After I had told him all the good qualities of the shoe, by whom it was made, and the reputation the firm had, I would suggest that he take the shoes home, try them on in the evening, and also see what his wife thought of them. While I was saying all this I would tie the shoes up in a parcel and I would try to hand them to Mr. Billings, saying, if I did not see him reaching for his pocket book:

"You can pay me the next time you are in, or if you like you can send one of the boys in with a load of wood. I am almost out of wood and may as well get it from you as any one."

If he hadn't said yes up to this time I would add,



"This is the only pair of the kind we have in your size. I will put them away for you until you come in again."

If he finally said, "No, don't keep them for me, I will probably be back." I would bid him a kindly good-day and ask him to call again.

### MONEY BACK IF NOT SATISFIED

By F. W. LOVE, Aylmer, Ont.

This is what I would say to Mr. Billings in order to close the sale:

"Take these shoes home with you and if you do not find them satisfactory in every way, or if you see something else in the meantime you like better elsewhere, you may return them to me and I will be pleased to refund your money. Or, if you would like me to order you a pair different from what I have in stock I will be glad to send for them.

"By taking these shoes home with you, remember you are under no obligation whatever to keep them."

I have had many customers during the fourteen years I have been in the shoe business exactly like Billings, and have found that in almost every case what I have stated above, will close the deal and seldom are the shoes returned.

If, however, they are, as soon as Billings walks in, go immediately to the till and hand him the five, pleasantly, and thank him for coming in, and say possibly some other time we may be able to do business.

I have found in this case Billings will invariably come back and buy the shoes.

### WOULD NOT FORCE A CUSTOMER

By MISS D. R. AVERY (with A. Rice), Saskatoon, Ont.

Customers like Mr. Billings come into the life of a retailer every day. Let us look at it from Mr. Billings' standpoint first. He has the ready cash, and is, therefore, at liberty to buy where he chooses. I would be pleasant and obliging, as well as willing to show and try on as many shoes as he cared to see. I would do my level best to persuade him to make sure of the pair that suited him, but if he felt he would rather wait and see others I would not bother him. In nine cases out of ten he will return. I like customers to feel that they will be pleasantly waited upon and shown stock whether they wish to make a purchase or not. They will then enter your store more frequently. I am always willing to show goods to any one, for it often means a good customer at a future date.

### GIVE HIM GOOD LINE OF TALK

By D. J. M. McGeary, Saskatoon, Sask.

Apparently Mr. Billings is the type of customer who is too agreeable to exert himself enough to find fault with the goods shown him, and thus your line of talk is difficult, because you have no ground for argument and comparison. I would try to obtain his line of thought which is, undoubtedly, that the \$5 boots are the ones for him, but as he has gained the reputation for "bargains," he would possibly be able to buy as good a pair elsewhere at slightly less price. I would be particularly careful to fit him (or any other customer) with the shoe that in my opinion was most suitable for his foot, and in the style conveyed to me by his request. This shoe should fit so perfectly that other styles would stand out in contrast. I would also try to convince him of the qualities of the shoe and dilate on the good points in its favor. I would also explain the reliability of the house making this special line, and using as a comparison our next cheaper line. There should be enough line of talk to sustain the statement that as \$5 was a very popular price, we gave it particular attention, feeling that a customer who was will-

ing to pay that figure for a shoe, should have a very dependable one. I would also point out where the make was superior to any other shoes obtainable in a competitive store as in buying we had the choice of all manufacturers' goods. A great deal of weight in the selling plan is in the effectiveness of the appeal to the customer, which must be put in a few words, but in a way to make him feel that you are not a novice at the shoe game. A great deal of perseverance and persuasiveness might be necessary in some cases, and never hurts in any case. It is just possible that Mr. Billings needs that little extra time and persistence, not giving him the chance to leave without pressing home the fact that you have the proper shoe for him and are not willing to give up without his money and his future custom. This must be done in no dilatory way, but brought out in your line of talk. He will appreciate the extra care and persistence shown and that a great amount of persuading stands against his desire to get away without buying. He will consider matters carefully and seriously, not as his first intention but in the light of a prospective buyer with his wants suited. Thus, for a little extra alertness and persuasion a sale, and most likely a steady customer, is created in place of a man who would like nothing better than to try some place else.

### WOULD SELL HIM \$4 PAIR

By FRANK HALBERT, Shelburne, Ont.

What would I say to close this shoe sale? Having the knowledge that Mr. Billings has the name of driving a close bargain, and after his remark of thinking a \$5.00 shoe not too dear to get shod for a "wedding or a tea meeting function," I would judge from this the price was the worry part. I would put the \$4.00 shoes on Mr. Billings, tell him they not so heavy as the \$5.00 shoe, would wear well, and that with these shoes I gave a box of polish that preserved and added much to the life of the shoes. I would leave the new shoes on Mr. Billings and parcel up the old ones, get my \$4, and remark the nice smart pair that he had got for \$4. I would impress upon him when leaving that he had saved \$1.00. I think Mr. Billings will prove one of my satisfied customers by doing this.

### USE CONVERSATIONAL STRATEGY

By GEO. BIRCH (with A. Levy) Toronto

Any attempt to apply a hard and fast rule in dealing with a customer of the Mr. Billings type would, to my mind, be futile. All depends upon the individual enterprise of the clerk; what would succeed with one, may spell failure with another. It is by making a close psychological study of your customer, and then seize the right moment to clinch the sale by conversational strategy. Quite recently a gentleman of this stamp entered our store who might have been the original Mr. Billings himself. He would endorse every word I said in praise of a shoe. I expected him to buy every second, but I was kept on the tiptoe of expectation by his "now-you-see-it now-you-don't" behaviour. After singling out the shoes that I thought suited him best, I requested him to try on the other shoe, mentioning that frequently the left foot was the larger of the two.

"Walk along the carpet a little," said I, "How do they feel?" "They're first-class," he replied.

Seizing the opening, I said, "They look good and the wear will give every satisfaction. Will you take them with you, or can I send them for you?"

"I think I'll keep 'em on; it'll break 'em in a bit," said Mr. Billings, and I smiled the smile of the boy buying his first package of fireworks.

# The "Merely Looking Around" Class of Customers

How to Convert the Loitering and Merely Curious into Paying Patrons—Offer to Send Up Some Shoes and Then Dispatch Clerk Next Morning to See How They Fitted—Individual Attention Baffles "Time Killers"—Never Be Discourteous.

By FRANK J. MAROWSKI

Mail order men will tell you that the most difficult of all things which they have to do in their business is the elimination of the "merely curious" from their lists. Think over the number of times you have answered a mail order advertisement, "just to see what it was," and you will see something of what they have to contend with. You had no intention of purchasing anything, even if they had offered you gold dollars for fifty cents, and, not knowing this condition they continued to list you in their "follow-ups" and you got mail by the carload.

Like as not they feel like shaking you if they could do it, but you see they did not know you were "simply looking." Now, with the retail merchant a similar problem comes up when a supposed customer comes into the store and looks things over, takes considerable valuable time away from the clerks, and then remarks, "Never mind. I was merely looking for a friend." Of course she did not expect to see her friend in your store, and, as a matter of fact, she must have had shoes on her mind or she would never have hesitated over them at all. If it were something else on her mind she would have gone and looked it over.

## Present Goods Properly

There are times when a customer is actually "killing time," but quite frequently it is a fact that customers would buy something if it were presented to them properly. If your store is bothered overly much with this class of trade you might try out the following suggestions. In the first place, have it distinctly understood that no clerk in your employ shall ever "try to get back" at a patron, no matter what the provocation may be. Tell them that at all times they are at liberty to "turn the customer over" when they feel their patience exhausted, but never will they be excused for talking back to anyone or showing by looks or action their displeasure.

Take your customer well in hand the moment she approaches you. Don't let her wander away from the main chance. Don't tempt her to "loaf" on you, but assume a strictly business-like attitude, just as if you presumed she were looking for the best possible thing you had to offer. If you assume on your part that she is only looking, the battle is lost at the start. In small stores it is possible to find out the customer's name and address, while in the larger departments it is not quite so easy a task. If you can address a customer by her name, it helps a sale oftentimes when otherwise it would be impossible.

## Suggestion that Sinks Home

When you feel that your caller is showing signs of insincerity, say to her, "If you prefer, I can send up several of these styles in your size and you can try them on at your leisure. It may be that you are in a hurry to-day and do not care to spend the time necessary for careful fitting here." If she has been "loafing" at your store she will hate to be caught in the act, and will usually order the shoes to be sent up to the house. But this is only the first part of your job. She can easily send them back without even opening them, if she cares to, but if you send one of your clerks up the next morning to inquire how they fitted and to see if he can suggest any better size or style she will begin to realize that you are doing a whole lot for her, and she will be shamed into buying, even though she may not have intended to in the first place.

At the same time, you have made a good friend, for nothing that you have done has been discourteous. You cannot have offended because you have done just what she asked in each instance. She came to look at shoes on her own admission. You showed them to her and then, in order to save her time, you sent some pairs to her home for approval. Later, you were so anxious to see that her case was made an individual one, you sent a clerk to see if the goods suited her, and if not, what could be done for improvement. Surely, she could not complain, and the incident must necessarily go down in her memory as a list of shop-keeping hard to beat. She will tell her friends about it, and the effort will become a sort of an endless chain. If this method won't increase sale, it will at least shame a person into leaving you off her calling list when she is "merely looking."

## Incompetence and Incivility

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir,—I have been reading in your paper several letters on the faults of clerks and the shortcomings of employers, and I have no doubt there is a certain measure of truth in the charges made on each side. There must, however, just as in wedded life, exist a mutual spirit of forbearance. Hurling rocks at the head of each side effects little or no permanent good. I wish, as a merchant, to give you an actual experience of my own as a customer. Our store used to handle footwear but we went out of this line some months ago in order to make room for our ladies' ready-to-wear department. I was forced to go outside for a pair of shoes. The first place I went I described what I wanted, and the salesman brought out what I wanted in leather and style. On fitting it on, however, it came close together at the instep, something which I don't like in a shoe. Nothing else, however, could be found, so I expressed my regret at not finding anything suitable.

"It fits you perfectly," said the salesman, "Nevertheless, you have your own opinion."

This fellow had the common fault of sauciness.

The next place I went in I said I wanted a low, broad-toed, dongola blucher. The clerk disappeared behind a high shelf and presently brought out a high toed, narrow last in gunmetal. I had to go into detail once more, and after a consultation with another clerk, he announced that they didn't have anything like that. The shoe stock in that place must be fully \$30,000, and it is quite likely they had just what I wanted had he taken the trouble to look.

This fellow was incompetent.

The next place I went I found the last that suited me, but not the leather. However, I decided to take a pair, but as the leather was calf, I didn't think it would take a good polish. The clerk assured me three or four times that it would take a magnificent polish. Since, I have found them the hardest to keep clean of any I ever had.

This fellow didn't tell the truth.

Not one of the three stores will ever see me again as a customer, for reasons that are obvious.

Perhaps, then, the clerks will derive a few pointers from these lines and act upon them.

Thanking you in advance for your valuable space.

Sincerely yours,

A MERCHANT CUSTOMER.



## Stopping Back Door Retailing

The Grievance Committee of the Ontario Shoe Retailers' Association have been waiting upon the wholesalers and manufacturers of Toronto requesting that they sign a petition to do away with all retail selling. The members of the committee are meeting with encouraging success and have found the wholesalers ready to support and co-operate with the retailers in every way in eliminating all retail business. The jobbers are all signing the following:

"We, the undersigned manufacturers and jobbers of boots and shoes, rubbers and findings, are fully in accord with the wishes of the retail boot, shoe and rubber dealers, as set forth fully by the 'Boot and Shoe Section,' of 'The Retail Merchants' Association of Canada,' in their desire to have the retailing of boots, shoes, rubbers and leather findings, and the filling of orders from retail dealers sent to us, through their customers, discontinued—as presented in the petitions submitted to us."

Secretary Trowern states that other trade sections of the Retail Merchants' Association intend getting after the wholesalers in their respective lines. It is the intention to visit all jobbers to check the practice of retail selling and honoring orders in various wares.

"In fact," he declared, "it is not in the best interests of any trade for wholesalers to fill orders from retailers for single articles or recognize the orders of clerks from other wholesale houses and manufacturers. It is the intention if possible, to eliminate the whole system which has become wide and deep rooted, in some quarters. It is not fair to the retail merchants. A beginning had to be made somewhere by the Retail Merchants' Association. We have therefore started in the boot and shoe realm and intend to go right through all the lines, dry goods, clothing houses, jewelers, fur houses, etc."

The following sign now hangs in a conspicuous place in Toronto wholesale shoe houses, and when the caller enters for a single pair, the warehouse manager points to the tell-tale words:

### WHOLESALE ONLY

No goods sold at retail.

By request of The Retail Merchants' Association of Canada (Incorporated).

## No Substitute for Real Leather

Adequate substitutes for leather have long been sought, but nothing to equal the tanned hide has yet been found. Every now and then, however, announcement of some new process for producing real leather, of course, give the problem renewed interest.

It was recently announced that a patent just taken out in Germany protected a method of preparing a substance which, it was declared, could be used as a substitute for leather. This "all leather" material is prepared from a special mildew or fungus grown on gelatine or similar substance. Thus far, however, leather produced by this artificial means has been very soft and weak.

Leather men in Boston class this announcement in the same category with other schemes for making leather. It is not credited that any process has been discovered in Germany or anywhere else whereby satisfactory artificial leather can be produced.

To be sure there are used in certain parts of a shoe to-day substances which take the place of leather and for special purposes answer fully as well. But it is against the practice that the so-called "pure shoe" legislation is aimed. Bills have been introduced in several state legislatures and in fact, in the national congress providing, substantially, that shoes in which the heel, counter insole, outsole, middlesole

or slip sole are made in whole or in part of leatherboard, strawboard, fibreboard, leatheroid, or any other substitute whatever, must have stamped on the sole the name and address of the manufacturer and the name of the substitute and part where used.

The legislation is opposed by substantially the entire shoe industry. Such a law would but increase the use of leather where it is unnecessary and consequently increase the price of leather and of shoes. The use of substitutes in certain parts of a shoe also allows the shoe manufacturer to produce a maximum service shoe at a minimum cost. It is in line with conserving a hide and leather supply already severely overtaxed.

## Celebrates 13th Business Birthday

Cash buying and selling—moderate truthful advertising—and careful attention to customer's wants, are the secrets of the success which Rowland Hill, of London, Ont., has met with in the shoe business. Delivering groceries in a wheelbarrow for a small store, after school hours, was his first employment, and his first real job in the shoe trade was one winter in the custom shop of John McMechan.

He was born in London, the large, in 1866, and came two years later with his parents to Canada, locating in



London, the less, where he received his education. He was employed by Philip Cook, sr., and the succeeding firm of the J. P. Cook Co., from 1880 to 1900, starting in as a "runner." He began business on his own account in the south end of the city, in a store 16 x 16 feet square, in May, 1900, just thirteen years ago. Within a year he bought out Robt. Kirkpatrick, 189 Dundas St., which store was some time after enlarged to twice its size. In 1907, Mr. Hill opened a branch at Hamilton Road East, in the district of workmen's homes. His slogan has always been, "reliable footwear," and he controls the agency for some of the best men's and women's goods. He is not much given to change, and gives shoes made in Canada first place in his shop believing that they afford his customers the best value. He does not believe in general sales, but if, for any cause, a line is moving slow, he favors making a big cut on that line at once advertising it and letting it go. Mr. Hill visits the eastern markets, reads the trade journals, believes in holidays and short hours, but always works hard when on the job. He is always ready to learn and profit by the experience of others. The manager of his East End branch is Mr. F. McGillivray, who has been with him for a number of years, and was trained in the main store. Two sons, Rowland Hill, Jr., and Clarence, take an active interest in the business of their father, who is vice-president of the Retail Shoe Dealers' Association of London, Ont., and a warm supporter of that organization.

## Keep Things on the Jog

"My motto has always been creep before you walk; buy often and take all discounts," declared J. B. Badour, a successful shoe man of Stratford, who has been doing a growing trade in the same place of business for the past quarter of a century. He does not believe in allowing old stock to accumulate, and attributes his success to the profit that he makes by frequent turnovers. It has been his policy all along to keep things on the move. Few are better known in the city of Stratford or by shoe travelers generally than Mr. Badour, who always has a cheerful smile for the "knight of the road." He was born in Drysdale, Ont., and learned the shoemaking at Hensall. He came to Stratford in 1886, where he worked in one of the leading shoe stores for nearly three years, after which he commenced business for himself in the repair line and making shoes to order. A few years



later, he added ready-made shoes and to-day he carries a full range of up-to-date footwear from the leading manufacturers and jobbers and also men's furnishings. He also stocks trunks and valises as well as gloves and mitts. Six years ago he erected a two-storey, red brick block near the G. T. R. depot and has well laid out premises. His trade is each year growing larger.

## A New Argument in Shoe Repairs

A leading shoe repairer is doing some unique advertising in the daily papers. He contends that the repair trade has not attained anything like its possible proportions, and maintains that many well-to-do ladies and gentlemen do not have shoes attended to for the simple reason that ordinary work, even when cleverly done, looks like a patched job at best. He says that repair establishments in the United States are featuring what is called an entire new bottom for the shoe or, in other words, a sole is put on right from the toe to the heel, and new lifts on the latter which gives the shoe a fresh, clean appearance. In ordinary repair work a tap, or half sole, as it is called, is stitched or nailed to the bottom and perhaps the heels are built up, but the shank or arch is not touched at all. The combination makes the boot present somewhat of an old, yet new, appearance. According to this repair man a fellow might as well have a new sleeve put on a coat while the other is partly worn at the elbow, or he might as well have one trouser leg mended while the other remains frayed, as to have only a half sole put on a shoe if he regards at all the finished appearance of his footwear. Of course, not every person can take this aesthetic, punctilious standpoint. They have to be content with having a shoe repaired in the ordinary way. Here is how the repairer in question speaks of the matter in some of his literature. "A complete new bottom for your shoes. Everything renewed from heel to toe. The oldest and most worn pair, after passing through

our hands, look just like new. Give us a trial. Price \$1.50 for a complete job. You need not be afraid to have us attend to your work, even if you have never had your shoes repaired before. We solicit your patronage."

## THE RETAILER AND THE MAKER

By J. M. F.

Dealers who do not use some of the helps furnished by manufacturers of lines which they carry, are certainly wronging the manufacturer and also themselves.

Mr. Retailer, the manufacturer spends thousands of dollars each season to get up matter which will help you sell goods. He figures that this expenditure will increase his output in the following manner: If you distribute this literature and use his signs, booklets, illustrations, etc., judiciously, the public will ask for his shoes in preference to some others that you have. And if you enjoy a splendid sale of his shoes you are sure to order more and then you have arrived at just the point that the maker desires—more orders. Now, if you don't use this advertising matter, you lose an important adjunct in selling shoes and you also spoil the manufacturer's game.

We are a selfish crowd, after all, and the most of us have to be to make a living, but, at the same time, we should not be so narrow-minded regarding our selfishness. Let the other fellow be selfish also and when it works in with our own game, let us be selfish with him. More than one dealer has been aided over a rough business path by a manufacturer and more than two dealers in Canada have been saved from absolute bankruptcy through the kindness and judgment of this selfsame manufacturer. As a rule, I believe that manufacturers are fairer to the dealer than the latter is to the manufacturer, and yet we hear a cry raised every once in a while about the "oppressive manufacturer."

If you could sit in a manufacturer's office and see the mass of shoes returned with extravagant claims for damage thereon and read some of the correspondence which retailers send in, and the questionable statements to which they sign their names, you would wonder at the patience of this very producer whom you are so likely to criticize.

But this is not a possibility with all of us. Only a few are ever likely to study the matter from both sides. You are wrong when you abuse the confidence of manufacturers or when you fail to co-operate with them in their work. I hold no brief either for their defence.

They make mistakes, but ten chances to one, they are nearer right in their methods adopted after discussion with numbers of experienced men, than you are, Mr. Retailer, with your more limited advisory board.

If you believe that some parts of their system can be made better and more productive, write them furnishing your views on the matter and you will find that they will give them courteous attention and adopt them, if feasible. If you are perplexed about some problems, write and you will find that they can supply you with many pointers after an experience with thousands of retailers all over the Dominion.



## Permanence of Rubber Sole Shoes

The present season is bringing a remarkable increase in the use of rubber as a shoe-bottoming. For some years past the tennis shoe has been making great strides in popularity, and so far as we know, it is still on the gain in spite of the rivalry which it must, to some extent, experience from the now extensive vogue of rubber bottoms on leather shoes. The question of permanency of the latter is an important one to those interested. It probably does not rest so much on the whim of fashion as the verdict of the public as to the desirability of rubber soles, says the Shoe and Leather Reporter.

The tennis shoe is, under most conditions, the most comfortable footwear produced. In fact, it is almost too easy, considering the inevitable return of the foot to the confinement of stiff leather. But its fault is, that in warm weather, in walking, it heats or "draws" the foot. Whether this disagreeable quality is shared by the rubber soled tan oxford is a matter on which opinions differ. Most manufacturers claim that the heavy leather insole obviates the difficulty. Many wearers, on the other hand, find the same trouble with the two styles.

But opinion as to the effect seems not nearly so diversified as views of the cause. There is probably a grain of truth in all of them, but some of the effects on which stress is laid are really so unimportant as to be negligible.

The porousness or absorbent qualities of the sole are sanitary considerations but not factors in the present question. The physical quality of any sole, rubber or leather, which causes it to "draw" is its suppleness.

Most of us will remember the rubber "sucker" which would stick to window glass because it was soft enough to make an airtight contact. Thus the rubber sole by its cushioning effect renders the leather insole above it into too great conformity with the foot which presses upon it. The contact is close enough so that in the limited time that elapses between steps the sucking action is not broken and practically no air circulated to produce cooling or evaporation.

When the leather insole of a rubber soled shoe is made thick enough or stiff enough to interfere with this sucking effect the difficulty is remedied. The same principle, of course, applies to an extent to soft shoe bottoms into which rubber does not enter.

The remedy of using a thicker and stiffer insole is the only one, so far as observed, which has been applied to rubber soles. Yet it would seem that some means might be found which would not tend to make the shoe clumsy. To destroy the action of the "sucker" plaything it is only required to cut a little notch in the edge. Thus, if a device could be arranged for letting air freely into the vacuum spots between foot and insole the trouble would be overcome.

This principle is realized by a German manufacturer in a shoe widely advertised by a number of illustrations. Many United States patents have been granted for insoles of the ventilated type, but none, so far as observed, have been applicable to rubber soles. It will be realized that a device of this kind which would apply, with any effect at all, to tennis shoes, would be apt to score a remarkable success. The demand for it is clearly recognized by manufacturers and distributors.

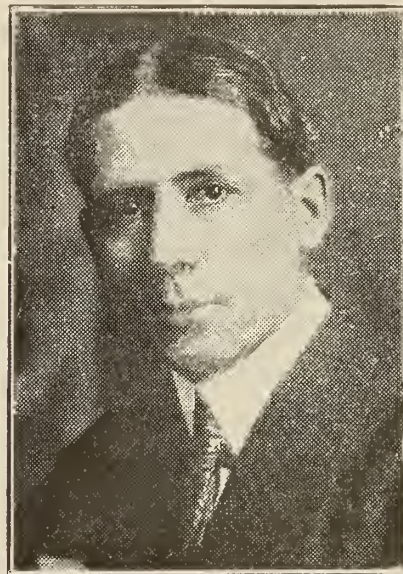
Beyond the provision of airducts in the insole, or the use of a uniformly thick insole, another principle for producing the same result has been suggested, the idea is to make a shoe bottom which is not uniformly supple, so that a part of it has a tendency to spring away from the foot when flexed, thus producing an air current.

One such construction proposed deals with an extension of the counter and a stiffening of the overhanging arch of the upper. Another is by a local stiffening of the sole itself. Giving the plan in a crude form undeveloped as yet into practicability, two springs a, b, are either molded in the

rubber or secured between insole and rubber. Their shape is such as to cause the sole to buckle slightly when flexed in walking, thus admitting air between the foot and insole. The separation of the latter may, of course, be slight and yet produce its result.

## Got at a Good Thing Early

Nine years is rather an early age to start in the shoe game, but Felix Forbert, of Lindsay, believes that you cannot get at a good thing too early. When in "knickers" he began hustling parcels after school hours and on Saturday for



William White. The latter passed away and his son, W. L. White took over the business. The boy worked for W. L. White for ten years, when the latter took ill and disposed of his stock to N. Hockin. Mr. Forbert continued with Mr. Hockin all the time that he was in business. That was for five years, when he retired; then Felix went into the shoe line for himself two doors from the old stand. For several years he has been doing a steadily increasing trade. His slogan is "High class footwear for the entire family." He is a Lindsay boy, born and bred, and takes a deep interest in the affairs of the town on the Scugog River. He has been secretary of the Lindsay Advancement Club, which started a couple of years ago, and is doing effective work to boost that burg. It may be mentioned that, while Mr. Forbert was with Mr. White and Mr. Hockin, he was manager of the store and attended to all the buying. That experience has served him in good stead as he is one of the "live wires" in that line.

## Making the Rent Money

"I know several enterprising shoe dealers in small towns and villages who sell enough arch supports and shoe trees to practically cover the amount of their rent," remarked the head of a well known findings house this week. "In other towns of no larger size certain retailers will not sell more than two or three dozen pairs a year and yet they have just as good an opportunity to make money out of this branch of the business. It is all in the way the dealer displays his goods, how he features them, and the amount of attention given to the department. One would think that a shoeman, considering the profit to be made in his findings section, which is much larger than on his regular shoe line, would put forth an effort to push such goods."



# AMONG THE SHOE MEN.



John Billington, shoe dealer, of Hamilton, is dead.

R. G. Witt, shoe dealer, of Sunderland, Ont., has assigned.

Charles E. Slater, of Montreal, was in Toronto last week on business.

R. B. Thompson, of Port Hope, was in Toronto last week on business.

The Dominion Shoe Co., of Winnipeg, has been succeeded by J. Taub.

A. Gayton intends going into the shoe repairing business in Moose Jaw, Sask.

E. R. McBride, of the Haines Shoe Store, Belleville, was in Montreal recently.

Mr. Dupre, of the Montreal Box Toe Co., was in Quebec City last week on business.

Duchaine & Perkins, Quebec, have recently built an addition to their factory.

Constitt & O'Donnell will open a shoe store on King street, North Battleford, Sask.

Joseph Powe, shoe dealer of East Collingwood, B.C., has assigned to A. W. Rudolph.

Fred. M. Stafford, of Sudbury, spent several days in Toronto last week on business.

N. Macfarlane, of the Macfarlane Shoe Co., Montreal, was in Boston part of last week.

H. J. Middleton, of the H. J. Middleton Co., Limited, Winnipeg, was in Montreal this week.

W. P. Hodges, of George A. Slater, Limited, Montreal, recently left on a fall selling trip.

William Moore, shoe retailer, of Barrie, Ont., spent a few days in Toronto last week on business.

F. L. Wagner, of the Aylmer Shoe Co., Aylmer, Ont., was among the visitors to Toronto last week.

Frank Slater, of the Eagle Shoe Co., Montreal, spent a few days in Toronto recently on business.

The Walpole Rubber Co. are now occupying their new offices in Montreal on McGill College avenue.

William Linklater, of the Boston Blacking Co., Montreal, was in Toronto last week on business.

G. A. Blachford, sales manager of the Murray Shoe Co., London, was in Toronto last week.

E. Corbeil, of Corbeil, Limited, shoe manufacturers, Montreal, was in Toronto last week on business.

Mr. Stevens, of the Rena Shoe Co., Montreal, was in Toronto this week for a few days on business.

James Valentine, of Valentine & Martin, Waterloo, Ont., was in Toronto last week calling upon the trade.

F. H. Meinzer, of the Miner Rubber Co., Toronto, is spending a few days in Montreal and Granby, Que.

Henry H. Harder has opened a boot and shoe store in Herbert, Sask., and is doing an active business.

Wm. Lawson, manager of the Carey Shoe Store, Chatham, Ont., was in Toronto last week on business.

F. N. De Lancey, of J. & T. Bell, Limited, Montreal, was on a recent business visit to Boston and other centres.

George T. Hamilton, of F. L. Hamilton & Son, shoe dealers, Galt, was in Toronto for a few days.

The Ottawa branch of the Canadian Consolidated Rubber Co., on Bank street, has been enlarged. The stock of

rubber and felt shoes as well as other lines is very complete. A new sample room is a decided convenience.

G. C. Wilson, sales manager for Luc Routier, Quebec, was in Toronto and other Ontario cities lately.

F. Kibler, of Berlin, president of the Ontario Shoe Retailers' Association, was in Toronto last week on business.

J. J. Kilgour, of Kilgour, Rimer Co., Winnipeg, was in Montreal recently. Mr. Kilgour was accompanied by his son.

E. Morrison, shoe dealer, of Orillia, Ont., has installed a lightning repair outfit in connection with his establishment.

The Model Shoe Store has moved to attractive new premises at the corner of Queen street east and Lee avenue, Toronto.

E. E. Code, Ottawa manager of the Kaufman Rubber Co., spent a few days in Toronto and Berlin last week on business.

Alf. H. Grainger, assistant manager of the shoe department of the T. Eaton Co., Toronto, was in Boston last week on business.

Samuel Clark, M.P.P., for many years a dealer in dry goods and boots and shoes in Cobourg, Ont., has disposed of his business.

The United Shoe Machinery Co. is installing considerable machinery in the new Jas. Muir & Co. factory at Maisonneuve.

Johnson & McCormick are opening a new shoe store in St. Thomas, Ont., and were in Toronto this week calling upon the trade.

Burleigh & Donnelly, shoe retailers, of St. Catharines, Ont., have dissolved partnership. Col. Burleigh is continuing the business.

J. A. Vallary, who represents the Thompson Shoe Co. in Western and Northern Ontario, has been ill in Toronto for the past week.

Wm. Sharman, shoe retailer, of Goderich, Ont., left this week on a visit to Western Canada. He will be absent until the end of June.

S. H. Parker, sales manager for Wm. A. Marsh Co., of Quebec, is spending a few days among the trade in Toronto, Hamilton and London.

S. C. Cronk, shoe jobber, 126 Wellington street west, Toronto, is spending a couple of weeks in Montreal, Ottawa and Quebec on business.

Lott & Hasman have opened a new shoe store in Toronto on College street, near Ossington avenue. It is known as the Classic Shoe Store.

J. W. Hilborn, formerly of Tillsonburg, Ont., has bought out the Walker Shoe Store in Toronto on Lansdowne avenue, north of Wallace avenue.

J. H. Cote, formerly of Henry Morgan & Co., Montreal, has joined the staff of salesmen of the Canadian Consolidated Rubber Co. in that city.

Thexter Shaw, of Montreal, and C. O. Shaw, of Huntsville, were in Toronto recently on a visit to the local branch of the Anglo-Canadian Leather Co.

F. W. Knowlton, of Montreal, Canadian manager of the United Shoe Machinery Co., was in Boston, Beverly and other centres last week on business.

The C. E. McKeen Shoe Stores Co., of Vancouver, who now conduct three successful stores in that city, are



opening a new establishment in Victoria, B.C., which will be under the management of W. W. Ingledew, who has been in charge of No. 1 store in Vancouver.

J. B. Buchanan has opened a new shoe store in the Kelly Building on King street, St. Stephen, N.B. The premises are attractive and well laid out.

Charles McColgan, shoe dealer, of Quyon, Que., passed away last week. He had been in business for several years and was a successful merchant.

J. A. Adams, of Rideau Shoe Co., Montreal, has returned from a week-end fishing trip to the Nominiguc district. Mr. Adams reports fishing mighty good.

H. A. Beatty, sales manager of the Slater Shoe Co., Montreal, and managing director of Booteries, Limited, was in Toronto last week on a business visit.

Samuel Harewich, of 175 Lappin avenue, Toronto, dealer in dry goods and boots and shoes has assigned. The assets and liabilities are about \$3,000 each.

W. E. Short, Western Canada representative for the Kingsbury Footwear Co., of Montreal, who has been on a successful business trip to the Coast, has returned home.

John Hutchison, superintendent of the Breithaupt tannery, Penetanguishene, Ont., was in Toronto last week on a visit to his son, L. B. Hutchison, of the Kaufman Rubber Co.

J. Moore, who was in the shoe business in Moose Jaw for some time has removed to Toronto and taken a position on the road for the Fraserville Shoe Co. of Fraserville, Que.

Wm. Garside, of Toronto, who has been spending the past few months in California, in company with Mrs. Garside, returned home last week via Vancouver and Winnipeg.

W. J. Henry, manager of the Royal City Shoe Store, Guelph, who has been seriously ill for some time has been spending some time at Waterford and is now on the road to recovery.

Among out of town shoemen in Montreal recently were: Joseph Kidd, manager of the R. Neill Shoe Store, Peterboro, Ont., and Mr. McPherson, manager of the Neill Shoe Co., Brantford.

W. S. Louson, general sales manager of the Ames-Holden-McCready, Limited, Montreal, spent a couple of days in Toronto this week with Charles Bonnick, manager of the Toronto warehouse.

Gordon A. McClelland, who has been with H. Megginson, shoe retailer, Sault Ste. Marie, Ont., has taken up his residence in Toronto. He was for several years with R. Neill, of Peterboro.

W. H. Willis, shoe retailer, of Wingham, has taken over the agency of the Dominion Express Co. and the C. P. R. Telegraph Co. in that town, which he is running in connection with the footwear line.

J. S. Ashworth, of Toronto, representative of Sir H. W. Trickett, slipper manufacturer, Waterfoot, England, left last week on an extended trip to the Old Country, accompanied by Mrs. Ashworth and child.

J. Wiesel, shoe dealer, 243 Union street, St. John, N.B., is making several changes in his store which greatly add to its convenience and attractiveness. He spent a few days recently in Montreal on business.

John Townsend, who some time ago embarked in the wholesale shoe line in Hamilton, is doing a fine business and showing some very smart samples in both men's and women's wets which are taking well with the trade.

D. J. McDermott was in Boston, Lynn and other American shoe centres recently. He reports conditions as being extremely quiet, especially in Lynn, where the shoe trade as a whole is in a rather stagnant condition.

F. J. Barry, late of the lasting department of the United Shoe Machinery Co.'s office, Toronto, has started in the shoe repair business at 797 Gerrard street east, Toronto, and has installed a 22 foot model N. Outfit with stitcher.

A. S. Many, late of George G. Gales & Co., Montreal, and formerly of Sherbrooke, Que., where he was engaged

with J. A. Wiggett & Co., has been appointed city traveler in Montreal for the Slater Shoe Co. He succeeds G. J. Trudeau, who recently resigned.

E. Franks, Geo. Northcott, L. A. Whitley and N. Musgrave, who represent the interests of the Ames-Holden-McCready, Limited, in their respective territories in Saskatchewan and Manitoba, visited Winnipeg last week.

A new trunk and leather goods store has been opened in the Scroggie Block, Montreal, by Thos. F. Moran. The store is in a very advantageous position, being on Windsor street, just off St. Catherine street, and within a couple of blocks of C. P. R. and Grand Trunk stations.

G. J. Trudeau, of Montreal, was in Toronto this week on a visit to his brother, A. R. Trudeau, of the Brockton Shoe Co. G. J. Trudeau has been appointed Canadian representative of W. H. McElwain Co., of Boston, and has opened an office and sample room on St. Catherine street east, Montreal.

D. D. Hawthorne, of Toronto, who has been ill for some eight months, is making very good progress toward permanent recovery. He has been able to pay an occasional visit to the warehouse during the past fortnight. He is gaining in strength slowly, but surely, after his long and trying indisposition.

The London Shoe Co., of London, have issued their annual catalogue which is more comprehensive and attractive than ever. The publication is liberally illustrated, has thumb index and contains a fund of valuable and helpful information. It is a convenient reference work and is well printed on heavy coated paper.

There is a movement on foot to have all the wholesale shoe houses in Toronto close every evening during the summer months at five o'clock. The proposition to close at this hour was opposed by some jobbers, but it is likely that a compromise will be effected and the hour of five-thirty definitely agreed upon.

Sloan Bros., shoe merchants, Montreal, have completed removal to their new store in the Guy Block, St. Catherine street, and state that they feel they will be able to serve their customers much more satisfactorily than in the old shop. The store is much larger and has many more modern conveniences. It also possesses a fine show window.

The Brockton Shoe Co. will, on June 1st, open a new store at 440 St. Catherine street west, Montreal, in the premises recently occupied by Casselman & Thompson, whose lease they purchased for \$11,000. T. R. Trudeau, who is expected home this week from California, where he and his bride have been spending a few weeks, will be manager of the new store.

Several shoe retailers in Toronto are closing their stores every Wednesday at 12 o'clock and giving their employes a weekly half-holiday. It is expected that this arrangement will continue through May, June, July and August. Among the leaders in this movement are the St. Leger Shoe Co. and the McCall Shoe Co., each of whom operate four stores in the city, and a number of other retailers.

There was an exhibition for the last week in the Owl Shoe Store, Toronto, one of the most remarkable pairs of shoes ever seen. They were made by the Cook, Fitzgerald Co. from a special last and about size nine in length and nearly as broad as they are long. The pair of feet which they will enclose are the most remarkable in contour of any that the store has ever been called upon to fit.

T. Davis, who recently opened an attractive shoe store at 862 Bloor street west, Toronto, is doing a large trade. Bloor street west is rapidly becoming one of the liveliest business sections in the city as is evidenced by the fact that no less than seventeen stores have been erected during the past few months at the corner of Brock avenue while at various other points many fine blocks are in course of construction.

There is a lively demand reported by jobbers for all kinds of white footwear and the coming season promises to

be a brisk one in white buck, poplin canvas and other lines. The sale of men's oxfords in tan and gun metal is encouraging, while in the line of women's goods gun metal, tan and suede pumps are having a strong call. In button boots patent leather with cloth or kid tops are the biggest sellers in the city trade.

Miss Gerrish, daughter of W. E. Gerrish, of Malden, Mass., who is the Canadian representative of the P. J. Harney Shoe Co., was married on April 30th. There were about two hundred friends present at the wedding. The ceremony was performed in the Congregational Church, a reception being held in the evening from eight to ten o'clock. The popularity of the bride was attested by a large number of handsome presents.

G. J. Scott, of Toronto, who has returned from a business trip to the prairie provinces, has been appointed Western representative for the house of P. Jacobi, shoe store supplies, Toronto. He will cover the ground which was so ably looked after for many years by the late Robert Rogers. Mr. Scott has had an extended experience on the road and brings to bear on his new position a wide connection and a successful sales record.

The annual convention of the Saskatchewan Retail Merchants' Association was held in Regina last week. Over five hundred delegates attended. It was decided to hold the next annual gathering in Moose Jaw. The following officers were elected for the coming year: President, J. F. Bole, Regina; first vice-president, T. J. Agnew, Prince Albert; second vice-president, W. W. Cooper, Swift Current; secretary, H. J. Robinson, Saskatoon.

H. E. Wettlaufer, of C. A. Ahrens, Limited, Berlin, has returned from a successful trip throughout the Western Provinces. He is one of the bowlers who will leave on June 5th with the seven rinks from Ontario for Great Britain, and spend several weeks abroad, during which competitions will be held with several leading clubs in the Old Country. John Wood, of Wood Bros., St. Catharines, is another member of the group who expects to have an enjoyable time on the English greens.

Among the dealers in boots and shoes who were in attendance at the annual meeting of the Retail Merchants' Association in Toronto were: R. Allen, Dresden; R. A. Brown, Coldwater; J. R. Burn, Janetville; R. C. Braund, Peterboro; W. C. Bartlett, Toronto; W. J. Bartlett, Brampton; G. R. Christie, Aylmer; W. H. Chalk, Clarksburg; J. J. Givins, Udney; Robt. J. Garrett, Campbellford; A. Hunsberger, Baden; G. T. Hamilton, Galt; J. W. Hunter, Holstein; Jos. Johnson, Toronto; F. Kibler, Berlin; W. H. Kidd, Indian River; W. K. Loth, Milverton; A. Many, Welland; George Philip, Brougham; A. Winger, Elmira, and S. F. L. McMurty, Midland.

Geo. G. Gales & Co., boot and shoe merchants, have opened their handsome new branch store at No. 293 St. Catherine street east, near St. Denis street, Montreal. The furnishings are rich mahogany and white enamel, the entire arrangements being carried out in a most artistic manner. All that is new and good in the latest ideas of shop arrangements have been introduced, and in all ways the new store is well fitted to represent the standing of the company. This new shop marks an important era in the annals of the company, and indicates that they have gone into the eastern section of the city to serve the public there with the maximum amount of shoe comfort, combined with efficient service and competent salesmen. All the different styles of shoes carried in the west end store of Geo. G. Gales & Co. are on display at the new branch.

#### DEATH OF PIONEER SHOEMAN

A veteran figure in the shoe world passed away last week when John Damer died at his home, 133 Westminster Ave., Toronto. He was eighty-two years of age and for a great many years had resided in Toronto. In company with his brother William, he started manufacturing shoes in Stratford, Ont., about 1865, and three years later removed to Toronto, where they continued business in the shoe-

making line. In 1870 they were joined by J. D. King, and a year later by Charles Brown. The firm became known as Damer, King & Brown. William Damer retired. John Damer remained for a couple of years longer, and upon his withdrawal the house was known as King & Brown and afterwards as the J. D. King Co. William Damer, for some time conducted a shoe factory at the corner of King and York St., Toronto, on the site now occupied by the Palmer House. His brother John was also interested in the business. The latter ran a retail shoe store on the south side of King St., near Church, until the early eighties, when he retired. It may be mentioned that William Damer went to Buffalo, after going out of the manufacturing business in Toronto, and died in that city about eighteen years ago. With the passing of John Damer a pioneer shoeman is removed from Toronto, but the name is still prominent before the public, two of his sons being engaged in the trade. They are John, of Damer, Lumsden & Co., wholesale shoes, Vancouver, B.C., and William G., traveler for F. J. Weston & Sons, Toronto. Another son, Warnett, of Toronto, and a widow survive. During his business career Mr. Damer made many friends, and his death at a ripe old age removes another of the rapidly departing links that bind the present to the past.

#### Breezy Notes from Quebec

E. R. Lewis, of Toronto, was in Quebec last week on business.

J. H. Begin, shoe jobber, has removed to his new building on Crown street.

The shoe trade in general is very good and manufacturers are getting busy on fall runs.

Gustav Garant, tanner, of St. Marie de la Beauce, was in Quebec during the past few days.

Duchaine & Perkins are now turning out about 200 cases a week and have just completed their spring orders.

Fred Pageot, of Ancienne Lorette, will start manufacturing shoes, making a specialty of infants' and school children's lines.

Mr. Gendron, president, and Mr. Langlois, manager of the Laurentide Shoe and Leather Co., Grand Mere, were in the city last week.

The many friends of Art Richard, of Richard & Frere, manufacturer's agent, will sympathize with him in the loss of his four-year-old daughter.

O. Blouin, son of Paul Blouin, maker of hand-made moccasins and fishing boots, has opened an attractive shoe shine parlor next to his shoe store.

Louis Deschenes, shoe retailer, who has had his store in the Quebec Bank Building has removed his stock to the premises formerly occupied by A. Binet.

D. Gauthier, brother of the late Louis Gauthier, who was foreman in the cutting department of the L. Gauthier Co., has resigned and will open a shop for the making and designing of all kinds of shoe patterns.

L. Duchaine, shoe manufacturer, has moved into his new factory, formerly occupied by the James Muir Co., Limited, who occupied it during 18 years, previous to their removal to Maisonneuve. Mr. Duchaine is installing several new and up-to-date machines and will increase his output of shoes. He expects to produce about 100 cases a week.

Among the visitors in the city during the past few days have been: H. Bonner, of the Bonner Leather Co., Montreal; John Cosgrove, of the Atlas Blacking Co., of Brockton, Mass.; L. B. Brockway, of C. L. Hawthaway & Sons, Boston; L. S. O'Dell, of Fisk, Limited, Montreal, and H. Parker, of the Dominion Supply Co., Montreal, who went down to the Maritime Provinces in the interests of the company.



### SPENT FORTY-SIX YEARS ON ROAD

After forty-six years of consecutive connection with the shoe trade, spent principally on the road, W. J. Webster, wholesale shoes, 60 Victoria Square, Montreal, has retired. This veteran traveler and jobber has covered the Dominion many times from the Atlantic to the Pacific. His favorite territory, however, has always been Ontario. His first rip was made in 1866, for Brown & Charles, of Montreal,



who were pioneer shoe manufacturers. In the over two score years and a half that Mr. Webster has been connected with the footwear interests he has been in business nearly all that time for himself. His successors are his son, W. Davidson Webster, and G. W. Charles, late of Kingston, who are trading under the style of Webster & Charles. Mr. Webster has always been a genial and companionable member of the trade and is widely known. He is a crank on one subject and that is in the matter of better hotel accommodation. He says that what some travelers have to put up with in several of the towns and rural centres is nothing short of a scandal, and it would add much pleasure to the life of commercial men if landlords devoted more attention to clean beds, well kept rooms and well cooked food instead of centering their thoughts so much on the bar. Numerous friends will wish Mr. Webster many years of health and happiness during the evening of a very busy and useful life.

### IT PAYS TO BE A SHOE CRANK

"Oh, yes," remarked a leading shoe man to the *SHOE AND LEATHER JOURNAL*. "I am called a fool, a crank, and a bigot—all kinds of charges are hurled at me. They say that I do not know shoes or leather, that I am punctilious and pernickety, and all that sort of thing, but I can stand it. It pays to be a crank in some cases. For instance, here are some children's shoes that have just come in. They are patent, ankle strap pumps. The firm that have made these, get the reputation of being very careful and conscientious, and I ordered for spring delivery, thirty dozen pair lots. My clerk and I have had to go over each pair. In one lot, there was something wrong with each one, while in others, two or three or more pairs have been badly stitched, cut, cracked, doctored up or otherwise neglected. How they ever passed the factory inspector, I do not know. Possibly because the manufacturer in nine cases out of ten get away with this sort of careless and untidy work, but he cannot do so with me. I pay whatever price

is asked, but the goods have got to be up to the mark in material, finish, and workmanship. The stitching, trimming and other points have almost driven me mad. Yes, sir, even in the dark I can tell if a patent leather shoe has been 'doctored up.' How do I do it? Why, by the smell. There is a certain pungent odor about the liquid applied, that, when you get it near your nose, it is plainly revealed that cracks and other defects have been covered up. Patent leather itself, carries no distinct odor, but some of this 'dope stuff,' as I call it, you can detect, even at midnight."

### STICK TO CANADIAN TRADE

John T. Tebbutt, of the Tebbutt Shoe and Leather Co., Three Rivers, Que., in reference to the proposed new Democratic Tariff Bill, says, "For myself, I know I can sell my Doctors and Professor lines, and also my sporting shoes with steel toes, across the border. I do not think, however, that Canadian houses need endeavor to sell goods there as the demand in this country is all our factories can handle. I do not believe there is any market in the United States for Canadian goods, as in men's and boys' lines our shoes have more leather and are better wearing than American lines. Canadian trade is the best for Canadian houses. Export business is usually done at such a close margin of profit that it often results in loss. I have sold Canadian shoes all through Great Britain and also in the United States, but I like our own trade best."

### COMES WITH FINE RECORD

Chas. H. Holmes, who has taken full charge of the manufacturing of women's fine shoes with Getty & Scott, Limited, of Galt, is a thoroughly experienced shoemaker and has held a number of important positions. His first responsible position was as foreman of the making room with Charles Tenney & Son, Stoughton, Mass., makers of men's fine shoes. In 1898 he went West and joined the Tenant Shoe Co., St. Louis, Mo., makers of women's fine shoes. He was with that firm nine years as assistant super-



intendent. From there he went to Elgin, Ill., to take charge of the Selz, Schwab & Co.'s factory, who turn out women's medium and fine shoes. He remained with that concern six years until April last, when he came to Canada to assume his present duties. He considers the firm of Getty & Scott the most progressive of any he has ever been connected with, and says that their factory is well equipped with the most up-to-the-minute methods for producing high grade shoes of satisfaction, class and durability.



# SHOE FACTORY NEWS.

Jas. Keaney, of the Slater Shoe Co., Montreal, was in Boston recently on a purchasing trip.

Mr. Fortin, of Jackson & Savage, Limited, Montreal, was in Boston last week on a business trip.

The U. S. Rubber Co. earned 7.46 per cent. on its common stock for the year ended March 13th, 1913.

Joseph King, superintendent of the Regal shoe factory, Toronto, has returned from spending ten days in Boston.

The Downing Shoe Co., of which W. G. Downing is the chief promoter, have decided to erect their new factory in Brandon.

Henry C. Durgin, superintendent for Sterling Bros., Limited, of London, Ont., for some years, has resigned his position and will take a prolonged rest.

H. E. Burnham, formerly with the T. Sisman Shoe Co., of Aurora, has gone to Vancouver, B.C., where he has taken an important position with the J. Leckie Co., Limited.

The contract for the extension of the factory of C. A. Ahrens, Limited, has been let and will be 65 x 45 feet, four storeys high. When completed the capacity of the factory will be doubled.

Among the representatives of last manufacturers calling on the Toronto shoe trade recently were F. Lamport, of John Pell & Son, Newark, N.J., and Joseph Daetsch, of the Stewart & Potter Co., New York city.

Horace Foster, for several years a highly respected official of the Williams Shoe Co., Brampton, died recently in that town after several months illness. Mr. Foster was a well known Sunday school and temperance worker and is survived by his wife and one daughter. He was fifty-six years old and a former resident of Clinton.

The Philadelphia correspondent of Hide and Leather says: "W. W. Beardmore and wife, who have been for some time in the East, left here this week to visit tanneries in the Middle West, combining business with a pleasure trip. Mr. Beardmore is a son of W. D. Beardmore, of Beardmore & Co., Toronto.

It is expected that the new factory of E. T. Wright & Co., which is being erected in St. Thomas, Ont., will be ready for occupancy in July next. There will be two units, each with a capacity of 1,000 pairs per day. The units will have four floors and a basement, being built of brick and cement and construction will be of the most approved factory type.

Goodrich Rubber Co. have acquired from the Ontario Power Company title to a large tract of land on the Chip-pawa Creek, Ont., a mile from its mouth, on which it proposes immediately to erect a large factory building, or cluster of buildings. The company, it is stated, will within a year have at least 1,800 hands employed in the various departments.

The Milton Shoe Co., with headquarters at Milton has been granted a charter, with \$100,000 capital. The incorporators are James W. Blain, Edwin F. Earl, M. Mills and E. Burnett, of Milton, and Walter L. Elliott, of Nassagaweya. The company has acquired the shoe manufacturing business conducted in Milton for some time under the name of Williams & Son.

The John H. Cross, Co., shoe manufacturers, of Cambridge, Mass., assigned last week for the benefit of creditors. The liabilities are placed at \$300,000, while it is stated that the assets will be in excess of that amount. It is understood that the assignment was made to straighten out the com-

pany's financial affairs preparatory to a re-organization. John H. Cross, of Lynn, is the head of the company.

Gourlay & Fogelberg, Limited, have been incorporated to manufacture and deal in shoes, rubbers, etc. The headquarters are in Berlin and the capital stock is \$100,000. The incorporators are Alex. G. Gourlay, S. A. Gourlay, V. F. Gourlay and Jas. B. Gourlay, all of Galt, and Charles Fogelberg, of Toronto, late of Galt. A factory will be erected by the new company in Berlin.

The Boston Last Co., of Richmond, Que., has introduced a novel idea relative to doing business with European shoe manufacturers, especially those who are in a position to compete with American manufacturers in style and fit. This concern has prepared a neat and attractive style service which consists of a number of actual photographs of its latest and most popular lasts and shoes which have been made up on these lasts. These photographs are passed in an album.

J. T. Tebbutt, of the Tebbutt Shoe and Leather Co., Three Rivers, Que., has returned from a highly successful business trip visiting all the important cities and towns between Port Arthur and Vancouver. He says the progress of the magnificent West is nothing less than marvellous. Mr. Tebbutt, speaks in the highest terms of the country and the satisfactory results of his visit.

The new factory of the Galt Shoe Manufacturing Co., of Galt, Ont., is practically completed. It is four storeys high, with basement, and it is expected that the company will occupy their new quarters early next month. The building is of brick, 50 x 100 feet in dimensions, and will afford the company facilities for the output of one thousand pairs a day and furnish employment to one hundred and seventy-five hands. E. C. Getty is at the head of the Galt Shoe Manufacturing Co., which began business over two years ago and has made rapid progress.

The Made-in-Canada exhibition train, which left Montreal on May 13th, was in Toronto this week on the way to the Canadian West, where all the principal centres will be visited during the next few weeks. The train consists of some fourteen cars and among the shoe manufacturers who have exhibits are, Ames-Holden-McCreedy, Limited, Montreal, who have a varied and complete range of footwear. Their exhibit is in charge of Robert Angus. The John McPherson Co., of Hamilton, who had a shoe display last year on the train are again represented.

Harold K. Hayward has taken a position as foreman of the lasting and Goodyear rooms of Getty & Scott, Limited, Galt, and will enter upon his duties next week. He succeeds James Hoolihan. Mr. Hayward has been seven years with the United Shoe Machinery Co. in the Goodyear department. Beginning in Lynn, Mass., he later spent two years in the Montreal office while the last four have been spent in Toronto. He was for a number of years in the employ of leading shoe factories in St. Louis, Rochester and other cities and is thoroughly well qualified to undertake his new duties.

The strike of the employes of J. W. Hewetson Co. shoe manufacturers, Toronto, was amicably settled last week and all the employes have returned to work. There have been rumors that the factory would be removed to Montreal, Brampton and other places. The lease of the present premises of the company at 88 Teraulay street, Toronto, expires in May next and the floor space is too limited to permit of needed expansion. Mr. Hewetson says that nothing definite has been decided regarding his future location and no



decision will be arrived at for some time yet. The firm may erect a new factory at the corner of Dundas street and Golden Gate Ave., where they own a site of 130 feet frontage.

In point of number, commercial failures in the Dominion of Canada during the first quarter of 1912, according to R. G. Dunn & Co., made a favorable comparison with the same period of recent preceding years, but, owing to few defaults of unusual size, the aggregate liabilities were the largest since 1908. Total insolvencies in the three months just ended numbered 408 as against 429 last year, 367 in 1911, 426 in 1910, and 425 in 1909; while the \$4,939,061 of indebtedness involved compared with \$3,120,015 in the previous year, \$2,876,705 in 1911, \$4,021,584 in 1910 and \$4,814,627 in 1909. In 1908 (the after-panic year) there were no less than 512 reverses for \$5,036,903.

In reference to the proposed new shoe factory in Sydney, C.B., the Industrial Committee of the Board of Trade says: "A boot and shoe factory properly organized under capable management and with sufficient capital should meet with financial success. The market for pit shoes is probably the largest in Canada. Our city council has offered generous encouragement in the shape of exemption from taxation and a minimum water rate. All the boot and shoe factories in our province are doing a prosperous and steadily increasing business, and there is no apparent reason why such an industry should not meet with the same success."

A Montreal despatch says: With liabilities amounting to \$105,058, and assets \$86,756.94. Mr. Justice Guerin granted a winding-up order of the Kirvan-Doig Company, Limited, boot and shoe manufacturers, on the petition of Mr. Peter A. Doig, vice-president and treasurer of the company. The firm was incorporated on April 5th, 1910, with a capital of \$50,000. From May 1st, 1910, until March 31st, 1913, it lost \$13,301.06. The assets at present are \$86,756.94, of which \$10,000 is for good-will; \$10,320, value of machinery; \$19,000 merchandise and material, and \$13,607 accounts receivable. Amongst the liabilities are: \$48,679 bills payable, and \$39,000 capital stock issued. Mr. Alex. Desmarreau was appointed liquidator.

A recent message from Washington reads: Americans, with the possible exception of the barefoot boy, are to-day walking around on not less than 12,000,000 pounds of glucose and Epsom salts, which constitute adulterants in sole leather. The assertion is made by the Department of Agriculture, which has just concluded investigations of the leather industry and has issued a circular entitled "The composition of the sole leathers." The adulterants add nothing to the wearing value of the leather, says the department, and where present in a large quantity may shorten the life of the leather. "Sixty-three per cent. of the leathers examined were weighted with glucose, with Epsom salts, or with both," according to the findings of the department's experts. The results obtained indicate that not less than 12,000,000 pounds of glucose and Epsom salts are sold annually to the American people. "The loading" is done to increase the marketable weight of the leather.

A despatch from Montreal, dated 10th, says: Interest in the unlisted market was stirred to an unusual extent to-day through the sudden activity in Ames-Holden-McCready shares. Some foreshadowing of this was given by yesterday's inquiry for stock and a good deal of quiet picking up was done at 17 to 19½, a gain of three points over the preceding day's price, which at 16½ marked the low level for the common. To-day the market opened active and strong and considerable of the stock came out at 20½ to 21½. In the subsequent dealings the price reacted to 20½ and closed at noon at 20¾. The sudden activity appears to be based on the showing in the forthcoming annual statement for the fiscal year recently closed, which, it appears, promises better than was generally expected. In fact, after paying the 7 per cent. on the \$2,500,000 preferred, it is reported there will be a showing of approximately 2 per cent. on the \$3,500,000 common stock. The preferred stock was not nearly so active as the common, but it was much stronger at 79¼, compared with 77½ yesterday.

## NEW SHOE FACTORY UNDER WAY



Work has started on the new factory of the Snedcor and Hathaway Co. in Tillsonburg, Ont., who were recently granted by that town a free site and a loan of \$25,000 for a period of ten years. The building will be 100 feet long and 45 wide, four storeys high, and will be located upon Broadway, the main street of the town. The company will make a fine line of men's and boys' Goodyear welts

and expect to find a promising field for their goods in Canada. Snedcor and Hathaway Co., who come from Detroit, have been in operation for over thirty years and have enjoyed a good trade with the jobbers on the other side of the line, but just how they will market their product in Canada has not yet been decided. G. J. Murdock is the energetic and wide-awake President of the company. He is thirty-five years old and has had twelve years in the factory and on the road, so that his insight covers both the making and selling of shoes. Mr. Murdock expects to have a complete staff of practical workers in all departments just as soon as the company are ready to begin operations, and, in the meantime construction on the factory will be pushed as speedily as possible.

## SPEAKS GOOD WORD FOR CANADA

Robert Wilson maintains salesrooms at 612 Baltimore Building, Chicago, whence he travels out to Canada with the men's fine shoe line of the Walker-Whitman Co., of Boston, Mass., says the Boot and Shoe Recorder. He left about a fortnight ago for a six weeks' trip which will include Ontario, Winnipeg and Manitoba. Mr. Wilson was one of the founders of the Chicago Shoe Travelers' Association, which fact would brand him as a "live wire," even if we didn't know his sales record. Regarding the peculiarities in selling the Canadian trade as contrasted with the American, he said recently:

"I doubt if any shoe salesman could go into Canadian territory and make a really profitable first trip. The Canadian retailer hesitates to buy from a man until he knows him personally, but after you once do get a wide acquaintanceship, things run pretty easily. Retailers across the northern boundary place orders that are worth while. To-day they are almost to a man keeping up the quality of their goods and getting higher prices than ever for them—this notwithstanding the fact that I have to charge more for my goods now.

"One thing that makes it easier for the Canadian retailer to do this is because general business conditions there are just now more flourishing than they are here. Everything is booming. There is plenty of money in circulation. The city man and the farmer alike seem to be feeling good.

## A POPULAR YOUNG SALESMAN



One of the most popular young travelers in Ontario is Walter Harold Budreo, who for the past seven years has represented the firm of Blachford, Davics & Co., of Toronto, in north-western Ontario. Previous to going on the road he was employed in the warehouse for about two years. Mr. Budreo was born in Alliston, but moved with his parents to Ottawa several years ago, where he was educated. He took an active interest in all sports and was a hockey enthusiast. He is a close student of styles and by his straightforward manner and cheerful disposition, has won many friends in the trade. He is a brother of J. C. Budreo, shoe retailer of Queen St. W., Toronto, and resides at 47 Springhurst Ave., Toronto.



### DEPARTMENT OF TRADE NEEDED

The Retail Merchants' Association, Ontario Division, held a very successful and well attended convention in Toronto on April 29 and 30, in Massey Hall. President J. C. Van Camp stated that the chief aim of the association is to protect in every possible way the interests of the retail class, and this could only be done by having ready when it was wanted an organization that could act immediately and equipped for all emergencies.

"Another matter I would like to call the attention of the members to is the lack of facilities possessed by the Ontario Government to give information on the commercial conditions of the Province. Another important matter which I think should be carefully considered by this board is the desirability of pointing out to the Ontario Government the need for more time from date a bill which concerns commercial matters is read the first time and the time it receives its third reading. Ontario is a large Province and there are some important commercial matters that are introduced, either as new legislation or amending some previous act, and when not sufficient time is given to enable the merchants to properly understand them, an injustice may be done or unnecessary opposition may arise."

A resolution passed urged the Province of Ontario to provide a department of trade with a Minister of Trade presiding over it.

The officers elected for the year 1913 are: President, E. C. Matthews, Toronto; First Vice-President, Ald B. W. Ziemann, Preston; Second Vice-President, G. B. Ryan, Guelph; Treasurer, N. C. Cameron, Peterborough; Secretary, E. M. Trowern, Toronto.

An interesting address was delivered by Hugh Blain, wholesale grocer, Toronto, in which he condemned the co-operative store and made some reference to the high cost of living. "Periodicals," said Mr. Blain, "accuse the retailer and wholesaler as the cause of the high cost of living. I believe they are unjustly, unauthoritatively blamed." He maintained that it was entirely due to the conditions of the present age.

"Millions of dollars are added to the expenditure of the producer and consequently the consumer through extensive advertising, unnecessary and elaborate packages, together with excessive delivery.

"People to-day," said the speaker, "will not even carry home a ten-cent package," when commenting on the latter cause. "This has to be added to the cost of the article."

Co-operative stores were emphatically condemned by Mr. Blain, and he stated that his house would refuse to supply them. However, he conceded the right to the wholesaler to sell to whomever he pleased if he thought that person to be working for the best interests of the consumer. He did not believe this to be the case with the co-operative store.

### HOW TO BOOM REPAIR SHOP

The following interesting communication has been received:

Sir,—The writer notices in your issue of April 15th an article on shoe repairing methods and comparing them with shoe retailers.

It is quite true that the retailer, in some cases, will have more system in his work than the repairer, but it does not always necessarily mean that the retailer will get a wider margin of profit than the repairer.

Referring to the second paragraph of your article, which states that the average retailer will run charge accounts, I may say that the average retailer may run charge account, but it is quite unnecessary and absolutely ridiculous to my mind for a shoe repairer to charge accounts, as suggested. I say emphatically that the shoe repairer giving credit will not broaden out his market, but will more likely help to ruin his business. What customer having his shoes soled and

heeled every two months at a cost of \$1.25 needs credit? I should imagine it the height of folly for a customer to ask credit under such conditions. He would be a very poor man, indeed, who would need an account for such a small amount as 75 cents or \$100 per month for shoe repairing. One of the reasons why shoe repairers should not give credit is not because the profits are not large, for the profits are very fair. The reason is, a repairer is butting up against labor, but a retailer only butts up against his sales. By this I mean that a shoe repairer can only earn a stipulated sum of money by working for it, but a shoe retailer could earn a week's salary in half a day if he could get the customers into the store.

Referring to the fourth paragraph, re the advertising, it was always my method (and one which I found very successful) to distribute a certain number of circulars from door to door every month, regardless of the amount of business I was doing. If I were slack the circulars would go out; if I were busy they went out, thus keeping my name always before the public at regular intervals. Then I would always have my own name stamped on every repair job, and I regularly advertised in local church magazines. These methods were always very successful, and I think about all the advertising that is necessary, because it embraces the immediate vicinity of the shop. The next best method of advertising is to always use good quality of leather, and get the repairs done on time as promised, not a day after. A progressive shoe repairer would advertise stipulated prices for his work, and stick to them. He should have a clean shop, clean windows, and the men wearing clean coats at their work.

These are just a few suggestions that I found successful in my own business in the past, and they are ones that help make a progressive and successful shoe repairer.

Yours truly,

GEO. E. GIRLING.

Edmonton, Alta., April 24th, 1913.

### SHOE WORKERS TO MEET IN MONTREAL

The eleventh convention of the Boot and Shoe Workers' Union, will be held in Montreal next month, beginning on June 16, and continuing for several days. The basis of representation is one delegate for each union and one additional delegate for each two hundred members or majority fraction thereof. John F. Tobin, of Boston, is the General President, Collis Lovely, Vice-President, and Charles L. Baine, Secretary-Treasurer. The headquarters of the Association are 246 Summer Street, Boston, and among the members of the General Executive Board is Z. Lesperance, 784 St. Catherine Street East, Montreal. Two years ago the convention was held in St. Paul, Minn., and the forthcoming gathering gives promise of being the largest and most harmonious of any ever held by the shoe workers in North America. The Montreal Local Unions have appointed the following committees of arrangements:

President of General Committee, Joseph F. Barbeau. Secretary, Cleophas Thibault.

Finance Committee: Z. Lesperance, J. O'Reilly, Chas. McKereher, substitute G. M. Dechene.

Subscription Committee: Z. Lesperance, Geo. Duval, C. Bilodeau, A. Riel.

Committee on Printing: A. Leblanc, P. Hebert, C. Thibault.

Amusement Committee: Cleo. Thibault, L. Thibault, G. Duval, C. Bilodeau, Geo. M. Dechene. Communications should be addressed to Cleophas Thibault, 1323 DeMontigny Street, East, Montreal, P.Q.

### A GREAT CENTRE FOR HIDES

One of the greatest centres for the buying and selling of hides and skins in the Dominion is Toronto, and nearly all the large tanneries in the country get considerable of their raw material from the wholesale dealers there.

All of the many big hide dealers of Toronto have travel-



ing buyers continually covering the country and purchasing hides. Each of these men has a certain territory assigned to him, and he covers it every few weeks. The buyers call on their regular customers, the butchers, in the small towns and villages, and get from five to eighty hides from a customer, according to the importance of his business. If there is more than one butcher in the town the buyer has all his purchases bundled together before being shipped.

In the larger towns and small cities the local hide business is generally consolidated in the hands of one dealer, who acts as a jobber, and on whom the traveling buyer calls. Thus the latter's work is largely simplified in the larger centres of population.

The small packing houses, in such towns as Stratford, Ingersoll, Collingwood, etc., also sell to their local dealers, and the latter to the Toronto buyers. The big packing plants like Swift's, Davies', and Gunn's, frequently hold their hides for a favorable market till they have many thousands on hand, but the small men cannot afford to do this.

But not all of the hides purchased are bought through the buyers. Fully 25 per cent. of those shipped to the big Toronto dealers come direct from independent butchers and abattoir men all over the Dominion, from coast to coast. Many of these men are off the regular routes of the buyers, and others ship between the buyers' visits, if they should accumulate an unusually large stock. Hides come in this way to Toronto from all points between Nova Scotia and British Columbia.

#### THE SCARCE SUPPLY OF GOATSKINS

The supply of India goatskins, and the values which are placed on all desirable varieties, are matters of grave concern just now to tanners who use this stock. The shipments to all points from Calcutta are declining, month after month. March was far below February in this respect. Goat meat in India has been advanced to a point probably never before reached for that commodity. This can be due only to reduced supplies of the animals, says Hide and Leather. The outlook, therefore, gives little hopes of increased offerings or more favorable prices. With this in view, some of the big tanning houses are refusing to accept orders after May 1st for glazed kid at lists heretofore in force. There is decidedly more call for goat leather, glazed, dull and patent; and experienced buyers conversant with the facts and situation are contracting for all the leather they can get. Besides, the best leather of the whole year is being made just now. This is a fact known to shoe manufacturers. There is a pretty general disposition to avoid warm weather leather. The season for its production will soon be upon us. An occasional correspondent in Calcutta writes us that the shipments from there have fallen off alarmingly. For instance, the shipments of Patnas the opening week in March were 27,000, compared with 42,000 the preceding week. And so on. Cables this week tell of the closing of all the bazaars because of holidays among the natives. Half a dozen of the big exporting-tanning houses are competing for supplies, and they are putting up, in most cases, in the eagerness of local agents to secure skins, with bazaar selections and bazaar prices. Careful observers say it seems to be a good time to buy glazed kid and who knows but that this leather may become increasingly popular.

#### WOMEN'S TOES BECOME HEELS

A modishly dressed woman walking backward need cause no surprise a few years hence. She may simply have lived so closely in style that she has developed the "new heel," situated where her toes ought to be.

The discovery of the new heel is that of Dr. Max Strunsky, of New York, writing in the current Journal of the American Medical Association. He blames it entirely on high-heeled shoes and finds women would rather continue

to suffer with it than to use common sense shoes, which make the foot look large.

"The anterior arches become prominent and bulge and are covered with callosities," he reports after his examinations of the latest freak. "Not only do the arches perform, under the pressure of additional burden, the function of heels, but they acquire all the characteristics and every semblance of heels."

Dr. Strunsky says women with foot complaint are found almost invariably to have trouble with the anterior arch. He finds the shoes throw the weight of the body exactly where weight was never intended to go.

"The heel is the strongest part of the foot and is constituted to carry the main bodily weight," he writes. "The high-heeled shoes which women wear, however, practically compel them to walk on the heads of their metatarsals. Thus every time they take a step they jam the metatarsal heads on the ground."

"High-heeled shoes compel the anterior arches to assume the function of weight carrying structures or heels. Metatarsal walking increases the size and strength of the anterior arches and changes their flexibility and elasticity, essential to a normal gait, to rigidity."

#### GIDEONS MEET IN JULY

The first international convention of the Christian Commercial Traveller's Association, known as "The Gideons," will be held in Toronto on July 24 to 27. The meetings will be held in the Metropolitan Church which has been given to the Association free of charge for the meetings, and it is expected that one thousand delegates will be in Toronto from all over the continent. Gratifying results of the progress of the association are given out by the secretary, Mr. P. S. Cole. It was said that Bibles were being placed in the hotels rapidly. Very different is the spirit shown now by the hotel-keepers to that years ago, according to the reports. Experiences of a remarkable kind were related by many of those present and the paying of freight upon a parcel of Bibles by a hotel-keeper in Sault Ste. Marie was only one of the many indications of the way the work of the Association is appreciated.

This week London will be richer by 1,000 Bibles which will be placed in hotels there by members of the Association. One hundred and fifty were placed in Fort William hotels two weeks ago.

#### WILL LOCATE IN BERLIN



Charles Fogelberg, of the firm of Gourlay & Fogelberg, Limited, which was recently incorporated with a share capital of \$100,000, and will erect a factory in Berlin, is one of the most widely known shoe makers in Canada. The company will erect a building three storeys high, 150 feet long by 40 feet wide, of brick and stone, and the plans are now in progress. Mr. Fogelberg, previous to taking up residence in the city of Toronto, served in many of the largest and best equipped plants in various cities of the United States, and was for some time superintendent of the Relindo Shoe Co., of Toronto. Later, he held a similar position with Getty & Scott, Limited, of Galt, and now, he is going in business on his own behalf. Mr. Fogelberg is a man of good judgment and high principles, and is most thorough and painstaking in all his work. He has convictions, is not afraid to air them when he feels that he is in the right, and possesses executive ability of a high order. It is understood that the new firm will manufacture high-grade women's McKays, and the industry will be an important contribution to the busy, growing city of Berlin, which is rapidly becoming a leading shoe and leather centre.

**BOUQUET FROM SOUTH AFRICA**

Enclosed please find Money Order for 8s. 6d. covering subscription for year 1913 for the Shoe and Leather Journal, which we find a most bright and instructive publication. Wishing you every success.

Yours faithfully,

W. SMALE & SON.

East London, South Africa, March 7, 1913.

**A TRIBUTE FROM A CLERK**

I have been a reader of the "Shoe and Leather Journal" for a number of years past, while a clerk, Now that I have gone into the shoe business here for myself, having bought the stock of Jas. Twitchell & Son, I find I need it more than ever. Enclosed you will find one dollar as my subscription for the current year.

Respectfully Yours,

H. S. CHAPMAN.

Clinton, Ont.,  
May 2, 1913.

method, it is given attention. No happy-go-lucky policy can be expected to accomplish results. There must be method, system, order and oversight in this undertaking, as well as in every other department of your business.

**CLASSIFIED ADVERTISEMENTS**

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order

EXPERIENCED SHOE CLERK desires position in Western Canada. Capable of managing store; life experience; good stock-keeper and window trimmer; first-class Toronto references. Box 49, SHOE AND LEATHER JOURNAL, Toronto.

FIRST CLASS BOOT AND SHOE REPAIRING Business for sale; all machinery, fully equipped plant, splendid trade all the year round. For particulars write to S. G. Read & Son, Limited, 129 Colborne St., Brantford, Ont.

FOR SALE—Hartford Grader for shoe patterns; new, fine machine, but will sell cheap, as I need the money. Geo. V. Brown, 265 Laval avenue, Montreal, Que.

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, Ont.

**When, Where, How and Why Do You Advertise**

(Continued from page 46)

largely govern the situation. Most retailers believe in some form of publicity. They recognize that it is necessary for them to make themselves known by some form or other, and that every legitimate method goes under the head of advertising. How to obtain the greatest returns with the least possible cash disbursement and what proportion of the total annual income should be expended on publicity are live questions, and a certain amount of judgment must be used, to make a success of the advertising end, just as brains are required to make a success of the business as a whole. Whether publicity is done by mail, through sending out literature, through the newspapers, or whatever other

**A Real Live Firm**

wanted for the sale of our world-renowned Boot and Shoe, Tanning, Currying, Belting and Saddlers' Machinery. Must be thoroughly acquainted with the trade, capable of handling the line in an expert manner and of dealing in large quantities. Only really good and trustworthy firms need apply. Address, giving full particulars, references, selling facilities, direct to the

**Moenus Machine Co., Frankfurt o.M.**

Established 1863 (Germany)

The leading manufacturers of machinery for the whole leather industry. SEVERAL HUNDREDS VALUABLE PATENTS.

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.

**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



Established Over Half a Century



# Our Brands of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole

**EAGLE** Mellow, yet admirably adapted for general work

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better  
Shoe Findings Etc.

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - - ONTARIO

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

### 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

### J. HEFFERING Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

— REPRESENTING —

**Tetrault Shoe Mfg. Co.**  
Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**  
Exclusive Children's Line

**Regina Shoe Company**  
Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock  
PHONE ADELAIDE 370

### TANNING RESEARCH LABORATORY

H. C. REED, Manager

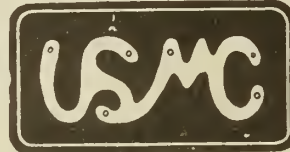
Analysis of Any Material  
Employed in the Tannery

OFFICE, LABORATORY AND SAMPLING ROOM  
227-229 FULTON STREET  
NEW YORK, N.Y.

# 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

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec





John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*



496 St. Valier Street, QUEBEC.

### Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties: Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC

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



P. Cleophas Lachance  
Inventor

### The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

### LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

**ASK FOR SAMPLES**

### LUCIEN BORNE

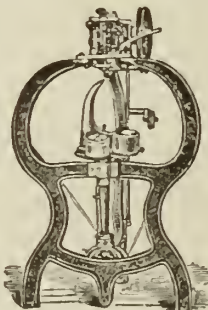
MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC ' 248 Lemoine Street, MONTREAL

INDEX


	PAGE		PAGE		PAGE
Aird & Son.	32	Franks Bryce.	62	Packard & Co., L. H.	15
Ames Holden-McCready, Limited.	25	Gauthier, The Louis Co., Limited.	66	Penman's, Limited.	18
Anglo-Canadian Leather Co.	30	Getty & Scott, Limited.	12-13	Perth Shoe Co.	21
Beal The R. M., Leather Co., Ltd.	63	Harney, P. J., Shoe Co.	8	Plant & Co., T. G.	9
Berlin Trunk & Bag Co.	29	Hartt Boot & Shoe Co., The.	7	Quaker Shoe Co.	33
Bonner Leather Co.	33	Heffering, J.	63	Rideau Shoe Co.	11
Boot & Shoe Workers' Union	Inside Front Cover	Independent Box Toe Co.	32	Ritchie, Jno., & Co.	65
Borne, Luciene.	65	Independent Rubber Co.	26	Robinson, James	19
Brandon Shoe Co.	23	Kieffer Bros.	66	Routier, Luc.	65
Breithaupt Leather Co.	63	Kent & Smith.	32	Solomon & Speilman.	32
Canadian Consolidated Rubber Co.	20	Kingsbury Footwear Co.	6	Staynes, W. H., & Smith.	62
Clarke, A. R. & Co.	3	Lachance & Tanguay.	65	Tanning Research Laboratory.	63
Cleo Shoe Co.	4	Logan Tanneries.	32	Tebbutt Shoe & Leather Co.	24
Cook-Fitzgerald Co., Limited.	16	Marden, Orth & Hastings.	29	Thompson Shoe Co.	27
Corbeil, A.	22	McDermott Shoe Co.	28	Tourigny & Marois.	65
Davis Leather Co., Limited.	5	McKeen Co., C. E.	33	United Shoe Machinery Co., of Can- ada.	10, 20 64, and Inside Front Cover
Dayfoot, C. B. & Co.	33	Miner Rubber Co.	Outside Back Cover	United States Hotel.	32
Dominion Die Co.	66	Moench, C., Sons Co.	14	Young, W. J., Machinery Co.	29
Dominion Sho & Slipper Co.	33	Moenus Mach. Co.	31		
Doyle, Thos. C. (reg'd).	32	Montreal Box Toe Co.	66		
Duclos & Payan.	63	Murray Shoe Co.	34		
Dun., R. G. & Co.	63				
E-Z Walk Mfg. Co.	33				

**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



**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.  
**McKay Sewing  
 Machine**  
 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



THE  
 L. GAUTHIER  
*Surpass*  
 SHOE  
 TRADE MARK  
 MAKERS OF  
**HIGH-GRADE SHOES FOR  
 MEN AND WOMEN**  
 Write us for further particulars  
**L. GAUTHIER & CO. - Quebec**



**YOUR**



**USMC**



**GUARANTEE  
FOR QUALITY**

---

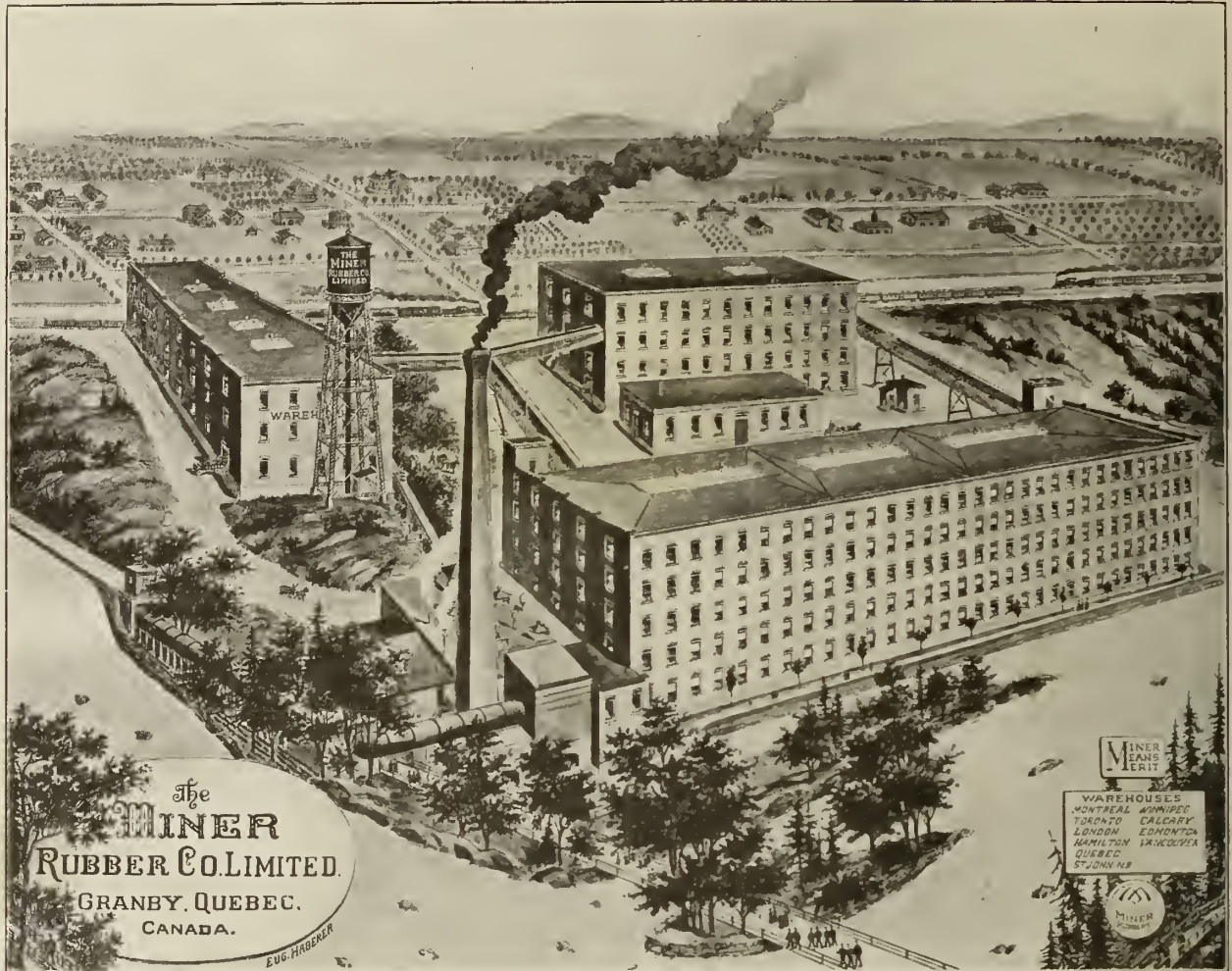
**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

# THE FACTORY BEHIND THE GOODS



Where Miner and Shefford Rubber Footwear is made. Our facilities are unsurpassed, and the workmanship and worth of our products have made for them, during the recent season, a gratifyingly larger sale than ever before in our history.

## THE MINER RUBBER COMPANY LIMITED

GRANBY      MONTREAL      TORONTO      QUEBEC

### Selling Agencies:

Jackson & Savage, Limited, Montreal

R. B. Griffiths & Co., Hamilton

J. M. Humphrey & Co., St. John, N. B.

W. A. Marsh Co., Western, Limited, Winnipeg

F. Maranda, Quebec, Que.

Calgary, Edmonton

Coates, Burns & Wanless, London

Blachford, Davies & Co., Limited, Toronto

Dowling & Creelman, Brandon



# THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

## The Leafy Month of June

A New Kind of Advertising for Shoe Retailers by Means of the "Movies"

\*\*\*

Is Practice of Sending Out Footwear on Approbation Really Necessary?

\*\*\*

How the Shoe Dealer May Capture More Trade from Farming Element

\*\*\*

In What Way Do You Deal with Sudden Requests for Credit—An Experience

\*\*\*

Reasons Why Some Clerks Should Get Broader Perspective of Their Work

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# What do you know about my good In-Stock Department ?

The merchants who really know about my In-Stock Department are the ones who, suddenly finding their stocks in need of certain lines, have given me hurry-up orders. These merchants have found that my In-Stock Department is a live institution—that it is a real help and a certain provider of needed lines—that it is, in fact, just a big reserve stock for every merchant who deals with me.

Now, I want you to know about this department. Not by word of mouth, but by actual experience. I want you to be able to know and appreciate its advantages and its economies.

You look over your stock right now and let me know which lines you are low in. That will serve to introduce you to my In-Stock Department.

## James Robinson

182 - 186 McGill Street, Montreal



FROM COAST TO COAST  
HE IS WORKING FOR YOU



Our poster for 1913 which is being shown on the billboards in every principal town and city in Canada



**THE "NUGGET" POLISH CO. LIMITED**

9, 11 and 13 Davenport Road

Toronto, Ont.



## Real Trade Winners

Doctors' Shoes are real trade winners because they appeal to a class of men who will not be satisfied with any other shoe.

They are extremely easy on the feet because they conform to truly anatomical lines, and being thoroughly waterproof they protect the foot in a manner not possible for the ordinary shoe.

Rain, slush or snow does not bother the man who wears a pair of Doctors' Shoes. He is immune from wet feet and consequent ills.

You can see that shoes with selling points like these must be real trade winners.

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1908 1909  
NON  
PERSPIRO

**The Tebbutt Shoe & Leather  
Company, Limited**

**THREE RIVERS**

**QUEBEC**



## **Full Grain Matt Calf**

**The best leather of the year  
is being made right now.**

*During the months of May and June hide buyers go through the dairy sections picking up all the Deacon skins possible. These skins are shibbed direct to us, and are worked up immediately into full grain matt calf. They make the softest, silkiest matt calf imaginable—as smooth and soft as a glove leather.*

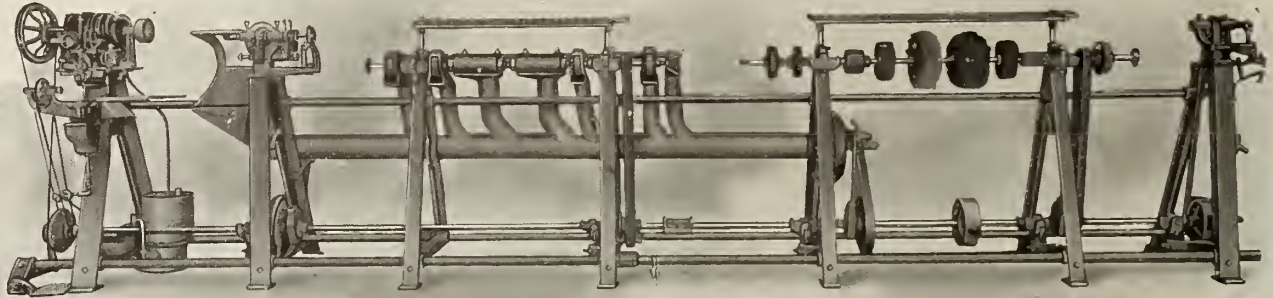
*The very best imported skins cannot be made up into such leather as these Deacon skins, for they have not the peculiar qualities necessary to the making of the best full grain matt calf.*

*Place your order with us now, and be assured of having all this season's matt calf shoes of the very best possible leather.*

*For your lower-priced shoes we can supply a cheaper line that will stand wear equally as well as the full grain matt calf. Ask us for particulars of our Snuffed Grain Matt Calf.*

**Davis Leather Company, Limited**  
**NEWMARKET, ONTARIO**

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# Dorothy Dodd

## How can you distance your Competitor?

**W**HAT is there in your store that your competitor can't duplicate? He gets the same styles, same grades, same prices. Isn't that so?

When you cut your profits for a bargain sale, ten to one he has an advertisement standing in type ready to catch the second edition of that day's paper. You do, don't you?

But if you could have without expense a reserved stock of half a million dollars' worth of shoes and a good percentage of the women of your town working for you, there would be no trouble in doing the shoe business of your town.

Did you ever consider that that is exactly the proposition which the right trademarked shoe offers?

Take the DOROTHY DODD shoe—its style, fit, wear and satisfaction are as near 100 per cent. as is humanly possible to make them, and that is all any shoe can be, named or un-named.

It carries an average of 33 per cent. profit on the selling price for the retailer—all any live merchant asks. What is more, you get the proper price **without question.**

We stamp the DOROTHY DODD shoe with the odd price that carries your full percentage. That puts it up to us—removes from the customer's mind **any** question of your being responsible for the price she pays.

It enables you to do the biggest business

on the smallest investment (which means better net profits).

We carry half a million dollars' worth of stock in season ready for instant shipment, practically a part of your reserve stock. Moreover, we advertise, and have been advertising for years, to make the consumer do her part—to tell her what the shoe is and why she should buy it.

In every city there are hundreds of ready-made customers for DOROTHY DODD shoes. All these can be tied to **your** store.

Don't forget that what we offer you is an **exclusive** agency.

In the DOROTHY DODD name and reputation you have a feature that your competitor cannot meet, and isn't it just the exclusive features that make one store stand out above another?

Put it over.

A postcard will bring catalog, sample trunk or salesman.



### DOROTHY DODD SHOE CO.

101 Bickford Street, BOSTON

Branch "In Stock" Departments

NEW YORK CITY

CHICAGO

248 Duane St.

308-312 So. Jefferson St.

ST. LOUIS

1424 Washington Ave.

If agency is desired, please write our Canadian Representatives, W. M. Murdoff & Son, Box 478, Trenton, Ont.



No. 194

## A Williams Shoe that has earned a reputation for wear

Here's a popular shoe that has earned a place among the Williams "best sellers." It is a good, all-round shoe, built on a popular, easy-fitting last. It affords remarkably good protection to the foot, and will stand up under almost any conditions in all kinds of weather.

- 194.—Men's Kangaroo Blueher. Tip, Outside Back Strap, Bellows Tongue, Unlined, Medium Weight Sole, Standard Screw and Slugged. The demand has been big for this boot. You will find it a leader too.
- 61.—Duplicate of 194, in Genuine Chrome with Heavy Double Sole, Nailed, Standard Screw and Slugged. You can't wear it out.
- 131.—Duplicate of 194, made in Black American Elk.
- 128.—Duplicate of 194, made in Chocolate American Elk.
- 117.—Duplicate of 194, made in Tan American Elk.
- 78.—Duplicate of 194, made in Urus Calf. A very popular line on account of softness of upper.

**Williams Shoe Company**  
BRAMPTON, ONTARIO





# An old motto, with a new application

## PERTH SHOES



*"One thing at a time,  
And that done well,  
Is a very good rule  
As many can tell."*

So runs the old copy book motto, and it is as strikingly true to-day as it ever was. In all lines of endeavor the specialist is having the greatest measure of success.

It is so with shoes. The best lines to-day are being turned out from specialized factories.

*"To stick to Women's Good-year Welts exclusively, and to make them better than would otherwise be possible."*

This, in a nutshell, is the idea behind the Perth Shoe Co. We wish to make our shoes better than any other line of women's welts—that is why we make nothing else in our factory.

Ask any dealer who sells Perth Shoes. He will tell you that such shoes could not be made in a factory that divides its energies amongst many lines. Your customers will soon grasp that fact if you sell them Perth Shoes.

Find out to-day about the profits they bring.

**Perth Shoe  
Co. Limited**

**Perth - Ontario**

**Women's  
Goodyear Welts  
Only**





# Mr. Shoe Retailer

## Just one minute please

E  
A  
S  
Y  
  
T  
O  
  
F  
I  
T



E  
A  
S  
Y  
  
T  
O  
  
S  
E  
L  
L

**Y**OU often have to talk-up-a-sale, don't you?

That is unnecessary if you are a Just Wright dealer.

Just Wright Shoes are made to fit feet in the most comfortable and pleasing manner.

Good Service and Just Wright Shoes are synonymous.

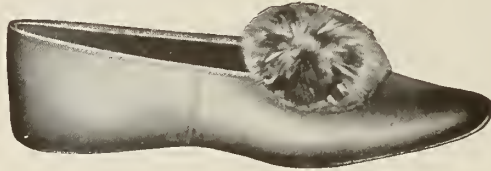
There is extra quality for your customer and a long profit for you.

**E. T. WRIGHT & Co., Inc.**  
Rockland, Mass.                      St. Thomas, Ont.



# PACKARD'S BOUDOIR SLIPPERS FOR LADIES

Easy on the feet



Beautifully Finished

A SPLENDID SELLER

Made in all colors.

There is a growing demand for this popular slipper—to see them is to buy them.

## PACKARD'S NUBUCK CLEANER

A liquid especially put up for Nubuck leather

## BOSTON VENTILATED SHOE TREE



All sizes for Men's and Women's Shoes. Show them to your customers.

## OOZE "O"

in all colors for Suede leathers

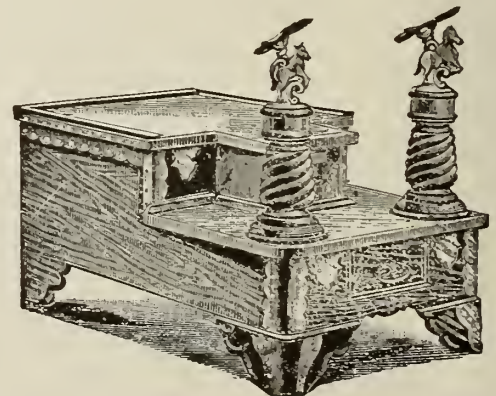


## WHITE "O"

THE FINEST WHITE CANVAS CLEANER ON THE MARKET.

No. 4 in Paper Wrappers	-	-	600 gross
" 3 " Paper Boxes	-	-	900 "
" 2 " Wood "	-	-	1200 "
" 1 " Zinc "	-	-	1800 "

BOOT BLACK STANDS  
and Supplies of all kinds



L. H. PACKARD & CO., Limited

Shoe Store Supplies

Packard Building = Montreal





*It's a "Beresford"*

**Minister Myles Shoe Company**  
Limited

**Toronto, Canada**





A. CORBEIL

## Backing Up Fair Price with Exceptional Service

Don't think that fair price is the only strong selling point of "Landover" and "Leader" Shoes. It is a strong point, and one that pulls business regularly for those wise merchants who push these lines—but, remember, it's the exceptional service the shoes give that makes the price so attractive.

The greatest increases in sales of "Landover" and "Leader" Brands are taking place in the localities where they have been sold the longest. This is the best proof you could ask, for the fair price of "Landovers" and "Leaders" is being effectively backed up by exceptional service.

Price and service are the two biggest business-getters known.  
Use them.

## CORBEIL LIMITED

Manufacturers of Good Shoes to Retail from \$3.50 to \$5.00  
MAKERS OF "LANDOVER" AND "LEADER" BRANDS

Warehouses and Offices, 71 St. Paul St.  
Factory, 63-71½ St. Paul St.

MONTREAL







## If you were making a shoe this is the way you would make it

The Rideau Shoe is the successful result of the endeavor of the makers to build a shoe that would live up to your ideals of what a shoe should be. In it you see the shoe of your desire—a shoe giving value for every cent of its price in long wear and comfort, and at the same time offering inducements to the prospective buyer in “snap” and “good looks.”

You will take a real delight in selling Rideau Shoes because their good points are so evident—and they are built well to successfully back up those good points.

They're shoes that reflect credit on your buying ability.

**The Rideau Shoe Co., Limited**  
**Montreal**

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

United Shoe Machinery  
Company of Canada

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.



*Dear Mr. Retailer:*

*The advertisements in Shoe and Leather Journal are personal messages to you from the leading manufacturers and wholesalers. The publicity pages really constitute just as important and interesting a portion of each edition as the editorial department. In the latter you get pointers and ideas on the handling, stocking and selling of shoes for profit; in the former bright, reliable, illustrated information on the footwear itself. You are losing much of the value of the Shoe and Leather Journal if you do not read all the advertisements and study the styles presented by the foremost producers of the day.*



## *MR. RETAILER—*

- ¶ The old saying “You can’t make a silk purse out of a sow’s ear” is a truism.
- ¶ Neither can you make good shoes unless you have the organization.
- ¶ We are constantly receiving golden tributes on the quality of our present product.
- ¶ If you haven’t the Astoria habit, cultivate it—it will pay.
- ¶ Don’t forget our Roundup stock department. Wire, phone or write—at your service.

Prices at retail \$5.00 and higher.

*The Cook-Fitzgerald Company, Limited*  
*London*



**Consider first these  
Rubbers---and then---  
the firms who sell them**

If "A man is known by the company he keeps," no doubt a rubber is known by the firm who sells it.

Judged in this manner Independent Brands should enjoy a remarkable popularity. The firms who sell them are the best in Canada. Their integrity and business acumen are well known. They are noted for the remarkable foresight with which they choose their stock. What they buy sells.

So when you see rubbers being sold by the best jobbing houses in Canada, isn't it about time that you were looking into the merits of these rubbers? We just want you to satisfy yourself as to the profit of handling Independent Brands. We are sure that when you do you'll not rest until you have them in your stock.

A post card will bring you information.

**Independent  
Rubber Co., Limited  
Merritton, Ont.**

**Kant Krack  
Dainty Mode**

Independent Rubber Co. Brands  
are sold by

- The Amherst Boot & Shoe Co., Limited, Amherst, N. S.
- The Amherst Central Shoe Co., Limited, Regina, Sask.
- A. W. Ault Co., Limited . . . . . Ottawa, Ont.
- Garside & White . . . . . Toronto, Ont.
- Kilgour, Rimer Co., Limited . . . . . Winnipeg, Man.
- The J. Leckie Co., Limited . . . . . Vancouver, B. C.
- The London Shoe Co., Limited . . . . . London, Ont.
- McLaren & Dallas . . . . . Toronto, Ont.
- James Robinson, Esq. . . . . Montreal, Que.



# Are You Prepared to Meet The Demand For

**FLEET FOOT**  
BEST QUALITY  
SPORTING SHOES.

This month you will be "feeling" the demand for "FLEET FOOT."

A demand which will be strongly stimulated by wide-spread advertising.

Now is the time to plan how much of this increased business you intend to get.

We—on our part—stand ready to meet your requirements promptly—to ship your goods when you want them—when your customers want them.



Our service—a chain of well-stocked branches from coast to coast—means the quickest possible delivery of your orders.



## Canadian Consolidated Rubber Co., 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.



# 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

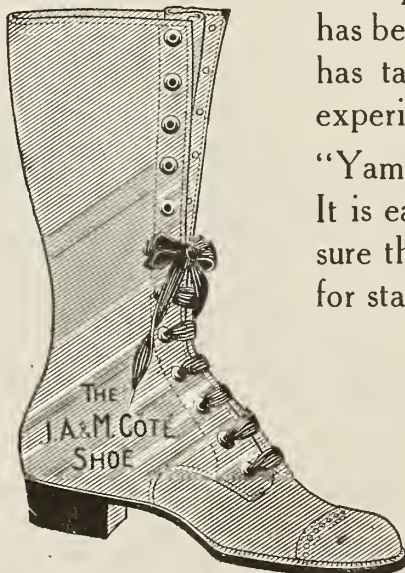
## TAN AND BLACK

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

## Make "Yamaska" mean this to you



The quality and serviceability of "Yamaska" brand of staples has been built up to such a standard that the name "Yamaska" has taken on a new meaning with merchants who have experienced the singular saleability of "Yamaska" shoes.

"Yamaska" means money to them.

It is easy for you to make it mean as much to you. Just make sure they're "Yamaskas" when you are giving your next order for staples.





**D**EALERS 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 horseshide and cowhide. The horseshide 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.



## One Day's Mail Orders—

1020 Pairs  
McDermott Pumps

¶ In Patents, Nubuck and Black Ooze Calf—and REPEAT orders at that.

¶ Just one example of how popular McDermott Shoes are becoming throughout Canada.

¶ We deliver the goods.

¶ Let us give you further information.

*The McDermott Shoe Co.*

*Women's  
Shoe Specialists*

*Montreal*

Brackley Shaw  
President

C. T. Shaw  
Vice-President

# Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager

T. de G. Stewart  
Sec'y Treas.

The Largest Sole Leather Tanners in the British Empire

Established 1859

WAREHOUSES :

MONTREAL

216 Notre Dame Street West  
Head Office

TORONTO

665 King Street West  
W. J. Heaven, Mgr.

QUEBEC

566 St. Valier Street  
J. A. Scott



TANNERIES :

HUNTSVILLE

and

BRACEBRIDGE

Capacity

3000 sides per day

18 million pounds per annum.

Manufacturers of

## MAPLE LEAF OAK, UNION AND HEMLOCK SOLE

Sides, Crops, Backs and Bends—Shoulders, Heads and Bellies—Tapsoles, Toppieces, Cut Soles, Counters, Heels, Box Toes, etc

The fact that since the foundation of the business by the president, Mr. Brackley Shaw in 1859, we have always been the largest producers of Sole Leather in Canada, and that we are to-day also the largest producers of Sole Leather in the British Empire, is sufficient guarantee that our methods of dealing with our customers—our goods—and our prices are right.

## Vacation Time means sales of Traveling Goods

*B.T.B.*

Your harvest time on traveling goods is commencing. See that your stock is in shape to handle the business that is bound to come. We are prepared to give you immediate shipment if you get your order in at once.

### Berlin Trunk & Bag Co.

LIMITED

BERLIN - - - ONTARIO

Your order to any of these selling agencies  
will receive immediate attention.

C. H. Griffiths & Co., Calgary, Alta.; Thos.  
J. Spence, 559 Banning Ave., Winnipeg,  
Man.; H. T. Johnson, 253 St. James St.,  
Montreal, Que.; W. C. Mullins & Co.,  
St. John, N.B.



No. 385—Men's Deep Cowhide Bag





Four Gross Cabinet

# The City Boot Laces

For Man, Woman or Child.  
Banded in pairs, well tagged.

*Tremendously popular on account of its good appearance, splendid wearing qualities and reasonable price. Is one of the Winners in our Bunch of Shoe Strings. Wins sales for us, the Makers. Wins golden opinions from the Wearer. Wins Dollars for both the Wholesale and Retail Dealers.*



One Gross Box

## Will Win For You if You Will Let it

Each Retail Dealer can have one only of the splendid Cloth Covered Wooden Counter Cabinets shown above. Contains 4 gross of Laces—One gross each Black 36 in. Gents' and 45 in. Ladies' Boot Lace, 1/2 gross each Tan 36 in. Gents' and 45 in. Ladies' and 1/2 gross each of 27 in. Flat Oxford Shoe Lace. There is no charge for the Cabinet, just the Laces at regular list price. This is done to introduce the goods. When Laces contained are sold at five cents a pair, retailer makes 300 per cent. on cost, and still has the Cabinet.

He orders one gross boxes of the variety sold as he needs them to refill. This always keeps his stock at the front where it moves.

**That Makes Dollars for You Mr. Wholesaler as Well as You Mr. Retailer.**

Better Order Right Now  
Made in England by

**Brough, Nicholson & Hall, Limited**  
LEEK, STAFFS.

Complete Stock Always Kept by  
Canadian Sales Agents

**Walter Williams & Co.**  
525 St. Paul St., Montreal, 20 Wellington St. W., Toronto

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.

Distinctive style,  
beautiful workman-  
ship, popular prices  
—these are

### “Twentieth Century”

features that are  
bringing many men  
and boys into many  
stores in Canada.  
Open your door  
to these good  
spenders.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
**C. E. McKeen Co., Quebec**

# One For Every Merchant



No. 216  
Detail Adder



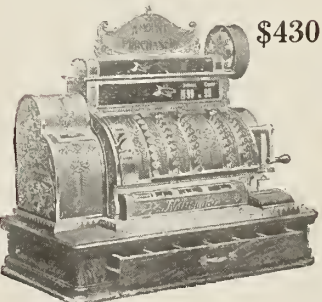
No. 333  
Total Adder



No. 416  
Total Adder, Sales-Strip  
Printer.



No. 452  
Total Adder, Receipt and Sales-  
Strip Printer.



No. 542  
Total Adder, Receipt and Sales-Strip  
Printer, with Separate Depart-  
ments or Clerk's Adding  
Wheels.

**N**O MATTER how large or how small your business is, there is a sort and size of National Cash Register built to serve your particular requirements.

The one for your business will save you money, pays for itself out of part of the money that it saves, and insures you more profit.

It will encourage clerks to sell more goods, prevent misunderstandings, and benefit customers.

The prices range from \$30 to \$900.

Tell us how many clerks you employ, and we will furnish you with complete information regarding a register built to meet the particular needs of your store.

**The National Cash Register Company**  
285 Yonge Street, Toronto  
Canadian Factory, Toronto



No. 562-6  
Total Adder, Receipt and Sales-Strip  
Printer, with Separate Counters  
and Drawers for Six  
Clerks



No. 598G-EL-9  
Counters and Drawers for Nine Clerks  
Electrically Operated and  
Illuminated.



No. 143  
Sales-Strip Printer for  
Cashiers.



No. 572-4  
Total Adder, Receipt and Sales-Strip  
Printer, with Separate Counters  
and Drawers for Each  
Clerk.



No. 313  
Total Adder.



No. 1023  
Drawer Operated.



No. 337  
Total Adder.



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 11

TORONTO, JUNE 2nd, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## A New Kind of Advertising for the Shoeman

How the Dealer Can Make Use of the Moving Picture Shows in His Town at a Low Cost and With Excellent Results—Reaching All Classes of People By Direct Means—Be on the Watch—Out for Something New and Different—Some Suggestions for Featuring Your Footwear Lines

By FRANK FARRINGTON, Author of "Retail Advertising—Complete" and Other Business Literature

*No retail shoe merchant should make the mistake of failing to use the advertising space offered by the moving picture shows. The screen at the "Movies" is staple as an advertising medium; scarcely less so than the newspaper.*

*This opportunity offered the dealer of calling attention to his newspaper advertising by making the "Movies" advertising co-operate with it, is too good to be allowed to pass. When a merchant of the average size is doing business in a large town, he cannot afford to use the newspapers, and the moving picture screen will take their place to a great*

*extent, enabling him to reach the public who are within trading distance of his store, at low cost. It will, in fact, produce results cheaper than almost any other form of publicity.*

*Well managed picture shows are patronized by a good class of people and the attendance affords an audience almost as regular in constituency as the subscription list of a newspaper. The same people go week in and week out. There are more or less irregular buyers of the newspaper, but the bulk of the attendance is made up of "regulars."*

The advertising on the picture sheet will reach a class of people the newspaper could not reach. In every town there are some people who pay little or no attention to the newspapers. Either they do not read them at all, or they glance at them only in a hurried way, paying little or no attention to the advertisements. There are many people, who lack the intelligence of the habitual newspaper readers, who have good money to spend for the necessities and luxuries of life. Where there is a large factory or laboring class this is particularly true.

### Reaching Every Tongue

In the locality where there are a good many people of a foreign speaking class, the retailer who wishes to do so can run moving picture slides on which the inscription is written in any desired language. A dealer who could not afford to give up his newspaper space to advertisements in a foreign tongue will find it inexpensive to have part of his moving picture slides so written. And, of course, the picture advertisement appeals to all people, whatever nationality or language. Even the foreigner who does not know enough English to read a newspaper advertisement can pick out the wording of a slide at the "Movies," or will have his companion read it for him.

There is always some waste circulation to the newspaper. More or less of its subscribers live where they cannot get to your store to trade even if the advertisement you run makes them want to come there. The man who advertises in the newspaper pays for his space at a rate based on

the entire circulation of the paper but he gets value received to the extent only of the circulation among the possible customers. If half the circulation of a paper is out of the reach of your store, you are paying twice as much for the space as it is actually worth to you. Of course, you cannot help this but it ought to cause you to consider the advantages possessed by the picture show slide.

### You Get All You Pay For

There is no waste circulation to the advertisement run at the "Movies." You get all you pay for. Every man, woman and child there sees the slide, and if it is left a reasonable length of time on the screen, they all find out what the message is it carries. No other form of advertising receives as general attention. The advertising slide is given practically the same attention devoted to the pictures and no one finds fault with its presence, particularly if it comes at a time when there might be a delay for change of reels. Of course much depends upon what the advertising is like. This is equally true of all forms of publicity.

There is no standard schedule of rates for moving picture advertising, but it may be fair to state that prices run all the way up from the 25 cents a week charged by the manager of the "opera house" in the small village where they run "Movies" three nights in seven.

There is as much advantage in advertising regularly and systematically to the patrons of the "Movies" as there is in using the newspaper space regularly. It is just as

important that the copy be changed often and that it be plain, simple, understandable and interesting.

People would not continue to patronize a house using the same films night after night and they will find a good deal the same fault with a retailer who runs the same old advertisement night after night on the picture show screen. People who patronize the "Movies" are all the time on the watch for something new and different.

Stale advertising does not indicate fresh goods or new stock or energy on the part of the advertiser. A lighter treatment may be given advertising at the picture show than that in printed form. One may even be a little flip-pant at times without losing the desired effect. Still business talk is more effective as a rule when presented in business form.

The best results are obtained here by advertising the class of shoes that are in popular demand and it is well to

## A Hustling Western Clansman

A Scotchman to the core and after that a shoeman, is W. C. Allan, of Winnipeg, proprietor of the Quebec Shoe Co. Although he was born in London, Ont., his parents were of Scotch extraction and Mr. Allan is proud of his Caledonian connection. He attended the old school in London and was entering the Collegiate when he decided to go to work. That was about twenty years ago. His first job was with Tanton & Ashplant, where he hustled parcels at \$1.50 a week. Their store was situated at 198 Dundas St., London, which is now occupied by Johnston & Murray. It may be mentioned here that Reg. Johnston



of this firm, and Mr. Allan worked together in the early nineties for W. B. Lawson, in London. He was also employed with the J. P. Cook Co., and Poeock Bros., and from London came to Toronto, where he entered the service of St. Leger Shoe Co., 210 Yonge St. He rose rapidly and was made manager of the store, in a short time. The call for the West became persistent and nearly fourteen years ago, Mr. Allan started for Winnipeg, having secured a position as manager with George Ryan, with whom he remained for nearly ten years. He was then appointed manager of the Quebec Shoe Co., 639 Main Street, which was in its infancy. In a short time he took over the business, and with the help of an energetic and clever staff, has built up a large trade and one that is growing rapidly. Mr. Allan speaks of his former employers in appreciative terms and is especially grateful to his first employer, T. J. Tanton, of London, whose kindness and good advice to him, when a boy, he will never forget. Mr. Allan is chief of the Clan Stewart, Winnipeg, having been elected in December last for another term. He is very popular with his fellow clansmen and with all those who do business with him.

avoid any unpleasant suggestion in advertising to audiences gathered together for pleasure.

Store policies may well be advertised in this way and general publicity calculated to keep the public familiar with the store and its methods and lines is suitable for the the "Movies."

Any peculiarity or special convenience of location of the shoe store, especially with reference to the distance from the theatre where the slides are shown, may be made the subject of the advertising.

Well known brands of advertised shoes can be linked up with the store through "Movies" advertising. The people in the audience know the big billboard advertising of the goods and when the retailer mentions them in his slide with his name on it, he gets some of the benefits accruing from the publicity expenditures of the big shoe manufacturer. The makers of some lines you carry may be in a position to supply you with slides illustrating their shoes and they will furnish three slides illustrating styles free of charge. When such slides contain color work they are better than any the dealer could make.

Occasionally there is a manufacturer who gets out a reel of moving pictures showing the processes used in his shoe factory and when such a reel is obtainable it will be run without charge and result in a material increase in the demand for the goods.

Picture slides can be bought with blanks for the dealer's imprint and for any other desired lettering. These are similar in effect to the miscellaneous cuts available for newspaper use. It is better to use an appropriate lettered slide than one with an inappropriate though pretty picture. Advertising slides too general in character produce no appreciable results.

There is no charge for change of copy in "Movies" advertising as there is in newspaper advertising. In order to have enough changes the dealer ought to learn to make his own slides. This is not difficult if he can do plain lettering with a brush.

### Can Buy Slides in Blank

Blank slides can be obtained from the picture show people at no expense and the lettering can be done with a small marking brush, using an ink or paint that will stick to the glass. Not all inks adhere well. Marking paint will do so, and so will white ink. Letter the slides just as you would small cards taking care to make black, clean cut, uniform letters. The brush must be a good one that will hold its point and not shed hairs. After practice the dealer will usually be able to make silhouette pictures to good effect.

It is important that not too much be said on the slide and that it be said in the right way. The matter must be easily read. On this account the words should, as far as possible, be short, familiar ones. Capitals should be used only as the first letters of the words. Words and sentences made of all "caps" will be much harder to read than those written the other way. You can see this by glancing carelessly at the following sentences in the effort to take in the sense easily without really stopping to read them:

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

The Quick Brown Fox Jumped over the Lazy Dog

The simpler and the plainer the message the more certain it is to be read. Many of the people in your audience are very slow readers, almost incredibly slow. Don't let the operator cut out your slides before people have enough time to see what they say. It is a waste of time to pay money to have a slide simply flashed on the screen. Get on the right side of the operator just as you would get on the right side of the man who sets up your advertisements for the newspaper.

A line four words in length is as long as the average pair of eyes can grasp at a glance without moving along. Lines longer than four words are inadvisable.

If you use the same style of type or letter in your store name in all your advertising, you ought to adhere to a similar name plate in the moving picture slide.



# Some Modern Features of Palatial New Shoe Store

**Gales' Imposing East End Shoe Store in Montreal Embodies Many Bright Ideas—Customers' Shoes Shined Free—Individual Chairs, Uniform Cartons, White Enamel Fixtures with Mahogany Trimmings, Cash and Parcel Desk and Expansive Windows Are Striking Adjuncts**

Geo. G. Gales & Co., who are one of the largest footwear retailers in Montreal, and operate as representative a shoe store as any in Canada, have recently opened a branch store at 291-293 St. Catherine Street East, to accommodate their East End trade.

This firm have certainly used good judgment in securing the best site and up-to-date premises that go to make an ideal shoe store. Their latest enterprise is surely the last word in a retail shoe establishment, and if anything, almost surpasses their West End shop.

The building has a St. Catherine Street frontage of two storeys, and being fifty feet in length, gives them ample space for two large windows, which are handsomely arranged and supported by copper frames, and an antique Tennessee marble front with tile flooring bearing the firm's name. The interior of the windows is white enamel with mahogany fittings and an abundance of hidden electric lamps and mirrors. The store itself is fitted with white enamel fixtures relieved by highly polished mahogany trimmings and ledges.

## White Marble Shoe Shine Stand

The great width of the store enables its division into two departments, one side for men's shoes and the other for ladies', separated in the centre by an upright fixture. The show cases are of the latest type, all glass with mahogany bases. One of the distinct features of the store is the white marble shoe stand which is placed at the right on entering where customers' shoes are shined free of charge. The firm

believe this to be one of the best advertising features of their new branch.

A handsome mahogany cash and parcel desk is placed in the centre of the store with the latest type of National Cash Register to look after that end of the business. The individual chairs are natty and substantial, made expressly for Mr. Gales, and are in keeping with the rest of the furnishings, being of solid mahogany with leather seats and backs. The foot-stools are of their own special design and have hand made mirrors to match others placed in different parts of the store.

## Many Other Bright Features

The floors are particularly striking. They are of polished quartered oak with heavy green carpets. Three handsome Turkish rugs adorn the entrance and space in front of the show cases. Another up-to-date feature of the establishment is that the house use their own cartons and run their own stock numbers. This goes a long way toward giving the premises a distinctive and out-of-the-ordinary appearance.

The interior decorations are of green, white and dark red. The fittings and furniture were all made by Messrs. Castle & Sons, of Montreal. Handsome electric lamps in drop effects with large moonstone domes add a pretty pleasing effect to the whole.

The opening windows were admired by all who saw them, and are the work of A. A. Daoust, who is responsible for the large number of clever trimmings in the West End shop.



THE IMPOSING INTERIOR OF GALES' NEW BRANCH STORE IN MONTREAL





THE ATTRACTIVE SHOW WINDOWS OF GALES' NEW EAST END SHOE STORE. MONTREAL

The store is being managed by Henry Vignault, who has been with the firm for several years, having previously been with O'Sullivan Bros., of Lowell, Mass. In the past Mr. Vignault has shown what his capabilities are, and his employers are confident that he is the right man in the right place. The stand is in about as good a location as could possibly be procured, being almost on the corner of St. Catherine and St. Denis Streets.

Mr. Gales says the opening business has been very encouraging, and from present indications as big a volume of trade will be done in this stand as in their West End house on the same thoroughfare near Peel Street. They are carrying nothing but high class shoes, prices ranging from \$4.00 to \$15.00 a pair, and are making a special feature in all widths and extreme sizes. In addition to shoes, a very extensive line of hosiery and findings is also carried.

## Make All Your Advertisements Tell the Plain Truth

"It gives me a jolt on the smile nerve when a merchant says he doesn't advertise. Poor fool! He is advertising his dulness, his sluggishness, his lack of progress, but it is sure enough advertising just the same. His is the sort of shop where a man or woman goes to find goods of a previous decade." Thus spoke Manly M. Gillam in a paper read before the Toronto Ad. Club. Mr. Gillam's life work has been journalism and advertising, and some of his advertising campaigns are amongst the most famous in history. For eight and a half years he prepared the Wanamaker announcements, developing the style that has stamped the store advertising of the whole country. Incidentally, the Wanamaker business, already great, more than doubled.

The basis of successful advertising mentioned in Mr. Gillam's paper are truth, knowledge of what one is advertising, and enthusiasm. A capacity to say things felicitously Mr. Gillam counts as one of the least qualifications of the ad. writer. He says there can be no better advertising than that which arrests attention and then drives home a tempting thought. Then, to illustrate the value of honesty, he said:

"Altman, in New York, uses less than one-tenth the amount of advertising money in a year than one of the other departmental stores there puts out. The Altman business is one of the very biggest in the city. But if the Altman advertisement says, 'was \$20 now \$15,' every reader who knows the store knows that those precise things were \$20 in that shop the day before. Some years ago I was familiar with a clothing house in Philadelphia, Perry's. The advertisements of that house were about an inch of agate, single column, but twice each year that store told of a special sale of misfits and odd garments. Only a few

words, but a police guard was always necessary to control the crowd. Every one who knew Perry's knew that there wasn't a particle of exaggeration about the advertising. Such a reputation is precious. But it could only be had by deserving it. And it must be a matter of growth."

Here is the standpoint from which Mr. Gillam approached the Wanamaker proposition, of which he made such a success: "A great magazine of novelties, a bazaar of world's products, a meeting and distributing place for the pick and choice of interesting merchandise from everywhere. There was inspiration in the very atmosphere of the store. But how should I pass that inspiration along to the public?"

"My fifteen years' training as a newspaper reporter and editor led me to feel that to treat the news of the store as a newspaper would treat the news of the world's would be the best way, only with a lighter and more poetic touch. And so each day I moused around the departments, conferring with their head men, noting the comment of customers and visitors and thus catching the very spirit of the great enterprise. Back of all this, I knew the plans of the firm. When I sat down to write in the afternoon I was abrim with the lessons of the day—whether a welcome to fresh-comers, a new point in manufacture, a fashion suggestion, an extra tempting price here and there, or whatever loomed highest in my mind, as reporter for our store world. And I used just the needed space, no padding, no struggle to fill a page, just skimmed the cream to the amount of a column and a half or two columns or so, as a general rule."

Mr. Gillam thinks that more ingenuity, originality, and advertising intelligence is being used for the sale of automobiles than any other product in the world to-day.



# How You Can Get More Trade From Farmers

Send Out Letters That Appeal to His Sympathy and Support—Learn the Needs of the Rural District—If Farmer is Buying Too Cheap a Shoe, Show Him Why He Should Get a Better One and Can Save Money in so Doing

You, Mr. Retailer, desire to know how you can get closer to the farmer, his wife, and his family. You would like more of their shoe trade and you can secure it too, if you proceed the right way about it.

Country patronage forms a most important factor in the volume of business done by the average dealer in Canada. How can you develop and strengthen it—for it's a connection worth having. Get a well-to-do, progressive, loyal yeoman and his better-half trading at your shoe store, and if you give them good satisfaction and service, this patronage is likely to stick. It cannot be easily shaken.

Here is a typical letter sent out by a large firm in Indiana. It is well worded and designed to arouse the sympathy and co-operation of the rural resident. Read it.

Dear Sir:—

You are a progressive farmer; you want the best farming implements and tools it is possible for you to obtain. Knowing this we believe you are interested in the best shoes made, shoes that are comfortable and give satisfactory wear.

We have them, shoes that are built for you, with good shape, soft leather uppers, smooth insoles and good wearing soles. Sooner or later you will realize the all-important fact, that you must be comfortable in order to do your work easily, accurately, and with the greatest satisfaction to yourself. Good shoes will make your work more of a pleasure.

Your shoe business is what we want, and we will get it from a standpoint of good honest merchandise, not just shoes, but shoes that are built for your wear. It is an easy matter to buy shoes, but you don't always get what you pay for. It's up to us to give you a better shoe than the other fellow and we can do this, if you will give us the opportunity.

Make this shoe store your shoe store. We will make you a satisfied customer. We couldn't afford to have you any other way. By giving you the BEST SHOES, the best class of salesmen to fit you and thus make buying easy, and assuring you that any unsatisfactory service will be adjusted to your utmost satisfaction, we know our co-operation in the shoe business will be the most satisfactory and pleasant.

We do not recommend buying by mail, but in case you are unable to come to our store, we will gladly send, by Parcels Post, any article which you should want on receipt of your valued order. You will find on the back of the circular enclosed, instructions about ordering by mail.

Hoping that we may have the pleasure of seeing you soon, we wish to remain.

## Is a Worth While Trade

This all goes to show that the farmer is able and willing to buy a good class of shoes. Any suggestions should, therefore, prove helpful. The kind of advertising to do and the nature of the literature to be sent to country folk may be learned from an interesting article appearing in the Shoeman, written by J. Floyd Teeple, who says:

"The question of what kind of advertising pays best for increasing the farmer trade is so great that the most that I can say reflects only a very little light on this subject.

Shoe dealers as a rule, like merchants in other lines, have neglected the farmer element of their business, confining most of their efforts to the city or town trade; failing to

realize the importance and magnitude of the farmer's consumption, which accounts in some degree for the vast business now controlled by the mail-order houses.

## Learn the Farmers' Needs

Advertising to the farmers, as I see it, should be taken up systematically:

FIRST. Learn what the farmer wants and what he needs. If necessary take a week off and go out among them

## Sold Shoes in Many Countries

To have sold shoes in Greenock, Scotland, in Capetown and Pretoria, South Africa and in Vancouver, B.C., is certainly an experience that few men can claim. Such, however, is the record of James Harley, who is now identified with the establishment of William J. Orr, 420 Main St., Vancouver, B.C. Mr. Harley was born in Greenock, Scotland, educated there and intended to fit himself for a civil service career. To this end he joined the post office staff after leaving school. Later he decided to make a change and was offered a place with the firm of R. J. Dick, shoe manufacturers and retailers. He accepted the same going in the Greenock store where he spent six years learning the footwear



business. He then left and went to Capetown, South Africa for Messrs. W. M. Cuthbert & Co., the largest importers of shoes in that city. He remained three years there, spending most of his time in Pretoria, managing a branch store. He then came home for a trip, expecting to return to South Africa, but in the meantime hearing of Vancouver, decided to make a journey West. He landed in the Pacific coast capital five years ago and spent four years with the Goodwin Shoe Co., who are well known retailers in men's shoes exclusively in that city and about a year ago he joined the staff of William J. Orr. Mr. Harley is a bright, energetic salesman and during his residence on the Coast has made many friends with the trade.

and find out the things necessary to make a strong and convincing appeal.

SECOND. In making this canvass of the rural districts, find out what newspapers reach them, and to what degree they are governed by the advertising therein, or in other words convince yourself that if you place an advertisement in a newspaper it will be read.

THIRD. Sit down at your desk and plan an advertising campaign that should reach the man you are after, the farmer. You know now what he needs, you know what he wants, you know how to reach him in the quickest and most effective way. Get after him. If he has been buying too cheap a shoe, educate him to buy a better one. Show him why he should and where he is saving money by so doing.

My experience has been that newspaper advertising is the cheapest and the best means of reaching the farmer. He does not wait until Saturday to learn the news. He gets it every day. He does not pay for the newspaper just for news. He pays for the advertisements it contains. He wants to know where he can buy the best merchandise for the least money. Make your ads stand out. Make him

see them. Say something to him that will make him know you are interested in getting his business. Talk about the things he wants to know. Not so much about "our big store and buying capacity," but the shoes he needs, and why he needs them.

#### Mailing Local Post Cards

There are many other methods of reaching the farmer.

The year 1911 we mailed one thousand pictorial post-cards to the farmers in our vicinity, the first day of each month. Each card carried an interesting little view of some place of importance, and an attractive ad, which described the picture and said something about the shoes we had for sale.

A personal letter now and then should add confidence in the store and might be the means of bringing new trade which it would be impossible to get in any other way. Let us all make a study of this branch of our trade; it will enable us to make a strong and never ceasing battle for the business which is so big—the business which always has the money."

## The Approbation Practice—Is It Really Necessary?

Some of Its Causes and Effects—Damage Done to Goods and Loop Holes in the Stock—Some Remedies Suggested—What Have You Done to Overcome This Shoeman's "Thorn in the Flesh"?

"A little back-bone is the surest remedy for the approbation evil. This is putting it in a nutshell."

This statement was made by an up-to-the-minute Montreal retailer, who has been up against the approbation habit, and overcame it.

However, this has not been the experience of many retailers, who for various reasons seem to find the evil growing on them year by year. Many take it for granted that a certain amount of goods must be lost in this fashion annually, and have come to look at it as a necessary accompaniment of the retail shoe business.

This appears to be an erroneous view to take in the matter. The man who succeeds today in the shoe or any other business, is the one who can operate his business with the least possible expense. To do this, it is necessary to seek out the sources which eat up the profits and for which, mostly always, some remedy can be found.

Now, it does not require much rooting to dig up the approbation habit as one of the sources of unnecessary loss to the average shoeman.

Like the credit evil, it seems to be with the dealer to stay, and it requires courage and backbone to eliminate it entirely.

In the first place, a considerable loss is sustained through time spent in making a sale on the approbation system. When a customer comes into the store, or telephones, she generally spends enough time in discussion or making promises of different sorts to secure an average sale. But in the approval case it is only getting this particular sale under way. It is also necessary to send a clerk to the customer's house with three or four pairs of shoes. As often as not, this means an absence on his part of an hour. It has been found necessary to send a salesman along, as leaving the sale in the hands of an errand boy would mean that a store would be supplying several pairs of shoes free for every sale made—to put it in a kind of a general way.

#### The Loss of Clerk's Time

One shoeman in a large western city told the writer that he kept a good clerk at this kind of work from one week-end to the other.

Just figure for a moment, how much this clerk, doing apparently unnecessary work, costs the retailer in a year's

time. He occupies on an average, an hour to accomplish one sale, taking into consideration the time necessary to get to customer's houses, where, if he were stationed in the store, he might be making several sales in the same length of time. Yet, this retailer, regards it as an expense which must go with the business.

If, on the other hand, he were to say when a customer called up and asked to have half a dozen pairs of shoes despatched on approval, with a promise of returning goods not wanted. "I am very sorry, Mrs. Jones, that I can't oblige you, but one rule in this establishment is never broken for any person. We cannot send out goods on approbation. If we made an exception in your case, we would have to do so in others, and this would be impossible in the best interests of our business. We must request you to come down and see our shoes, as in this way only, will you get a satisfactory fit and a wide selection."

The woman spoken to in this manner may wax indignant, but when assured that the dealer would rather lose her custom than serve her unsatisfactorily, in a majority of cases she will change her attitude and come around to the store to be shod with perfect satisfaction.

The average case of requests for goods on approbation can be treated in this way, as most people make them unthinkingly, not pausing for a moment to consider the trouble, time and expense entailed in effecting a sale of this type.

A good shoe merchant always understands how his customer can be best approached, and if the explanation of his refusal to sell goods on the approbation plan, is made in a nice, reasoning way, the customer can generally be converted without any trouble. Of course, the explanation should be backed up by a number of reasons given as to why it would also benefit the customer to make her purchase at the store for example, on account of the larger range of styles and lasts at her disposal, fitting advantages, special individual attention, etc.

Another side to the question is presented, when a foot fitter asks himself the question, "How many sales do I accomplish in extending approbation to my customers?"

In the first place, in not one case in fifty can the person concerned secure all-round satisfaction in fit, style and price.

A salesman is judged by his selling talent. This consists very largely in his ability to fit the customer's foot as



perfectly as possible, and to do this, it often takes a large amount of patience and the trying on of several pairs of shoes before a suitable pair is found. If he can make a patron's feet comfortable, there is less likelihood of any differences over the style or price of the shoe. But the sale is not always made when the foot has been fitted satisfactorily. Sometimes a battle of wills occurs over the price, which takes every bit of selling ability possessed by the salesman to bring to a successful issue. Now, if a salesman, with his expert knowledge, experience, selling capacity, and the whole stock of the store to draw upon occasionally fails to effect a sale, what likelihood is there that the prospective purchaser can fit herself satisfactorily, and be satisfied with the price, even when this is accomplished? The customer, with an eye out for squalls, never omits to stipulate when requesting goods, "if they suit I will keep them." In such cases the goods frequently never suit, and any trouble taken has gone for nothing, except to give a possibly good customer an impression that your service is not up to what she thinks it should be.

### Principal Losing Features

Another reason, in fact, probably the chief author of all the dissatisfaction expressed by shoe dealers against the approbation habit, is the damage done to stock. In many cases, the shoeist is satisfied to send goods to the purchaser's home, and on the chances of making a sale, stand the loss of clerk's time and other disadvantages, but it is the straw that breaks the camel's back when goods are returned irreparably damaged, as has been the case times without number in the experience of retailers. Buttons ripped off, shoes stretched all out of shape, seams torn, patent leather cracked, laces retained, goods in wrong cartons, soles marred and scratched, etc. These are some of the results of this short-sighted method of doing business. In such cases it is practically impossible to obtain redress. Many a retailer who possibly might push such claims to a successful issue, hesitates to do so because of the fear that the amount he would receive would not make up for the loss of trade bound to follow. Therefore, he suffers in silence. One dealer said to the writer, that it was a common occurrence to find, after two or three days going by without the return of surplus stock, when one of the clerks or a boy was sent, to discover the children of the house using the shoes as play-toys. Possibly they did not do any great damage other than take the factory polish and fine finish off the shoe. But this is impossible to be renewed by the retailer, and when the shoe is shown to a future purchaser, by its appearance, it tends to lessen its value in her eyes, and lowers her opinion of the establishment, and we speak of a customer as "she" or "her" for women are the chief seekers of approbation. Rarely does a man make such a request.

Another annoying feature, the same dealer said, was the habit certain people have of returning goods without the cartons, and often sending back a mismatched pair, one shoe not belonging to the store at all. This requires a lot of bother and expense to get straightened out.

### Loss of Probable Sales

Supposing the stock has been returned undamaged after being kept from the store for some time. Often, the very style of shoe required by some customer is not in when wanted. Many a retailer has bemoaned sales lost in such manner.

There are many cases of loss other than those spoken of here. Nothing has been said of parcels sent out which never reached their destination, nor of parcels sent out, the recipients of which took the first train for parts unknown. These and other instances are by no means uncommon, as every retailer knows. Approbation is also often used as the thin edge of the credit wedge by designing customers who do not care to come out squarely and ask for "tick" for fear that they would be refused.

Remedies of different kinds have been spoken of and put

into effect. In some localities the evil has been eradicated by dealers getting together and putting a firm stop to the habit to the final gain of both the retailer and general public. If, in some places, there does not happen to be any retail dealers' association, it certainly is time the shoemen came together and took steps towards wiping out some of the evils which beset their pathway, and which are unnecessary, requiring only a little co-operation on the part of each merchant to correct conditions.

Even though it is impossible to do this, from a canvass of a large number of representative retailers who have taken a definite stand on the matter, and send out absolutely no stock on approval—making exceptions to no one—they report, with few exceptions, that they have eliminated approbation troubles. Although some felt it rather hard at first to apparently send good trade to competitors, they have discovered that any business they lost gradually came back to them.

## From the Farm to Business Career

After spending ten weeks harvesting and threshing in Southern Manitoba, where he went as a farm hand in August, 1906, Charles S. Trick returned to Winnipeg when the chilly days of November came and looked around for a position. He decided to enter into partnership with his brother E. G. Trick in the boot business at 836 Main Street, and the firm name was soon changed to E. G. Trick & Brother. About a year ago the head of the house decided to take up the study of law, and while he still retained his interest in the store, the greater part of the management devolved upon Chas. S. Trick. In February last, however, the latter bought out



his brother's interest in the business and now carries it on under his own name. Charles S. Trick was born in Hampton, Durham County, thirty years ago. The family moved to Cobourg and he received his education there. After passing his boyhood days on a farm in Northumberland County, he moved to Markham township in 1900, and spent six years there following the plough, the harrow and the roller. He is a great lover of horses and took much interest in advanced methods of agriculture. The subject of this sketch caught the "Western fever" seven years ago and drifted into the shoe line as already outlined. His firm has always done a strictly cash trade, and the policy of the house has been quality, value and service, under which it has built up a good family clientele. The volume of business has each year shown a very satisfactory increase. Since embarking in the footwear line Mr. Trick has taken a course in one of the night classes of a business college, and also pursued special studies in business building methods. He is a young man of energetic disposition and industrious habits and has made good in the trade.

# STRAY SHOTS FROM "SOLOMON."



Listen to reason. Look at the other fellow's side of the question. Don't run your head against the wall just because you think it ought to come down.

**SCORNFUL MEN** There may be good reasons for its staying where it is, and perhaps you can get to the other side quite as satisfactorily as by battering a hole in it or barking your shins climbing over. Those people who never give in are not only tiresome but dangerous. So long as the results of their pigheadedness only affects themselves sensible people may smile and pass on, but too often their stubbornness does harm to those about them. There are business men who have carried this doggedness to a point where it has cost them their business and involved their families in suffering and want. These men, when they get into public life, are often a menace to the country at large. "Scornful men bring a city into a snare, but wise men turn away wrath."

Be thankful you are above ground and have a fighting chance in this world of strange conditions. Instead of frowning at fate or whining at misfortune spit on your hands and go to it. If the time spent in telling hard luck stories were put into a pick or wheelbarrow what a sunny place the world would be after all and how some of us would get on. No man can do his part and make headway when he is breathing woe all day long. The Lord loveth a cheerful giver but He blesses a thousandfold the cheerful doer. You are looking back all the time. Look ahead; keep your eyes off the ground. Look up. "A living dog is better than a dead lion." You can still do something in the world even if shorn of the seeming advantages and opportunities of a larger place than you are given. The cure for the blues is work.

A strong man is apt to be weak in his very strength. There are plenty of foolish things you have done you would never have done had you not been so sure of your strength. "Wisdom is better than strength". It is the man behind not the gun that counts. You may have all the go and enterprise of youth and aggressive manhood but if to your ability to see and nerve to do you do not add the caution of wisdom you may make a mess of it. The safety of a country or a business lies in the quiet thinkers who balance the fellows who "do things." There are some people whose very strength is a menace to themselves and their friends. They are so strong in their opinions and determination to carry these out that they smash instead of construct. There is such a thing as walking so straight that a man may fall down backwards.

There are not many men who make a success of handling help. In fact, as most of us realize, employes will quickly put a concern in a hole if they are not kept well in hand. There are two mistakes in handling help and one is as bad as the other. There are slave drivers who never can get the best out of those under them, and there are the "easy" bosses who let their men do what they like with them. "A servant will not be corrected by words." The man at the head of an army or business or

anything else where men are handled in small or large numbers, must be able to command. He must know what he wants and be able to direct those under him how to produce it. Coaxing is as bad for men as for children. The world respects and heeds a man who knows what he wants and can get it done. Are you one of those uncertain fellows who hesitate and apologize when they want anything done? Sell out and go and take a job under some one who knows how to handle men.

We are more interested in appearing wise than in really being wise. We are very jealous of our reputation for wisdom and are continually putting forth efforts to let people know how "smart" we are, when if we really were brainy we would do more listening and less talking. "Looking wise" is the resort of a man whose brain is as shallow as a pie plate. You can see real wisdom in the face just as you can see truth and sobriety, and in spite of all our efforts to look wise we deceive nobody. "A man's wisdom maketh his face to shine." It doesn't make him look either cunning or conscious. Like all things that are from within and shine out, it is not the least bit aware of the shining process. Get the true wisdom and you can no more help people seeing it than you can keep them from knowing you are breathing.

Don't be anxious to hit with a club or run a knife into the fellow who "does you dirt." That nasty letter of his is not worth the trouble you are letting it give you. That slander he has circulated will not do you harm if you are not what the story makes out. We are all tempted to get after, not only our enemies, but those generally who do not think or act according to our code of ethics or mode of thought. The teaching of the Man of Nazareth to return good for evil is not mere sentiment, it is sound philosophy. It does you harm and nobody good when you return evil for evil. You are a better man when you are able to let go the opportunity to hit back. "The patient in spirit is better than the proud in spirit." Your pride may call for vengeance, or at least justice. But patience makes better men than pride.

One of the saddest sights for angels and men is a good man under the thumb by the wicked. Well has the wise man said: "A righteous man falling down before the wicked is as a troubled fountain and a corrupt spring." You expect to find strength, purity and helpfulness, and instead you meet doddering, dirt and deception. People express wonder that more good men do not go into politics. There is not one in a thousand who can get within the influence of the "machine" and remain a good man. He has to make the choice between truth and party, and it means to stay in and smother conscience or stand up for right and get out. The people who put scoundrels into public life are to blame for keeping good men out. It is a pity, but it is none the less true, that politics is no game for an honest man.



## Greatest Abuse in the Retail Shoe Trade!

What do you consider it to be?  
What is your suggestion for a remedy?

¶ In connection with every mercantile enterprise, there are drawbacks and difficulties to be overcome before success has placed your business on a permanent footing. The shoe line is no exception to the rule. One man is of the opinion that the greatest grievance of the trade is such and such a thing and the other fellow believes it is something else.

¶ Now, what do you consider the greatest abuse or evil in the retail trade in Canada to-day? And what is your suggestion for a remedy?

¶ Do you think it is the rapid changes in style; the credit evil; the approbation practice; the help problem; the dishonest competitor; the sensational and misleading advertiser; the bargain sale shouter; the repair nuisance; delayed deliveries; goods not up to sample; the constantly increasing prices; long hours; heavy overhead expenses; the practice of giving premiums; mail order competition; loose stock keeping; return of worn shoes by customers; careless extravagant buying, etc.?

¶ There may be others as these are only a few of the "thorns in the flesh."

¶ Kindly let us hear from you regarding what you think is the biggest drawback in the trade—why it is so and your suggestion to overcome it. Every shoeman is invited to register "his kick and cure."

¶ For the three best answers prizes will be given—\$5.00, \$3.00 and \$2.00.\* The answers must not be less than 200 words, and should go fully into the question, not only on the basis of analyzing it carefully, but proffering some feasible redress. Destructive criticism is not of much account unless accompanied by a constructive remedy.

Address all replies, not later than June 25th, to the

“Competition Editor”

SHOE AND LEATHER JOURNAL  
TORONTO

# Can You Afford to "Pass Up" the Repair Trade?

With Every Possible Advantage Before Him the Retailer is Allowing the Repair Shops to Open Out in New Districts and Capture a Portion, If Not All, His Business in Repairs—Complete Repairing Plants Have Certainly Come to Stay—Some Arguments that Strike Home

It has been the practice for some time for a large percentage of retailers to look upon the repairing side of their business as somewhat in the nature of a nuisance, and the actual taking-in of repairs as a necessary evil, says an authoritative writer on this subject in *The Boot and Shoe Trades Journal*, of England. Many times retailers give vent to such expressions as "Repairs are not worth the time and trouble taken up," "There is no profit out of it," "Would not take the repairs in at all, but for the sake of keeping the customers' new trade," and other like expressions. The modus operandi has usually been to hand the repairs over, exactly as received, to the proprietor of a repair shop, with instructions to execute the necessary requirements and find the materials. The resultant profit to the retailer from repairs thus handled obviously has not compared very favorably with his percentage of profit on the new work, and the margin has been almost as unsatisfactory when the retailer, with a view to increasing that margin, has adopted the plan of stocking a bend or a butt and fitting up the repairs from his own material before handing the work to the outside repairer.

To my mind, there is a darker side to this style of handling the repair department than the narrowness of the profit margin and that is the absence of control or supervision over a class of work the faulty workmanship of which, combined possibly with the employment of inferior materials, may result in the loss of a valued customer in the retail department. Retailers have argued, and perhaps logically, that their own personal supervision is of more value in the better-paying "new" department, and if the repairs are to be done on the premises it means the employment of a capable manager, whose salary will swallow up the extra profit made by having the work done on the premises, or in premises belonging to the retailer, even if a loss is not occasioned. This, then, is where machinery comes to the aid of the retailer. If the retailer is doing, or can develop, anything like a fair turnover in repairs, it is undoubtedly a sound business procedure on his part to lay down a plant.

## Close Examination of Every Job

The difference in the profits resulting from a properly managed machine-run repairing department to the profits obtained from the same amount of work executed entirely by hand will pay the salary of the manager—that is to say, providing a fair trade is being done. Furthermore, that manager or foreman, whilst being active to the extent of fitting up the work, or perhaps also operating the stitcher, will have time to give close examination to every job before it goes to the finisher after having been "put up," and will be able to thoroughly inspect the finished job before sending it through the "front shop," and also by efficient organization and attention to minute details will do a great deal towards increasing the repairing connection. This is not a reckless statement, as has been proved by the writer personally, who managed such a machine-run repair department for a provincial retailer for some time, and whose balance-sheet for a quarter's working showed a net profit of nearly \$40 per week after the manager's salary had been paid. This would not have been possible under hand conditions, as the aforementioned \$40 represented more than a third of the total takings for the repairs. So much for machinery. But there is something to add as being necessary in addition to the machinery.

The advent of the repairing plant is entirely altering

the old conditions under which this branch of the shoe trade has been carried on. Where a machine-repair shop is opened by a man progressive enough to see the importance of the introduction of machinery into the repairing industry, that man is also usually progressive enough to understand that the old surroundings of dirt and squalor, the turning out of repairs not cleaned up, and the indifferent manner of wrapping up, are things that have got to make way for a clean, well-lighted shop, careful examination and cleaning up of the boots, neat parcelling, and respectability and courtesy of the man behind the counter. Clean, neat tickets must be kept for the customer's use, and an efficient system of booking also adopted, whereby the correct repairs are assured of execution, and—a most important point—punctuality in delivery is observed. Who, then, is more fitted to run a repair department under such conditions than the retailer? It is part and parcel of his everyday business as a retailer to observe and carry into effect these very rules and conditions which have now become necessary to the success of a repair shop. And a successful repairing department means also an increased sales department.

The cost of fitting up a basement or rear premises as a machine repair shop is cheapness itself, if anything like a trade is done, in comparison with fitting up a modern sale shop to produce the same amount of profit. A combined finishing machine, motor, and sole-sewer can be obtained new for a total sum of something like \$375—and even this need not be a capital outlay, but may be met by periodical payments from profits. If there is a fair quantity of welted work a stitcher may be added on terms that will be met by the saving of wages previously paid for hand-sewing.

## Retailers Must Be Alert

Yet, with every possible advantage before him, the retailer is quietly allowing machine repair shops to open up in various districts—machine-run shops which very soon close up a number of small repairers in the vicinity, and possibly capture even a portion of the retailer's trade in repairs. There is not the least doubt that repairing machinery has come to stay, and it is well that it is so. Everywhere retailers are beginning to see the advantages of including a machine shop in their businesses, as is evidenced by the continually increasing sale of repair outfits to shoe men and the spirit of investigation, which seems to prevail in the circles of retail shoe dealers.

### BIG ASSET TO THE DEALER

*I consider your paper a big asset to my business and obtain many pointers from a perusal of its pages.*

*Geo. A. Meloney,  
North Sydney, C.B., April 3rd, 1913.*

### IT IS A GOOD INSTRUCTOR

*I have got a lot of information from the "Shoe and Leather Journal." I learn a great deal regarding the trade from consulting the pages of your valuable and welcome publication, which is a bright semi-monthly visitor.*

*W. H. Brigham,  
Chesley, Ont., April 13th, 1913.*



# Make Your Store the Centre for Juvenile Trade

Majority of Retailers Do Not Give the Attention That They Should to Attracting Children's Trade—A Great Lever to Secure Adult Business—Fit a Child Carefully and Make Your Selections of Stock Wisely

Do you give special attention to the outfitting of children's feet? Perhaps you carry a few general lines, but look upon juvenile trade as a sort of necessary adjunct.

You think there is no great money in it since on the sale of an adult's shoe you make, perhaps, three times what you would on a child's. You are looking too much after big game. It is never well to despise the small things. In life the greatest success is attained and the most enduring career built on doing the duty that lies nearest you. It is the same in the shoe game. Do not mistake the influence or import of trivial things. It is the little leaks that often undermine a business and shatter its foundation, and in mercantile matters the small purchases help very materially to swell the aggregate turnover.

## Looking After Small Feet

If you have not a special children's department,—if your floor space is too crowded or your store will not permit of alteration, this does not prevent you giving special attention to the little ones. The way to win a woman's sympathy is by her children. If you do not believe it ask a suave politician. The shrewd shoeman makes every effort to captivate the trade of the family in interesting the youngsters by means of premiums, guessing contests, puzzles, etc.

One Eastern Ontario dealer makes a practice of sending each child born in his town or surrounding country a pair of infant's soft soles free. He accompanies the gift by a neat congratulatory note. Another retailer started business in March, and to each cherub ushered into existence during the month of his business birthday the shoeman presents a neat initial pin, while the mother is given a fancy, silver plated button hook.

The SHOE AND LEATHER JOURNAL knows of another foot-fitter who finds out from the mother the date of each child's birth and its name in full. On the day before the annual event a pretty picture post card of felicitation is sent to each juvenile. This pleases the mater and the growing recipient. The shoeman has a diary, and all names are recorded in this book, which is looked over carefully each morning.

## Some First Principles

These are all ways of attracting the trade of children, but what are you doing after the juniors get into the store? The basic essentials for the building up of a children's department are: (1) the adoption of scientific principles for soliciting the business, which by demonstration have been proved successful by others, (2) the most careful selection of stock, (3) infinite care and pains to fit properly, (4) appointment for the department only those whose personalities are pleasing to the children.

Recently a leading Western dealer said: "I do not think the majority of retailers appreciate the value of the children's trade and consequently they do not pay sufficient attention to it. I regard it as the most important part of my business and the one which pays best to cultivate." I believe that man was right. The children of to-day are the men and women of to-morrow and though a large proportion of the young folks in after life leave the place in which they were raised and seek their fortunes elsewhere, a large number of them spend the balance of their lives in their native towns. If, therefore, a merchant features children's shoes, and they are good shoes,—if he constantly and systematically goes after that end of the business he will surely get it, and retain it, and his store will be the one

which his young customers as they grow up will continue to patronize.

## A Lever to Adult Trade

The children's trade is, moreover, the best possible lever for securing adult trade. Whether it be the father, mother or grandparent or whoever it may be that brings the child to the store, that person at some time or other will in all probability purchase their own shoes there also. If they do not it is the merchant's fault and failure to take advantage of golden opportunities.

It is the greatest mistake for any shoe dealer to under-

## A Live Wire in the Trade

"I believe in good window dressing, up-to-date fronts and sound financing," said F. C. Wilkinson, shoe retailer, of Owen Sound, who has been in business in that progressive northern town for a number of years. His annual turnover has always shown a gratifying gain and to-day he is one of the staunchest and most widely-known merchants in that portion of Ontario, although he began business a few years ago with a cash capital of only \$400. Mr. Wilkinson started working for A. M. Anderson, of Owen Sound, in 1893, and remained with him three years, after which he went to



Buffalo and spent a year in a large departmental store. Returning to Owen Sound on a visit, his brother-in-law, T. E. Vanstone, a dry goods merchant, induced him to put in a small stock of shoes in his store. This Mr. Wilkinson did, on the meagre capital already mentioned, and did a small business for two years. Then he bought out a half interest in Mr. Anderson's shoe business. The partnership continued for nearly three years, when the former withdrew and started for himself in September, 1900. His business kept increasing each year, and in 1904 he purchased the \$15,000 shoe stock of L. Welch & Co. and moved his own \$12,000 stock to the Welch stand at 919-921 Second Avenue east, which he has occupied ever since. Mr. Wilkinson makes a specialty of fine goods and has also built up a very satisfactory trade in trunks and valises.

rate the possibilities of this branch of his business. It must not be treated as a side line, but as a leader worthy of the closest attention. To cater to the children and make a success of it requires the most careful selection of stock, great skill and patience in fitting and a genial personality. Special means must also be taken to keep the parents in mind of the fact that children's shoes are featured in your store, that you have a children's department managed and served by those who make a specialty of that branch of the business. Those who officiate in the children's department should be specially selected for the work. They must like children, understand their ways and know how to please them. The little customer appreciates kindly treatment and never forgets it.

If some souvenir of the visit is presented to the child he or she will surely influence the parent to purchase the next pair of shoes at the same store.

#### Good Value and Good Fitting

Parents are very much impressed by the durability of their children's shoes and the man who desires to build up a

large children's trade should always discourage the purchasing of cheap shoes which cannot give the service expected of them. It is better to induce a parent to give \$3.00 for a pair of good durable shoes, than \$2 for those which you know cannot withstand the hard wear to which they will be subjected.

It is a mistake also to advise very heavy footwear for children. If they are school shoes they may be protected by metal toe and heel plates, by brads or nails, but they should not be so weighty that the child is inconvenienced thereby.

To fit a child carelessly is a crime and to make a practice of doing so is fatal to the development of a children's department. The fitting of the little ones requires greater care and skill than does the fitting of the older folks. The child cannot always tell the salesman whether the shoes fit or not and occasionally—if the former takes a particular fancy to the shoe—he declares it to be perfectly comfortable when it is not. If, after the shoes are purchased and worn, they fail to give comfort, it is not likely that those customers will patronize the store again.

## CANADIAN SHOE EXHIBIT GOES ON A LONG TOUR

The idea of educating the Western farmer as to the extent of Eastern manufacture was worked out last year in the form of a train, which was filled with the products of Canadian factories, tastefully displayed, and which, after due advertising, completed a two-months' trip, covering all the railway lines in the Western provinces. The train met with such a hearty reception that the plan was repeated this year, and the second "Made-in-Canada" pulled out of Montreal on May 14th. Every variety of Canadian-made goods is displayed in the various stages of manufacture, constituting a most valuable object lesson to the inhabitants of the prairie, who are sometimes too apt to consider that the country's sun rises and sets in a wheat field.

Many exhibits vie with each other as regards good taste, power to create interest, etc., and one of the most noticeable was that of the Ames-Holden-McCready Co. This exhibit took up the third of a car and with this space, everything possible was done to make it a "top-notcher." The Ames-Holden-McCready showing was in charge of R. H. Angus of that firm, who is no stranger to the Canadian shoe trade, and he is sure to serve the best interests of the firm on the present trip. The main display is made in two showcases, one displaying men's fine goods from their No. 1 factory in Montreal and the second women's fine goods from No. 2 factory in the same city. The back of the exhibit is lined with shelving containing heavy staple goods from



A SPLENDID SHOE DISPLAY IN THE MADE-IN-CANADA TRAIN

No. 3 factory, open for inspection and handling. The walls are covered with blue plush which have the effect of giving a softening tone to the whole. A blue plush cord is also stretched across the front. A feature of this exhibit is that nothing special was made for a display of this kind, as it was only decided to take space in the train about two weeks before it left Montreal, and at this time the factories were closed for stock-taking. All goods shown were taken from stock or sample rooms, and the display goes to show the equal quality of every pair of shoes turned out in the company's factories. Post cards received from Mr. Angus report that great interest is shown in the footwear.



# Clerks Need a Broader Perspective of Their Work

Why Some Shoe Salesmen Rise and Others Stand Still—The Ambitious Fellow Will Learn All He Can from a Wideawake Retailer—Qualities Which Enter into the Creation of the Progressive Dealer—Pluck and not Luck is what Makes a Business Successful in the Present Age

Henry G. Selfridge who at the present time is England's chief merchant, and whose establishment year by year shows continued advancement, though at first it labored under many disadvantages, began a few years ago in one of the departments of Marshall Field & Co. His rise in that house was steady and well deserved.

Here we see the clerk rising in a comparatively short time to be the owner of the foremost establishment in the old land.

His case is only similar to many others which might be given, and back of them, evidently there lies some reason for such a rise. It simply can't be a case of luck or favoritism or any outside causes beyond the real worth of the man himself.

True, there are isolated cases where promotion takes place which is not merited. But how long, one might ask, can sham and bluff carry a man? Only up to a certain limit, and then it is necessary for the man to show he is master of his business or he must step down and out.

## The "It Doesn't Matter" Attitude

Too often shoe clerks say to themselves:—"Oh, it is no use trying to do this any better than I did it before. There aren't any chances nowadays. A fellow never gets any thanks for doing this or that. If I do this, why some one else will get the credit."

Things like that may be true or exist only in the imagination. If true, it's up to the footwear salesman to move to some place where only merit counts. It is assured that quality will be recognized.

If they are only imaginary, however, it is necessary to brace up and get a new perspective. Perhaps the ambition is to become the head salesman for the house. Perhaps to go into business for himself. There are many men who have no desire to own a business of their own, but are better satisfied working for others.

## Never Satisfied Working for Others

Then, again, there is the man who will never be satisfied until he is controlling his own business. He would sooner be the leader of a band, no matter how small, than a follower in an army. It may be the lack of capital keeps such a one as this in the employ of others, but that is no reason why the opportunities that are present should not be taken advantage of.

The best way to show a capability to own and manage a business for oneself is to show that capability in managing a business for some one else.

How few are there who are earnestly fitting themselves to become masters of their own business. A sort of hit and miss knowledge about all principles of business is deemed sufficient. It is not enough that a man should know goods. While that is an important item, there are many such who do not make successful business men.

There comes to mind a Western shoe clerk, an old country man who has been in Canada for several years. He knows all about leathers, factory operation, the special features of each shoe, whether it is solid throughout, the kind of tannage, cost of linings, counters, insoles, box toes, etc., history of the firms whose footwear he sells, the style, fitting qualities, sole stock, etc., and yet he is working for someone else as a foot fitter and salesman. He is a success, but as owner or manager he would not hold his job a month. Why? Because his knowledge ends here. He knows

nothing of handling a sales staff, stock-keeping, window decoration, advertising, judicious buying, or general merchandizing policy. Executive ability he has never developed. That there are good openings for men, such as this, cannot be denied. A clerk who specializes in his line, knows just a little more than the other fellow, is bound to have a good position. They are always on demand. But there are clerks, no matter how large a salary is attached to a position, who would sooner be masters of their own place.

## Get With a Successful Man

The best place for a young shoe salesman who has that idea is to be with someone who has made a success of his business. Only by first hand study can the principles be learned. It is all very well to teach salesmanship and other business qualities from text books, but theoretical knowledge alone never carried a man very far. Not that many good ideas cannot be found in text books. But it is only by the combination of the theoretical with the practical that any good results are obtained. More can be learned in one month by close study at first hand under

## Success in the Home Town

Thirty years in the shoe business is a pretty good record especially when an annually expanding trade is done. In brief, this is the career of J. Ready, of St. Marys, Ont., who was born on a farm in West Nissouri Township, County of Middlesex, in 1860. Leaving school when sixteen he went as an apprentice to a shoemaker in his home town, St. Marys. After completing his apprenticeship, he worked at his trade in Canada and the United States. In 1883 he



started in the boot business in a small way in St. Marys. Since then he has made four moves as trade increased, and the last was into a fine brick store, with twenty-five foot frontage which he purchased and greatly improved by putting in large plate glass show windows. The interior is finished in natural wood, shelved to the ceiling, with rolling ladders and other modern fittings. Part of the second storey is used as a stock room. The store is located in the best part of the business section of the "stone town," and Mr. Ready enjoys a good healthy trade. He handles trunks, bags and suit cases, and finds a good traveling goods department pays.

the tuition of a practical retailer than by theoretical methods in six months. It is very good to tell a man that customers are physiological studies, that if a man toes out when he enters the store he should be addressed in a certain manner, or if he is cross-eyed he should be addressed in another, but often customers do just the opposite to what is expected. Along general lines advice like that is good, but it is the practical demonstration day after day by shoe dealers who have found by experience the best methods, that give the budding business man his best experience. Much has been said time and again about the necessity to dress neatly, to live within the income, to be attentive to detail and so on. These principles are, of course, among the first and must always be kept in mind.

Like the general practitioner in medicine, the shoe retailer must study the principles of different phases of his

work. He cannot confine himself to one department and work along that alone. Not only must he be a keen seller, but also a keen buyer. He must be able to judge accurately what will or will not sell; he must know that there is more than one way of figuring profits on that which he does sell, and stock his shelves with good fitting lines that will move readily and meet the demand of his particular kind of trade.

So, to the young man who has the ambition to some day be in the shoe business for himself or who may, perhaps, be thinking of some day being a buyer or manager, it is evident that first of all he should prove himself worthy. If there are no chances in the store, the best plan is to go somewhere outside where there are chances. The idea to keep in mind is that all clerks are merehants in the making, and the result for each one lies within his own power.

## Does It Pay to Turn Down Sudden Calls for Credit?

**How Shoemen Have to Meet Emergent Requests—Should a Hard and Fast Rule Be Adopted With All Customers to Demand Cash—A Leading Retailer Recounts An Interesting Experience—Chasing Up Forty-Cent Bill**

"Yes, I have all sorts of requests," remarked a King Street shoe dealer, Hamilton, "people come into my store for a certain length of time—pay cash—take away the goods—and then some day, they suddenly make a request for credit. Various pleas are put forward.

"There is no need of going over the whole list. The average retailer knows what they are, for we all run across the same experiences to a very large degree. I used to grant these concessions and found a large number did not come near me afterwards. As long as such a patron owes you money, he or she generally stays away from your shop. You can put that down as a fairly safe rule. I have refused people during the last few months who have gone out in high dudgeon, vowing that they would never plant foot in my establishment again. You would think that they would destroy me and my business. These self same parties, however, come back more frequently and trade with me later on, after the bile has been extracted from their systems, than did those to whom I used to grant transient credit. I now do a strictly cash trade and give concessions to no one. I find that there are fewer people leave me, than when I sought to single out certain parties and do them little favors. Oh, we get all sorts of excuses for the customer to insert the thin edge of the credit wedge.

### Out in the Wet and Cold

"A peculiar circumstance arose some time ago. It was raining hard one chilly evening, and two girls stepped in the doorway of my store to prevent being soaked by the drenching down pour. I was in the office talking to my wife, and as there was no possibility of any trade being done, or indication of the rain letting up, I stepped to the front, and asked the two young ladies to come inside and be seated. They accepted my invitation, and after remaining a considerable length of time, desired to go. I remarked, 'It does not look as if the rain will cease, and although I have never met you before, I think we can let you have an umbrella, providing you will return it in the morning.'

"They said, 'Oh, yes, Mr. —, we live right over here on B. . . Street, and will certainly send the umbrella back in the morning. Accordingly, they departed. The rain protector did not find its way back to me, the next day, but it came in two or three days later, and about a week after this incident, the family started to buy footwear from me. The girls came in and got some oxfords and one afternoon, I got a note from the mother, stating that she was sending Mary, aged nine, for a pair of rubbers for the little girl. The memo

read: "I have nothing but a ten dollar note in the house and am afraid to send this by my child, as she might lose the bill, or some of the change on the way home. Will you kindly let her have a pair of rubbers, and I will call and pay you tomorrow."

"Well, the note seemed plausible enough, and I sold the child a pair of rubbers, at 40 cents. The next day, the mother did not call in and it went along until the following week,

## The Blind Shoemaker of Barrie

"I don't want pity, all I ask is work." So reads an announcement of C. E. Tooth, who, though blind, recently opened a shoe repair shop in Barrie, Ont. He is located at 58 Bayfield street in that town and is doing a nice, steady trade. The accompanying cut shows Mr. Tooth at work at



his bench. He is a graduate of the School for the Blind at Manchester, Eng., where he learned shoemaking. He has been in Canada about a year. Mr. Tooth recently sent out dodgers guaranteeing satisfaction to all customers who favor him with their patronage, stating that all work was neatly and promptly executed, that his material was substantial and that his prices were no higher than those of any other shoemaker.



and one day, I jumped on my wheel, went over to B. . . St. and said: "Mrs. Widdes, your little girl got a pair of rubbers at my place a few days ago, and they were 40 cents.

#### Did Not Bring in the Money

"Oh, yes, Mr. —, I have not any change in the house just now, and won't have until Saturday, but you can depend that I will call sure, and pay you that day."

"Saturday came, and still the money was not paid in. I called two or three times after, and was met with one excuse or another, and finally grew tired of the matter. Then, one day, a couple of months later, I thought I would call around again and see if I could get what was coming to me. The sum was not large, but it was the principle of the thing that I looked at. The fact that I had obliged this woman and that she was trying to get the better of me for 40 cents rather got on my nerves.

"Well, on going over to B. . . St. I found they had moved away and I lost track of them completely. Then, one evening, about a year later, my wife and I were on our way to a concert, when I noticed some kids playing on a lawn. I inquired of my better half:

"Are those not Mrs. Widdes's children?" And sure enough, they were. "Well," I said, "I am very glad to have found out where they reside and I think I will make it my business to call around to N. . . St. to-morrow." For this was where their new home was located. I went around a couple of days later and was met by Mrs. Widdes. After she had opened the door, and I had put my foot against it so she could not close it, I said, "I do not suppose you remember me?"

"Oh," she answered, "You are Mr. — and you are around after that 40 cents I suppose?" She started in to give me a very voluble explanation of affairs. I cut her short mighty quick and told her I was not there for that 40 cents at all—that, if she gave it to me, or double the amount, I would not think of taking it, after the mean, underhand and dirty manner in which she had used me.

#### Told Her a Thing or Two

"Mrs. Widdes," I declared, "it is a good thing that you are not a man, for if you were, I would tell you in plump style, with strong words, just what I think of you—but, being a woman, I suppose that your sex entitles you to more consideration."

"However, I got off what was on my chest, in a direct, pointed fashion, and she winced two or three times, and I finally left. I had satisfaction in telling her just what I thought of the whole affair. Well, to make a long story short, I wrote that 40 cents off, although the woman might have been willing to pay it then, but I had the supreme satisfaction of getting even with her by word of mouth."

"Judge of my surprise, about three months ago, who should walk into my store, but the same Mrs. Widdes, and bought a pair of tan pumps for herself at \$4.00 and a brown suede pair for her daughter for \$3.50. She paid the cash, too, and has been back here several times since.

#### Pointing Out a Moral

"Human nature is a peculiar thing. If I had not granted that woman credit for a child's pair of rubbers, I presume that I would have had the family trade for the two years, during which time I lost their business. But, by granting credit they stayed away from me all the while. I not only lost their custom, which would amount annually to anywhere from \$25 to \$75, but that forty cents as well."

To blacken tan leather it should be first rubbed with a ten per cent. solution of tannic acid. Let this solution dry thoroughly, when a ten per cent. solution of iron sulphate should be applied. This gives an intense black, is easily applied and is harmless to the operator.

## "Chance Card" Is Winning Out

"I picked Sydney, C.B., as a chance card, back up, and I am winning out. I felt a call from the northland and answered it," said G. W. Murphy, custom shoemaker, when speaking of how he happened to start business for himself. Mr. Murphy comes of a generation of shoemakers—his grandfather, father and five of his uncles were all in the trade and served their full time in custom shoemaking in Truro, N.S. Mr. Murphy, who was born in Halifax and is 40 years of age, has had an extended experience and invaluable insight into the art of St. Crispin. His first factory job was with the Amherst Boot and Shoe Company. He worked at what they called a "team" in those days. One man contracted to make a certain grade of work, furnishing the labor, and the shop supplying the stock and seat room. "I received six dollars a week then as a pegger by hand.

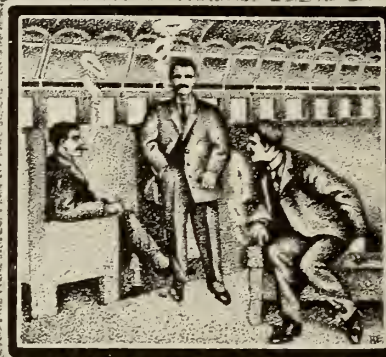


\$10.00 was then looked upon as big pay, but the boss of the "team" made about \$40.00 a week," declared the speaker, who also worked at lasting and heeling in the same shop. Later, he put in one year in Smith's factory in Sackville, N.B., where he learned the basic principles of stock room methods. He then spent 15 years in the United States working in various departments and studying the most up-to-date systems. He was two years in Boston and had charge of a boys' boot department and also a stock department and assembling room. He then tried a custom shoe shop on his own behalf and stuck it out for two years. Next he found himself in Chicago, where he spent three years in a lasting room and had a number of more or less exciting adventures. His wanderlust having been gratified to a certain extent, he returned to Sydney, where he began business a little over two years ago with only a few cents in his overalls, the day that he turned the key in his shop door. The first twenty-four hours he took in 10 cents and now his receipts on some days run as high as \$50. He is making large numbers of pairs of custom shoes and during last summer and fall employed seven men. This season he expects that business will be so good that it will be necessary to engage a larger staff. Mr. Murphy has a regular stitcher and a good line of repair machines and has secured an option on others which he may install later. He has been endeavoring to get the citizens of Sydney interested in a shoe factory and expects yet to launch the industry, as he intends to keep at it. He is fully convinced that he can start this fall, making shoes on a large scale and selling direct to the consumer.





# On the Road



## VETERAN TELLS HOW TO MAKE THINGS "GO"

"I have made a good living, and saved something for a rainy day, which proves I have not been a failure in my business," writes a shoe traveler for a Montreal firm who has been twenty-three years on the road.

"First of all, a good salesman must be well posted on all points, both good and otherwise, about his line, and also familiar with competing lines, as far as possible. This will enable him to place his own goods to the best advantage before possible customers. He should be a close observer, and a student of human nature, and judge by many things besides the conversation of a customer what he thinks of the goods offered, and be prepared to meet and overcome all possible objections. He must know the needs of each individual buyer, and offer the goods which will most interest him. There are three points which every successful salesman must be able to make with his customers.

"First, get his attention. Then interest him in your goods, and create in the customer a desire to possess or purchase what you have to sell, and a determination to have it. This will result in an order for the salesman. Every sale made in this way is the result of successful salesmanship. If a customer calls at your place of business, asks for certain articles, pays the price named, takes the goods, and you take his money, no salesmanship is required to make such a sale. Good salesmen are men with full knowledge of the goods they have to offer, and able to create a demand for them.

### Learn of Their Habits

"A successful salesman will learn something about the habits of his customers, and be able to talk intelligently and enthusiastically with them about baseball, golf, fishing, hunting, books, horses, dogs, or tell a good story, anything to get the interest of the customer, and clear his mind of other business for the time being. Then it is easy to introduce your goods, and get his attention on them.

"No competent salesman ever speaks disrespectfully of competing lines. Salesmen for the particular line under discussion may be close friends of the man to whom you are talking, or he may then be using some of these goods, and be obtaining what he calls good results therefrom. Your talk will not only create ill feeling against yourself and your goods, but is apt to cause the customer to conclude you are not a man to be trusted. Another thing: no one can tell what may happen, and at some future time the goods spoken against may be the very line which you are trying to sell. Even if the customer should ask about or praise competing lines, say as little as possible, except that you have heard the goods well spoken of, but that you know your own is one that will give entire satisfaction.

"If a buyer is busy when you call, wait a few moments until he has a chance to recognize you. If he is talking with

another salesman, even for a competing line, do not 'butt in,' but just wait patiently until they finish their conversation. If the other salesman is known to you, do not rush up and speak to him, as he may be about to close an order, and your action might distract the attention of the buyer, or change his mind, and you would then have an enemy instead of a friend in the salesman. We all need friends; no one can have too many. They are a good asset.

"Salesmen sometimes receive discourteous treatment from buyers and occasionally this is their own fault. If a buyer is not interested in the line the salesman presents, and says so, do not insist on showing samples and taking up time. Better leave before the prospective customer loses his patience entirely.

"A salesman will sometimes become greatly impressed with the importance of his house and himself, and make the mistake of trying to overawe small buyers, and create the idea that because he called an order must necessarily be given him. This is poor policy, and leaves with the customer a feeling of disgust for both salesman and his goods. Poor salesmen, like failures in other lines of business, are very apt to blame someone else for their lack of success.

### How Advertising Helps Salesman

"All kinds of goods must be advertised to be sold to advantage. Some concerns claim to advertise only through their salesmen and demonstrators. But any salesman will admit that goods persistently and judiciously advertised are far more easy to sell than those comparatively unknown to buyers. In these days of keen competition no set rules can be followed, because almost every customer is seen under different conditions, which must be met by the salesman and turned to his own advantage as much as possible. A buyer studies salesmen and is quick to detect the slightest sign of lack of confidence or knowledge in the goods before him. This sometimes enables him to make easy terms for himself in discounts, delivery, etc.

"If a house employs few or many traveling salesmen it is good policy to keep closely in touch with each one. Write them cheerful, encouraging letters, and try in every way to help each man do his very best. After a day of hard work, and discouraging failure on a part of a salesman, a letter of encouragement and praise from his employers often gives him the needed stimulus to make still greater efforts the next day and win out. A narrow-minded, fault-finding employer cannot hope to find his salesmen full of enthusiasm, as they inevitably reflect the spirit of the house they represent."

It seems to afford a fellow a heap of satisfaction to pull the trigger for himself to see if it is loaded; and a lesson learned at the muzzle has the virtue of never being forgotten.



# Where Small Retailer Has Not Much Chance

Old Country Shoeman Tells of His Career—Left Several Jobs to Get Fresh Insight into Affairs—Believes Experience is so Much Capital—Canada offers Better Prospects as Here Each Man Has a Chance in Shoe Game.

The man who is at the head of the Brantford Show-all Window Fitting Co., and also proprietor of a shoe store in Paris, Ont., spent several years in the Old Country before coming to Canada a few years ago. His name is A. C. Clark, and he recalls some interesting reminiscences of his career in Great Britain and the methods that are employed in the stores there, as contrasted with those in this country. His father and his grandfather were both shoemen in the old land,—his father entered both the making and the retail line in Leicester, where he was well known and highly respected.

Speaking more particularly of his own experiences, which will be read with interest by the trade, Mr. Clark in a recent interview said:—"I was left to shift for myself early in life. My first job was with a firm having upwards of three hundred retail branches. I started with them as an ordinary clerk at twelve shillings a week, and worked with them for seven years until I became assistant inspector.

## They Tried to Run on Him

"After filling such berths as relieving manager, stock taker, window trimmer, and other departments, I was also



in charge of the bespoke department, or what you would call in this country, made-to-order branch. This employed about thirty men. They all left me one hour after I took charge. Why? Because the youngest man among them was twenty-seven, and the oldest seventy-one, and, unfortunately, I was only nineteen. They evidently thought that I was a kid and they could run on me. They demanded that I should alter the wage sheet. I told them that I did not see that it needed altering, as they were already overpaid for a lot of things. However, they all went out and left me, and I was alone with two clerks and work waiting to be done that had been sent in by over eighty stores. I made enquiries regarding the capabilities of the various men and by four o'clock in the afternoon I had at each fellow's seat, work suitable for the different men. I may tell you that my predecessor had been in the habit of mixing up the sweet with the sour, as it were, and giving one man a pair of pumps or turns, a pair of rivetted and a pair of hand sewed, and so on. About an hour later, one or two men came in, pulled their work over, looked at it, but went out again. By six o'clock the following morning, every man was in his place and without exception, every one earned

more that week than he had ever before, notwithstanding that they had all lost the Monday.

## Wanted to Broaden Out

Well, I stopped with the firm seven years, as stated, when I made up my mind that I would like to see how the other fellow did the business. I did not wait to secure another position equal to the one I was in, but simply answered an ad, that a house had inserted, for a manager. This house had some 500 retail stores. I got a job and was assigned to a stand that had been allowed to run down. I soon built it up—although I do not like to be talking so much of myself, and you may think me rather boastful, still, you have asked me for some facts on Old Country shoe life, and I am giving them in connection with my own experience. I improved my position with that firm during my five years' connection with them and then left to see how other fellows did the work in other stores. I believed that experience was so much capital. I had a month holidays, and during that time, answered an "ad" of a departmental store for a temporary hand in the sales department.

## Sold \$450 Worth in Day

I secured the situation and the first day, even although I did not know the stock, my book showed my sales to be \$450. The first salesman of the department was next to me, with some \$200 less. This department, during the time of special sales, employed some sixty young women and fifteen men, as well as several shop workers, and one or two private detectives in the shoe department. I stayed three years with this departmental store as head of the department, and left to take the management of a large shop at the — sea side, thinking to better my health, in which I stayed for seven years and was given other stores to superintend.

"I finally grew tired of working for other people and decided to come to Canada, as a single man in England has no chance to really improve his condition after he has served a certain number of years. When you compare England with Ontario, you could put it in Ontario three times, yet there are upwards of fifty to one hundred firms in the shoe business in the old land, who control anywhere from thirty to six hundred branches. Small men or retailers thus get frozen out, and I consider that the opportunities are far better in Canada than there.

## Good Space Going to Waste

"One thing that struck me particularly on coming to the Dominion and also while traveling about Ontario, as agent for an American line of goods, was the amount of wasted window space in this country. After meeting with difficulty in various ways, I eventually was able, through the Brantford Show-all Window Fitting Co., to put a fitting on the market that has given satisfaction to a good number of progressive merchants who have interested themselves in it. Fittings of this description are largely used in the Old Country where they do not believe in wasting window space. I consider that my fitting has several improvements over the ones generally used in England, in that it is a fitting which sells the goods, but there—you will think this an advertisement instead of a recital of my footwear experience in the old land, and I have already talked too long about my career."



# A New Pen for Making Show Cards

A Pen That Has Decided Advantages for Speedy Work—Some Price Cards Require Only a Few Seconds to Execute—Specially Suitable for Small Lettering But May Be Used for Other Styles

By R. T. D. EDWARDS, with the Robert Simpson Co., Toronto  
(Copyright by Acton Publishing Company Limited)

Very remarkable progress in the art of show card writing has been made in recent years. The introduction of the Soennecken pen has made rapid speed possible. But the ever-increasing number of show cards in use keep the card writer continually on the watch for ways and means of producing cards even more quickly. One of the latest of these is the use of the Payzant pen, which we will deal with in this article.

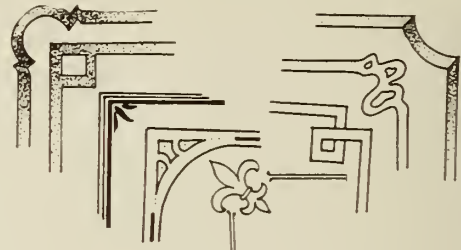
It was first adopted for show card use by a card writer in a Chicago department store. At that time, it was used solely for executing rush work. Since then, other card writers have used it for the better class of cards and some are using it for all kinds of show card work.

### The Payzant Pen

The inventor of this pen had no idea that it would be used for card writing. His purpose was to produce a pen that could be used for drawing plans which require to be executed quickly. It is a very practical device and makes possible the production of better cards in less time than is taken with other tools. The illustration which appears herewith, will give a good idea of the style of it. Apart from the handle, it is made entirely of brass. It has a reservoir which holds sufficient ink to allow several lines to be written without refilling, also, a set screw which regulates the flow of the ink. The face of the point is flat and not pointed, as other pens are.

Only perfectly smooth card board should be used with lettering with the

Payzant pens—a china coated board is best. The pen is liable to scratch on soft surfaces, while mat, or covered

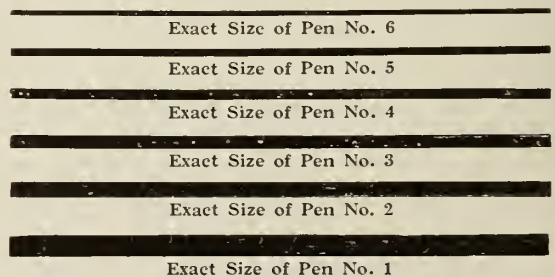
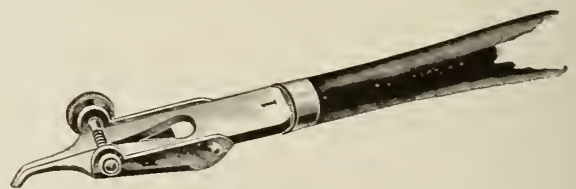


Corner Pieces which make very effective borders



A few simple Price Tickets which can easily be made with the pen

boards, are entirely too rough to insure an even stroke. Care must be exercised also in selecting inks to be used with these pens. A very smooth flowing kind is



THE ABOVE CUT SHOWS THE EXACT SIZE OF PEN AND LINES MADE FROM THE DIFFERENT SIZES

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 b c d e f g h i j k l m  
n o p q r s t u v w x  
A. y z &

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z 1 2 3 4 5 6 7 8 9 0  
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 &

B.  
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 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 . ! . =

STYLES OF LETTERING MADE BY THE PAYZANT PEN



best. Waterproof ink has proved very satisfactory. Cheaper fluid is liable to corrode the pen. If you experience trouble with ink clogging, strain it into a clean bottle through two or three thicknesses of fine cheese cloth, which operation should remove most of the sediment and dust that is found to settle. The reservoir can be filled with ink by dipping it into the bottle or by use of a fountain pen filler. Either way works out satisfactorily, but the former is somewhat quicker.

#### Care of the Pen

When the point is not in use, wash it out or leave it standing in a glass of water. This should remove all the ink from the pen. Should it become blocked, pull a piece

of paper through the ink passage, which will remove any obstructions.

Almost any style of card can be made with this pen, ranging from very rapid work to small neat letters, and from small letters to large letters, which must first be outlined. For the execution of small square faced letters, this pen will be found most useful.

#### The Illustrations

Great scope is offered for making variety in small price cards. For this work it is advisable to keep two pens in use—the small size for the wording, with a heavier one for the prices. Attractive borders and corner pieces can also be made rapidly with a pen of this nature.

## Distinctive Cartons Boosted the Felt Shoe Trade

The Way Little Ideas Develop Big Sales—Improving Boxes and Using Color Display in the Advertisements Proves Unique Success—Striking History of Felt Footwear Company Which Might Be Emulated by Canadian Manufacturers

Two advertising ideas greatly increased our business the past season. The first idea was to put our shoes into fancy cartons that would make them conspicuous and easily identified on the dealer's shelves. The second idea was to concentrate in a few picked mediums with color display in large space.

We had always put our shoes and slippers out before in plain white cartons, with the trade-mark and description on one end. Every shoe manufacturer does the same thing and all shoe cartons look alike in the shoe store.

The idea for the fancy carton came to me while I was out in St. Louis. I saw a carton in which velvet shoes had been imported from England. It had pictures on the sides and showed up strong on the shelf. The art-work was rather crude, but it started a thought, says W. R. Green, president of the Daniel Green Felt Shoe Co., of New York, in *Printer's Ink*.

I had been groping for some such idea as that. I had not thought of it specially in connection with the carton, but I was looking for something that would advertise our shoes to the public in the store. Our line is in all colors and of all grades from 25 cents up to \$10. They make a good display in the window and on the counter, but were previously lost to sight and memory, even, in the plain boxes. You can go into a drug store or a grocery store and see a bottle or package that you recognize either from previous use or from the advertising you have read. But you can't do that in a shoe store, or rather you could not until we began to put our goods into fancy boxes.

#### Wanted to Unload Dealers

I had felt this handicap very strongly last spring just after the completion of our season because we had gotten out a new line of what we called "Comfy" slippers for children, with carved design, and it had been a flat failure. The dealers were still loaded up with the goods and I was ransacking my head for some way to unload them.

So, when I came upon this fancy carton from England, I thought I saw the way out. I carried the idea home with me and talked it over with my associates in the office. The more we thought of it, the better it looked. It seemed a remarkable thing that shoe cartons had gone so long without improvement when packages in so many other lines were being made to carry advertising or at any rate something to identify the goods.

We could not carry advertising on the cartons. Too many stores, especially the departmental stores, object to it. And so do many of the consumers, as we came to find

out. But we felt we could improve the carton artistically and make it distinctive, and attractive.

I had my niece, the daughter of my brother, the late Daniel Green from whom the business is named, get us up some designs. The first was of some Dutch "kids" and rabbits. Then we had a Wedgewood design in blue and white. Then, hunting scenes, Mother Goose and Santa Claus for last Christmas, Puss-in-Boots, Venetian scenes and Kate Greenaway children.

It was not long after the season began before we had an illustration of what the new carton could do. We sold one of the leading department stores in New York an order of children's felt slippers for the holiday season. They were our fancy picture "Comfies" with carved design. The manager of the department thought enough of them to feature them as a novelty on one of the big holiday tables in the main aisle of the department. They went off very well, and in the course of a few days the manager placed a rush order for more.

#### Store Threw Away Fancy Cartons

I ought to explain here that this department store sends all its goods out in its own boxes. The picture "Comfies" had been delivered to the store each pair in its own fancy carton. In the store, however, the shoes had been transferred to the store's own carton and our cartons had been thrown away.

When we sent the second order up, the department clerks had no time to make the transfer, but put them just as they were, fancy cartons and all, on the table. They went off even faster than the first order and a third supply was ordered.

But, meanwhile, three or four days after the second supply had been sold out, the department manager was summoned up stairs to the office.

"What is the trouble down in your department about those felt shoes?" he was asked.

"I didn't know there was any trouble," he said.

"Why, we have got fifteen or twenty letters here from customers complaining that the fancy cartons in which they bought the shoes, were not delivered with them."

"Oh, I understand," said the department manager. "The boxes are a novelty in themselves—have colored pictures on them. I did not have time to unpack and put the shoes in our own boxes, so we simply dumped the boxes and shoes on the table, and then, when sending them out, we followed the store rule of delivering only in the store boxes."

"Well," said the store manager, "we have got to

satisfy our customers, if we can, without breaking the rules. All right, let them have the carton, but send it inside of our own carton."

I mentioned this incident to show the value of the fancy carton. It was a novelty, but that was not all. It was attractive in itself and would have been picked out from a thousand other shoe boxes as something distinctive.

We began to change over our cartons as fast as possible from the plain to the fancy kind and we have now got nearly a dozen different designs, each one to a different grade or quality of shoe. There is nothing but the picture on the outside. We found that it would not do to carry any advertising on the outside because the public felt that it spoiled the box. We put our advertising label on the inside of the cover and a booklet in the carton.

Our experience convinces us that the package should receive only less attention than the product itself. The importance of this point has been overlooked in the shoe trade, and in others too, doubtless. There is no knowing how many thousands and perhaps millions of dollars are wasted every year in many different lines of trade through advertising brands that are virtually buried in the store and so hidden from the consumer because of the character of the packages, or labels, which fail to attract, impress and inform.

#### Use of Large Color Display

The second idea that was responsible for largely increasing our business last season, using large color display in a few mediums, was suggested partly by the thinking we had done in regard to the packages and partly by the growing feeling that nothing but color would do justice to our line.

The first felt footwear was made up in black or grey and compared with the more elegant shapes of to-day, excessively ugly. We improved the slippers little by little, provided new uses for them, added ribbons, rosettes and other decorations, carved designs on the fronts and tops, and put them out in all sorts of shades and colors. We even perfumed—very delicately—the better grades in order the better to bring out and suggest their daintiness and appeal to women and children.

We had been advertising from our earliest days. Up to last season, our recent advertising had been small space in a large number of mediums. We generally used the picture of a shoe to show some particular last. The picture, of course, was in black and white, and naturally gave little idea of what the shoe looked like in colors. Millions of people must have seen the ads., but comparatively few could have formed any conception of the kind of goods we were making. The public had hardly realized that our felt shoes were out of the dull grey period.

We ought to have realized this weakness before, but we probably would not have done so, so soon at any rate, except for our experience with the carton. After we had seen what colored pictures would do on a box, we gradually came to an understanding of what ought to be done in all our advertising.

#### Expense Made Them Hesitate

It would not be quite fair to ourselves to say that we had not thought of color display before. We had done so, but we felt that it would entail too large an advertising appropriation if added on, and we hesitated about cutting off a lot of mediums in order to concentrate in a few picked ones.

The proof provided by the cartons as to how attractive colored pictures are, naturally threw light on our advertising problem. We had been running about sixty lines each in the Saturday Evening Post and the Ladies' Home Journal and quarter to half pages in the magazines. We ended by crossing off our list all but half a dozen mediums.

Our season is November, December and January.

We took the colored back cover of the Pictorial Review for November and of Life for December. We took a page in John Martin's Book in December and column insertions in the Saturday Evening Post, Ladies' Home Journal and Women's Home Companion, one each in November and December.

By means of color we showed the new idea in felt shoes in such a way that the public could at once see the great difference between it and the old time felt slipper.

#### Woke the Trade Up

The combination of color display in large space and novelty in shoe cartons, each of the two features helping the other, had an immediate effect. The trade took notice and pushed the goods, the public called for them, and even though we had been sanguine about it, the actual results surprised us. The business in the lines put into fancy colors and advertised more than doubled, and we could have done very much better if we had had the goods to sell. We kept a record of all the orders we could not fill, in order to get a line on the actual demand, but we found that at length impracticable, inasmuch as some dealers were more insistent than others and put in their orders two or three times, while others, after the word got around, did not even bother to write. We only know that the two experi-

*(Continued on page 56)*

## Quick Service is What Counts

"Know your stock from the front door to the back door so as to be able to put your hand instantly on any shoe wanted. No customer wants to trade with a house that cannot give him quick service," said Arthur Roberts, of the Roberts and Van Lane Shoe Co., of Brantford. Mr. Roberts has only been in the shoe business five years, but the progress he has made speaks volumes for his untiring energy. The firm



was formed for the purpose of taking over the business of J. A. Taylor, of Brantford, the subject of this sketch assuming charge of the store and running it ever since. With the firm only a year old, the shop was found too small, and an addition had to be erected. Even now at times it is hard to accommodate all the patrons. One of Mr. Roberts special points is his window display. He believes that these cannot be changed too frequently, especially in the smaller centres. He is also a great believer in advertising of the right kind, and in union-made shoes of which he carries a big stock. He controls several leading lines in Brantford. "Come in personal contact with your customers and make them satisfied customers; keep your windows clean and up-to-date; advertise and sell union-made shoes and you are bound to do well in the footwear business," declared Mr. Roberts.



## When a Woman "Shops" in the Shoe Store

"What!" asked the woman who had just entered the shoe shop and seated herself as the manager spoke to her. "No. I haven't been waited on and I've been sitting here hours and I'm in a perfectly dreadful hurry. If I get through by 3 o'clock Mrs. Timmons is going to take me to the north side in her limousine and I'm anxious to meet her on time, because riding on the street cars is very trying to a sensitive nature. I don't see why they allow—"

"O, what kind do I want? Well, let me see—some boots for the street, and your latest evening slippers. I saw that you were advertising a sale of satin pumps. I wear a No. 4 shoe.

"That seems awfully big. Only a few years ago, I remember, my size was 3. That's what comes of tramping over these frightfully hard pavements. If women would only get together and protest something might be done about it. I don't see why they can't have nice little strips of grass bordering the walks for women to walk on—"

"No, those won't do at all—not at all! I should think by looking at my foot you could see that my foot is slender and pointed, and I don't see any object in a stubby toe like that! Well, no doubt it is the fashion, and I suppose for women who have big feet that style is a blessing, but it is hard on the rest of us who aren't ashamed of our small feet. I've always worn a pointed toe and triple A width.

"Why, are laees coming in again? It's too bad you laced those all the way to the top, because I couldn't think of having a laced boot. I always wear the buttoned ones. I think they are more stylish, and, anyhow, nobody but a person with a small ankle can wear buttoned boots well.

"Yes, those are better. But do you like those curly-cues in leather over a vamp? No, I don't believe I do. If I'd thought I'd have told you before you put them on me. They look dreadfully big, too. My foot is so delicate that I hate to put anything heavy on it, but they don't seem to make street boots of thin stuff. No, those won't do. Don't you see they don't come anywhere near the curve under the arch of my foot? I have a very high arch.

"O, why didn't I remember? I wanted the new low heels on these boots. They're all the rage now. Merely, how funny they look! And big! I don't see why styles can't be pretty. If every one is wearing the other kind I don't want the high Cuban heel, of course, but it does look better. I wonder if I'd rather have a tan boot? I don't think it would look well with my suit. You might try it on, though. No, you may take it off. I wish you would hurry, because if I miss Mr. Timmons—"

"I don't believe I'll like that one, either. O, put it on if you insist. Why, that does look rather well, doesn't it? Yes, it is perfectly comfortable, too! I don't know when I've had on a new shoe that felt more comfortable. The lines are good and it does certainly feel splendid—what size did you say it was?"

"A five? Not a five? My goodness! I couldn't wear a five! I've never worn a five in my life, and I guess I know whether or not my shoes have been big enough! I should think you would know your business better than to fit a customer to a shoe as big as a barn! Why, there's no fit to it! Look at it wrinkle there and my foot just rattles around in it! If you find it so difficult to get my size, I'd better look somewhere else. Well, if it was a mistake, all right. I suppose the shoes do get mixed and put in the wrong boxes occasionally.

"There! Can't you see how much better a four looks

on my foot?—so much neater and trimmer. Still, I don't believe I like that shoe. It doesn't feel good right there. Why, of course, it is wide enough! Didn't I tell you my width is triple A? This is a B? Really, I can't see why this shop should keep clerks who are deliberately disobliging! I don't believe I'll bother about street boots any longer. You don't seem to comprehend what I want at all and I don't see why, because I told you distinctly several times.

"I'll get some of the evening slippers you advertised. Why, I don't just know what color. Maybe pink ones will do for a time—I should have looked at them before I left home. I hate to miss this sale, but there is no sense in buying things I don't need, is there? I believe I'll telephone my maid to look at them and tell me.

"Now, don't go to waiting on any one else, because I shan't be a minute and I must meet Mrs. Timmons."

(After an interval of 20 minutes).

"O, there you are! Pardon me, madam, but this clerk is waiting on me! Marie has hunted high and low and can't find my pink slippers! Of all the stupid girls that girl is the worst. When I told her distinctly to look in the right hand corner of my bureau drawer—there! I remember now! The pink slippers are at the cleaner's.

"Well, anyhow, I guess I don't want pink. Let me see the lavender ones. Those are pretty—but I believe my lavender dress is a pink lavender and these are a blue lavender. You have to be awfully careful about matching lavender, you know. Well, I'll try them on. It's too bad you buttoned my boots when I went to the telephone.

"That slipper seems rather big for me—goodness! Is that clock right? Ten minutes after 3? Get my boots on as fast as you can. Maybe if I run I can catch Mrs. Timmons—she may wait a few minutes overtime for me! Hurry! Can't you button faster? You should have fitted me with what I wanted ages ago!"

## A Few Thoughts to Shoe Clerks

It pays to have a number of strings tied to your bow, but it is more important to shoot one arrow at a time.

Don't give up, however hard you find the fight. The worst failure is the quitter.

Give yourself a fair trial by repeated efforts before you say that you can't.

If you try to bring out the best that is in you and your work, your success will take care of itself.

Don't laugh at a man's shortcomings. If you are without his weakness, you probably have others that are just as bad.

Effort may not bring fruit to-day nor to-morrow, but if planted in the right soil it is sure to bring fruit some time.

You may not become great, but you are sure to be happy if you do the work nature intends you for.

If you are made of the right kind of stuff you will not be satisfied to scratch on the top, but with the spirit of a miner you will blast until you strike the richest vein.

If you must then be a pessimist, take the time when you are successful to be one. At other times you cannot afford the handicap.

Don't forget that when you are talking about opportunity, the best chance is to do the thing at hand as well as you can.

## New Leases Have Been Drawn Up

**"Tying Clauses" Have Been Modified in Canada to Meet Decree of Inquiry Board—The U.S.M. Company Provides for Alternative Terms Calling for Payment of License Fee, and Imposing No Restriction Regarding Use of Other Machines**

In accordance with the findings of the Combines Investigation Board, the United Shoe Machinery Company of Canada has prepared new leases for the use of its machines. These leases have been drawn to meet the requirements of the Board with regard to a modification of the so-called "tying clauses."

Obviously the company cannot supply its machines and maintain its service on the present terms unless it can be sure of their proper operation and efficiency, and the company cannot be sure of this so long as other machines used in connection with its machines are likely to have the effect of delaying or interfering with the operation of any of its machines, or of lessening the quantity of work produced.

The phrasing of the new leases makes it clear that the company's only object is to secure that continuity of operation which, it believes, is essential to the manufacture of shoes by machinery with the greatest efficiency and the lowest cost to the public; and it, therefore, provides alternative terms for those manufacturers, who wish to use the machines of other makes than its own in connection with the machines which it provides.

### Clause Covering Lasting Machines

In the lasting department, for instance, the licensee agrees to the general proposition:

"That the proper operation and efficiency of the machines used in the manufacture of footwear are dependent upon proper co-operation between the several machines used for the various operations therein; that the welt and turn shoe sewing machines, metallic stitching machines, pulling-over, lasting, metallic fastening and heel attaching machines of the United Company are designed and adapted to be used to their greatest efficiency in connection with each other, and the licensee further agrees that the continuous operation of none of the machines of the kind or kinds mentioned by name in the foregoing schedule of machines hereby leased or held by the licensee under other lease or license agreement from the United Company shall be interfered with or delayed or the quantity of work performed thereby lessened or the quality thereof reduced, or the cost or labor of operation thereof increased or the earnings of the operators thereupon lessened, by reason of the introduction into or use in the licensee's factory of any welt or turn shoe sewing machine, outsole stitching machine, pulling-over, lasting, metallic fastening or heel attaching machine not obtained from the United Company, whether such interference, delay, lessening of quantity, reduction of quality, increase of cost or labor or reduction of earnings be the result of inefficiency of such other machine, or of the quantity or quality of the output thereof, or results from such other machines being less well adapted than the machines of the United Company for use in conjunction with the machines of the United Company, or results from reduction of output of such other machines because of delay or stoppage thereof, or otherwise."

### Where There Is No Restriction

In addition to this lease agreement in each case there is an alternative "initial license fee lease and license agreement" calling for the payment to the company, immediately

upon the execution of the lease, of an initial license fee in respect to each machine leased, in which case there is no restriction whatever as to its use with other machines.

The two forms are open to the shoe manufacturer at his own option.

## Newsy Jottings from Quebec

Jos. Plamondon, shoe dealer, of St. Joseph street, was in Montreal last week on business.

Marier & Trudell, Ltd., have recently added a lock-stitch and other machines to their factory.

The Louis Gauthier Co. expect to have their new spring samples ready by the middle of the present month.

L. F. Falardeau, shoe dealer, has been confined to his home through illness, but is now considerably better.

J. H. Larochelle, wholesale shoes, has recently bought an 80 horse-power automobile and is now enjoying many a spin.

The retail shoe business in Quebec has been much better this season than last, and sorting trade has been exceptionally good. There is a big demand for women's pumps, with fancy bows.


The serious fire which visited the shoe factory premises of L. Duchaine on May 21st did damage to the extent of several thousand to the office, lasting and cutting room departments. The blaze will not seriously interfere with the output of Mr. Duchaine, who expects to be ready to start again in three weeks' time. The damage was covered by insurance, which amounted to \$35,000. The factory is the one formerly occupied by the James Muir Co.

A gentleman who has lately received a decoration from France, for the active part he took in the Franco-Prussian war of 1870, is Lucien Borne, sr., of Quebec. Recently a meeting was held in the city hall and Mr. Borne's compatriots presented him with three rich engravings, depicting episodes of the stirring strife. In making the gifts to Mr. Borne, Mr. H. de Saint Victor made most appropriate




and appreciative remarks referring to the fact that, although Mr. Borne was exempt from war service, he voluntarily engaged at the time in the defence of his country. The recipient, although much touched by the evidences of kindness, thanked his compatriots warmly and told them that he had done no more than his duty. He would indeed be proud to wear the 1870 decoration. After the presentation a most enjoyable banquet was held at the Victoria Hotel, where several admirable speeches were delivered, and the gathering broke up about 11 o'clock by the singing of La Marseillaise.





# AMONG THE SHOE MEN.



Paul Roy, Montreal, was in Quebec recently.

The stock of J. A. Fontaine, shoe dealer, of Montreal, has been sold.

J. Scheuer, leather goods, of New York, was in Montreal last week.

McKechnie & McGregor, of Vancouver, B.C., have given up their footwear business.

Day & Lamarre have registered in Longueuil to carry on a boot and shoe business.

M. S. Miller, manager of the Chicago Tanning Co., Chicago, was in Montreal recently.

W. F. McNeill, of the Nugget Polish Co., Toronto, was in Montreal last week on business.

J. A. Haugh, shoemaker, of Wingham, Ont., has recently put in a stock of boots and shoes.

Geo. P. Balfre, of Chicago Tanning Co., Montreal, is on a trip to the Maritime Provinces.

A. Gaytor, of Moose Jaw, Sask., intends starting in the shoe repairing business in that city.

C. & L. McCulloch, of Stettler, Alta., have sold their boot and shoe business to C. Jansen.

J. T. Tebbutt, of The Tebbutt Shoe Co., Three Rivers, was a visitor in Montreal last week.

A. J. Kimmel, of the Kimmel Felt Co., Berlin, was a business visitor to Toronto last week.

Leonard Bros., shoe retailers of Quebec, recently suffered a loss owing to smoke and water.

J. A. Cyr, manager of the O. B. Shoe Co., Drummondville, Que., was in Montreal last week.

The Brockton Shoe Co., of Montreal, has been incorporated with a share capital of \$50,000.

H. B. Pollock, of the Regal Shoe Co., Toronto, has returned from an extended trip throughout the Maritime Provinces.

A. R. Kaufman, of the Kaufman Rubber Co., was in Montreal and Toronto last week on business.

H. H. Lightford, of the Perth Shoe Co., Perth, Ont., was in Toronto last week calling on the trade.

Charles E. Slater, of Montreal, who has been spending a few days at Mt. Clemens, Mich., has returned.

R. Aboud & Co., of Cobalt, Ont., dealers in dry goods and shoes have opened a branch in Haileybury, Ont.

W. S. Ashplant, of the English shoe firm of W. S. Ashplant & Co., has been in Montreal for a few days.

N. J. Bourdeau, of Windsor, representing Jackson & Savage, Montreal, is spending a few days in Toronto.

Frank Bauslaugh, of John Agnew, Limited, Brantford, was in Montreal and Quebec last week for several days.

W. A. Marsh, of the W. A. Marsh Co., Quebec, spent some days in Toronto last week calling upon the trade.

F. S. Hardman has started a shoe store at 1124 Queen street west, Toronto, and has put in a well selected stock.

The Canadian Consolidated Rubber Co. are erecting a new warehouse in North Bay, which will be opened this fall.

J. P. Archibald, of Victoria, B.C., was a recent business visitor to Winnipeg. He is carrying samples of English and American footwear.

H. A. McKellar, of Spokane, traveling representative in Western Canada of the Diamond Rubber Co., was a recent business visitor to Lethbridge.

Charles E. Raven, shoe retailer, of St. Thomas, who

has been seriously ill with pneumonia, has completely recovered.

Thomas Killaby has erected a store and opened out in the shoe business at 957 Dovercourt road, Toronto, where he is doing a nice trade.

J. J. Kilgour and son, of Winnipeg, have returned home after spending several days in Toronto, Montreal, Quebec and other cities.

A. D. Weber, of the Canadian Consolidated Rubber Co., Montreal, was in Toronto and Berlin for a few days last week on business.

Henry Epps, shoe dealer, North Sydney, C.B., who was burned out in the recent disastrous fire there, will, it is understood, not resume business.

Mr. Brandon, of Kempner & Brandon, shoe manufacturers, of London, Eng., was in Montreal and Toronto recently on business.

Benjamin Martin, of the John Ritchie Co., Quebec, was in Toronto last week on business and called upon several members of the trade.

Hon. E. J. Davis, of the Davis Leather Co., Newmarket, Ont., spent several days recently in New York, Boston and other New England centres.

H. Dallas, of Toronto, who is Canadian representative for several English shoe firms, returned recently from a business trip to the Old Country.

H. E. Wettlaufer, representing Charles A. Ahrens, Limited, Berlin, has returned from a business trip to Montreal, Quebec and other eastern points.

In a fire which visited the business district of North Sydney and did considerable damage to business places, Geo. A. Meloney, shoe dealer, was burned out.

J. G. McDiarmid, of Toronto, has returned from a successful fall selling trip through the Western Provinces in the interest of the Cook-Fitzgerald Co., of London.

The Brockton Shoe Co. have opened a new store at 440 St. Catherine street west, Montreal, under the management of T. R. Trudeau, who has returned after spending some weeks in California.

S. Breslin has bought the stock of shoes and clothing of S. Hurwich, 175 Lappin avenue, Toronto, who recently made an assignment, paying the ordinary creditors twenty-five cents on the dollar.

W. J. Greer, shoe retailer, of Wingham, Ont., and wife were in Toronto last week attending the wedding of Mr. Greer's nephew, Thos. Welsh, to Miss Hamilton, daughter of Rev. R. M. Hamilton.

W. C. Meyers, western representative of the Rideau Shoe Co., Montreal, has returned to Toronto after an extended trip through the Prairie Provinces in the interest of his firm.

N. Macfarlane, of the Macfarlane Shoe Co., Montreal, accompanied by his wife and daughter, were in Toronto for several days last week. Mrs. Macfarlane recently returned from a visit to the Old Country.

A new Invictus Shoe Store is being opened in Montreal on Windsor street, near St. Catherine street. It is expected to be in operation as soon as alterations are made, which will be very shortly.

There will be no Shoe and Leather Fair in Boston the coming summer, as has been the custom the past few years;

however, there will be a shoe and leather week, which will be held from July 13 to 19.

D. V. Johnstone, of George G. Lennox, Limited, Winnipeg, has gone on a six weeks' trip to the Old Country.

The premises of J. Wener & Son, Inverness, N.S., dealers in shoes and clothing, were recently damaged by fire.

The American Shoe Store of Three Rivers, Que., is among the business concerns recently registered in the province of Quebec.

J. A. Little, of Wyatt & Little, shoe dealers, of Saskatoon, Sask., is in Toronto attending the Presbyterian General Assembly to which he is a delegate.

Mr. Cuthbert has opened an attractive new store in the Thompson Chambers, Saskatoon. The fittings are in quarter cut oak and the layout of the premises is very convenient.

Edward F. Greany, of St. John, N.B., passed away in that city recently. He was a widely known shoe traveler and among the trade in the Maritime Provinces there was no man more highly thought of.

The police raided the shoemaking shop of Paul Rickard in Moncton, N.B., recently and secured three cases of lager and a number of bottles of beer. Rickard was charged with selling liquor without a license.

John Fry, shoemaker, of Wallaceburg, Ont., has enlarged his premises. He has installed a complete Goodyear repair outfit and stitcher. His son, Henry Fry, of Toronto, has entered into partnership with him.

In a large number of Toronto retail shoe stores cards bearing the following notice are prominently displayed: "This store closes every Wednesday at 12 o'clock noon. Patronize the stores that give their clerks a half holiday."

For some time past persons have been carrying away lumber and other articles from the premises of Beardmore & Co.'s tannery at Acton, Ont. Last week one of the offenders was caught, but was allowed to go after a warning from the magistrate.

J. H. Vignault, who has been appointed manager of the new shoe store of George Gales & Co. at 293 St. Catherine street east, near St. Denis street, was employed in the west end store for a number of years and before that time was with a firm in Lowell, Mass.

The McCall Shoe Co., of Toronto, have organized a baseball team and during the half-holiday on each Wednesday, when their four stores close at 12 o'clock, some interesting games have been played. Twenty-two employes of the firm were out at practice last week.

Blachford, Davies & Co., wholesale shoes, 60 Front street west, Toronto, have taken another large flat in their present premises and have made several additions to their warehouse staff. The extra floor affords the firm increased facilities to meet their rapidly expanding business.

Fred Eitel, who for fourteen years was employed in Getty & Scott's factory, has decided to start in the retail shoe business at 14 Kerr street, Galt. The quarters are only temporary as Mr. Eitel intends to establish a down town shop just as soon as he finds one suited to his requirements.

The Shoe Mart has just been opened at 107 Yonge street, Toronto, in the premises recently vacated by Hennessey's Drug Stores, Limited. Attractive new fixtures have been installed by A. Levy, shoe retailer, 260 Yonge street, who will conduct the Shoe Mart in addition to his present large store.

There are many styles of heels on the market at present, including wood, leather, paper, glass, rubber, and one of the latest is aluminum. This heel is not put out by the manufacturers on their shoes, but is generally put on later, as additional ornamentation. This novelty naturally comes in a Louis heel for ladies' shoes and can be secured either plain or jeweled and hand-engraved, an easy means being provided for fixing them to either walking or dress shoes. The aluminum gives light weight and will not chip or crack.

At the recent horse show in Ottawa Lieut. Gordon Myles, of Toronto, riding The Wasp, won the jumping com-

petition to decide the representation of Canada at the Olympia show in London this month. Mr. Myles is identified with the Minister, Myles Shoe Co., of Toronto, and his many friends in the shoe trade will be pleased to learn of his success.

The laziest man is reported in Arkansas, where he conducts a shoe store in a little town. A woman entered his shop one day and said she wanted to buy a pair of shoes. The lazy man, who was sitting on a box at one end of the establishment, looked at her, yawned wearily, and then said: "I can't wait on you to-day. Come in some time when I'm standin' up."

Fred. A. Lovell, superintendent of the Cook-Fitzgerald Co., London, has returned from spending a few days in the East. He visited Boston, Brockton and other centres, calling upon many old friends. Mr. Lovell takes a trip to the shoe centres of New England once every two months and in this way keeps in close touch with the latest style developments and tendencies of the trade.

Petitions have lately been presented to all the wholesalers and jobbers in Toronto by the Ontario Shoe Retailers' Association asking them not to sell any goods at retail. The petition has been signed by all the jobbing trade, and its text has already been published in these columns. Similar documents are now being presented to wholesalers in London, Hamilton and Ottawa.

Following the recent rise in rubber footwear an advance in felts is announced in the West. New lists are being published, and an average rise of about four to five per cent. is reported. As most of the fall placing is now complete, however, this rise will not affect the trade to any extent until the sorting commences, except for the few cases where fall placing orders have not yet been given.

Robert Watson, shoe retailer, 633-635 Yates street, Victoria, is erecting a new electric sign in front of his premises. A few months ago he got possession of the store next door to his first store and turned the two into one, putting in an entirely new front thirty-six feet wide, which gives his establishment an imposing appearance. Mr. Watson has found out as a result that the demand for the higher class goods has greatly increased.

A certain shoe firm has found it good advertising to print on the circulars which they enclose in the cartons with the shoes being sent to the customer some useful knowledge in regard to cleaning and caring for shoes, and also in regard to the proper fitting and care of the feet. This impresses customers with the idea that the firm they are dealing with understands its business and they can get comfort as well as style at this store.

J. Houston & Son, shoe retailers of St. Thomas, Ont., recently exhibited in their window a couple of the smallest shoes ever made. They were perfect duplicates in miniature of a man's laced tan shoe, and a man's patent leather pump. They were made at Rockland, Mass., the maker being a couple of months manufacturing them after working hours. He didn't even have a last to shape them upon. The tiny articles were exhibited at the Boston shoe and leather fair last year, and excited much interest and admiration.

The Tom Stedman Shoe Co., of Main street, Winnipeg, have signed up a new lease for a further eight years on their present store. The time for the expiration of their tenancy ends in June, 1921. In view of the fact that it is difficult to secure anything over a two years' lease on business premises on the principal thoroughfares in Winnipeg, the firm in question can congratulate themselves on having secured their present business position for this length of time, it being the most important business corner in the north end of the city.

George Burns, aged 98 years, died last week in Toronto at his residence, 258 Yonge street. He was a member of the Anglican church for 82 years and last July walked with the Orangemen of Toronto in their parade. For many years Mr. Burns followed the boot and shoe trade in a number of towns



in eastern and western Ontario. He was a member of the Veterans of '66, and he was the first sergeant appointed in the thirty-first battalion, Grey county. At the age of 37, he was married and seven sons and three daughters were born. His wife died twenty-five years ago. He is survived by three sons.

With the advent of warmer weather there has been a noticeable improvement in the shoe trade both in wholesale and retail circles. The demand for men's oxfords in tan and gun metal is very good. In women's footwear white canvas shoes are being called for to a large extent, while pumps in patent, gun metal, satin, and black and colored suede, are meeting with a ready sale. Sorting orders are steady and all retailers, if the weather continues warm, are looking forward to an active summer business. Shoe factories have started on their fall runs and orders have been very satisfactory. Some factories are already at work on their 1914 spring and summer samples which they expect to have in shape about the middle of July.

Dowling & Creelman, who carry on a big business in the wholesale and retail boot and shoe line in Brandon, Man., have taken new and up-to-date warehouses on Eighth street, just across the road from their old stand. This firm who have been in the wholesale business for over three years, moved into their present wholesale warehouse last June, but owing to the rapid growth of their business they are compelled to seek a new home. The new premises which they take possession of on August 1st, are next to the Imperial Hotel on Eighth street and consist of three flats, basement and first-class offices on the ground floor. As agents for the Williams Shoe Co., of Brantford, Ont., and the Miner Rubber Co., of Quebec, they have the handling of a large stock.

**THE CARNAGE WAS SIMPLY AWFUL**

The talk of Winnipeg at the present time is all about the exciting (?) ball game on Empire Day. The opposing teams were the Yale Shoe Store and the Nickle Boot Shop. It was fortunate for the proprietors of both shops that no big league scouts were in the Prairie Capital for, had there been, the chances are strong that new sets of clerks would have been required. Some of the stunts pulled off would have sent Ty Cobb back to the farm in disgrace, "Slim" Reeve's catch in centre field being one worthy of a major leaguer. Then there was Mr. Nickle—who, by the way, is no kid. The manner that he could grab that ball was nothing short of wonderful. When Pitcher Orr threw wild and struck him (Nickle) on the back every one expected to see the veteran shoeman take the count. But did he? Well, not for a minute. He was on first base before the rest of the team could find him. When it comes down to pinch hitters there's one fat man in Winnipeg who should wear an oak tan medal. John Affleck was there with the bat every time. Some of the liners he sent out have not yet been found. It would be difficult to record all the brilliant plays that were witnessed by the large crowd of spectators but let it be known that some Winnipeg shoemen can play ball. The umpire has not been seen since. It is rumored that the police are dragging the Red River in hopes of finding his body. The following is the tale of an awful slaughter. Score:—

	1	2	3	4	5	6	7	8	9	R	H	E
Yale.....	0	2	4	4	2	6	1	2	x—21	29	331	
Nickle.....	1	0	1	2	1	0	2	2	0—9	12	422	

Batteries—Orr and Berryhill; Worthington and Davies.

**WHERE THEY EAT THEIR SHOES**

Anatole France has lately been telling his friends what he knows of the Ottoman army. A French military officer who followed the Russo-Turkish war furnished him the information. This officer, the first time that he saw the troops of the Sultan, was struck by their soldierly appearance. He congratulated their chiefs. "They have," he said, "a very military air; they are well armed and should be lions in battle. But permit me to ask you why they go barefooted. Without shoes, long marches are without doubt painful and nearly impossible." "What would you have?" said a brave

Turkish Colonel. "We have given them all shoes. Unfortunately our victualling department fails to satisfy, and when these fellows get very hungry they eat their shoes after they have macerated them for awhile in boiling water."

**FORMER TRAVELER BRANCHES OUT**

The accompanying snapshot will doubtless be recognized by many shoemen. It is one of J. G. Trudeau, Montreal, taken in a leisure moment, although he reports himself that leisure moments the last month or two are, for him, few and far between. Mr. Trudeau has been connected with the shoe trade for the past twenty years and is thoroughly conversant with all phases of shoemaking and conditions in Canada, as well as in the United States. He first started in this line as a boy, working in his father's shoe store, which was located in Manchester, N.H. It was here that he received his first knowledge of selling. He was afterwards with Batchelder & Lincoln Co., Boston, for considerable time as



traveler. From there he came to Montreal, and was for six years with The Tetrault Shoe Co. of that city, during which time he covered at different periods nearly every part of Canada. While with the Tetrault Co., Mr. Trudeau made many friends for himself. Later he took a position with the Slater Shoe Co., Montreal, acting as district manager, and is probably as well known to the Montreal shoe dealers as any shoe traveler covering that territory. He recently resigned his position with the Slater Shoe Co. and is now in business for himself, having offices at 531A St. Catherine street east, Montreal. He is Canadian agent for W. H. McElwain Co., Boston, shoe manufacturers, which firm are one of the largest in the United States. They are makers of high class men's shoes for popular wear, and Mr. Trudeau says he is carrying a large and complete stock of this firm's goods. He is also interested in the Lionne Varnish and Leather Co., with offices at the same address. This firm is a new venture, having a new process for the prevention of damages which almost invariably occur to patent leather shoes before they leave the factory. This process should prove a boon to the trade, as at present, when a pair of patent leathers get cracked, sand-papering is required, after which the crack is filled in with a special mixture. This method is very expensive and the cracks have been found to open up again after being worn, causing general dissatisfaction all around, but the Lionne people are sure that in their new process they have at last struck the right remedy. They have a well equipped factory at Maisonnouve. Mr. Trudeau also has an interest in the Dufresne Shoe Supply Co., manufacturers of shoe hooks. They are the only firm in Canada manufacturing this line.



# SHOE FACTORY NEWS.

L. Gattenmeyér, tanner, of Calgary, has disposed of his business.

Alfred Minister, of the Minister, Myles Shoe Co., Toronto, who has been ill for a few days, has completely recovered.

Mr. Lincoln has taken charge of the stock-fitting department of Ames-Holden-McCreedy Co.'s No. 1 factory, Montreal.

Ed. Ford, superintendent of the McDermott Shoe Co., Maisonneuve, Que., was in Boston last week calling on the trade.

Harry Filkins, who has been superintendent of the Milton Shoe Co., at Milton, for some time has resigned and returned to his home in Aurora.

Louis Pion has been appointed foreman of the sole leather room of the Scout Shoe Co., of Montreal, Que. He was formerly employed by the Rideau Shoe Co.

W. V. Matthews, general superintendent of The Ames-Holden-McCreedy Co., Montreal, is at present visiting Chicago and several of the larger American cities.

A site for the new shoe factory in St. Stephen, N.B., has been selected on the west side of King street. The town will acquire the property and put up the building.

Alexander Fraser, a retired saddler and leather dealer, died recently at his home, 61 Wentworth street, Hamilton, in his eighty-sixth year. He had been a resident of that city for many years.

Arthur Willett has resigned his position as lasting room foreman of the Slater Shoe Co., Montreal, and has accepted a position with the Lionne Varnish and Leather Co. as demonstrator for Canada.

L. B. Southwick Co., of Peabody, Mass., manufacturers of sheep leather, have established a sales agency in Montreal, with John McIntyre, Ltd. The Peabody firm already has a large European trade.

A new glove firm has been formed in Toronto to go under the name of R. G. Long & Co., with offices at 579-585 Richmond street. Mr. Long was for several years sales manager of The Acme Glove Works, Montreal.

Oran McCormick, the shoe manufacturer, of Brooklyn, who was announced insolvent a while ago, and who was being put through bankruptcy proceedings, agreeably surprised his creditors by making a settlement of 100 cents on the dollar and paying all court and lawyers' fees in full.

A despatch from Quebec says; The boot and shoe factory situated at the corner of Turgeon and St. Valier street, St. Roch, formerly occupied by the James Muir Company, and now operated by Ludger Duchaine, was badly damaged by fire. Damage to the extent of \$17,000 was done. The building and contents were fully insured.

Sidney M. Collis, late with C. Galibert & Son Co., tanners, Montreal, has joined his brother, Walter Collis, of the Collis Leather Co., Aurora, Ont., and will, it is understood, look after the selling end in Montreal and lower provinces. He spent a few days in Toronto and Aurora recently on business.

A recent despatch from London, Eng., says: English manufacturers, especially of boots and shoes and woollens are expecting a great increase in business from the lowering of the American tariff wall and a chance to invade the American market with British goods. Interviews this week with editors of two leading organs of woolen goods manufacturers show the optimism of the British manufacturers

over the new field about to be opened to them. Salesmen are already being sent to the United States by many English firms.

Under the Winding-Up Act in the matter of Kivan-Doig, Limited, shoe manufacturers, the liquidator, Alex. Desmarteau, has given notice that the effects will be sold in Montreal on Wednesday, June 4th. The assets are: Lot 1—Machinery and plant, \$10,820.17; furniture, fixtures and equipment, \$4,294.81; \$15,114.98. Lot 2—Patterns, lasts and dies, \$9,939.68; Lot 3—stock of leather, \$13,048.01; Lot 4—Findings, \$1,724.03; factory, supplies, \$296.20; general supplies, \$125.00; packing materials, \$302.86. Lot 5—Stock of shoes, \$313.00; grand total, \$40,863.76.

The Cook-Fitzgerald Co., London, are now into the fall run and are enjoying a large business. Among the new machines recently installed is a Freeman tack puller, one of the most effective for removing lasting tacks. An electric heel burnisher is also being installed. The in-stock department, which was recently started by the company, is enjoying a splendid patronage. Retailers find it very convenient to call up by telephone and have the shoes ordered, on their shelves the same day or at the latest the very next. This department was put in at the request of a large number of the customers of the Cook-Fitzgerald Co. and is proving a distinct success.

Word received from Milwaukee, Wis., says that the Pfister & Vogel Leather Co., has issued orders for a cut in the working hours of its employees in order to prevent the men from losing too heavily in case the proposed changes in the tariff seriously injures the leather industry. Hours in the Menominee plant of the company affecting employees numbering about 500 men, have been cut from ten to eight. The company's officials say this action is taken to protect its employees by keeping them employed steadily as long as possible, rather than continuing regular hours and being forced later on to discharge them entirely.

A recent despatch from Boston says: An extension of the system which required shoe manufacturers to use certain groups of shoe machinery together, was declared by the government to-day to have followed the organization of the United Shoe Machinery Company, against which dissolution proceedings are now pending in the United States district court. By presenting over 40 different forms of leases in use before and after the organization of the company, the government aimed to show an extension of the leasing system from three separate groups of machines, none of which was "tied" or required to be used together, to nine separate groups, eight of which were tied to one or more other groups.

The shoe factory of Parker & Monroe at St. John, Nfld., came near being destroyed by fire recently. The absence of wind and the promptness of the firemen saved the building from destruction. Notwithstanding, the factory and machinery was badly damaged by water and smoke, while made-up stock and stock in course of being made up was injured to the extent of thousands of dollars, which is covered by insurance. The cause of the fire is attributed to the overheating of a wax receptacle which is kept at proper heat by gas. The receptacle is attached to a McKay sewing machine and through it passes the thread to be waxed. It is assumed the thread ignited and set fire to the building. When the smoke cleared away it was seen that the losses were extensive. On the second flat alone were 7,000 pairs of almost finished boots, and on the other flats thousands of dollars worth of finished and unfinished stock.



**FIFTY YEARS OF WEDDED BLISS**

Victoria Day marked a happy event for Walter Yates, sr., who resides at 266 Delaware avenue, Toronto, for, on that day, he celebrated the fiftieth anniversary of his wedding. On May 24th, 1863, at Aldgate church, in the east end of London, Eng., he was married to Miss Elizabeth Burgess. Shortly after they left for Australia, where they spent a number of years. In 1871 Mr. and Mrs. Yates came



to Canada and have resided since that time in Hamilton and Toronto. For twelve years he was employed as a packer in the shoe factory of the John McPherson Co., and for last eight years he has been with McLaren & Dallas, wholesale shoes, Toronto. Mr. Yates, now in his seventy-first year, is still able to give many men, half his age, pointers on the



packing of shoes and on the amount of work that he can turn out in a day. His wife is not in very good health at the present time and for that reason no large celebration of their golden wedding anniversary was observed. Mr. and Mrs. Yates have three children—two sons, Walter E. and

Alfred, and one daughter, Mrs. Barclay, all residing in Toronto. "Pop" Yates, as he is popularly known, has had a number of thrilling experiences during his career. On his trip to Australia the ship was wrecked and the passengers were marooned for several days on an island. On his way back to England some years later the steamer on which they sailed caught fire, but all the people were rescued. He has crossed the ocean several times and since coming to Canada has paid five visits to his old home.

**ANOTHER VICTIM OF CUPID'S DART**

His bachelor friends thought he was one of their order for life, therefore judge of their consternation, not unmingled with envy, when they received neatly engraved notices announcing the marriage of Alfred J. Pinsonnault to Mademoiselle Marie Elizabeth Robitaille, of Quebec City. He is so enamoured with his life work in the shoe trade that he couldn't go beyond the trade even in picking a "better half," Mademoiselle Robitaille being the well known owner of the "Extraordinary" retail shoe store in Quebec. Such a noted desertion of the bachelor ranks has naturally caused a great deal of comment, but all his friends admit that as a shoe trade combination Alfred and wife will be irresistible, no matter what niche in the trade they may occupy.



After the wedding on June 2nd, the happy couple left on a honeymoon trip to New York, Atlantic City and other seaboard points. When the bridegroom returns to cover his route for the Kingsbury Footwear Co., in Quebec city and province, his expansive smile will undoubtedly be more in evidence than ever. He carries the best wishes of both friend and foe (of a business nature, of course, for he has none of the personal kind).

**PIONEER MANUFACTURER DIES**

Alanson D. Brown, of St. Louis, president of the Hamilton-Brown Shoe Co., died recently in San Antonio, Texas. Mr. Brown came to St. Louis from Mississippi in 1872. With the late J. M. Hamilton he organized the firm of Hamilton & Brown and started out with three salesmen, and from the modest beginning the present Hamilton-Brown Shoe Co., with seven factories and sales of \$1,000,000 a month, has been developed. Mr. Brown was the first manufacturer to make shoes in St. Louis. He established a factory in that city in 1883.

**CLASSIFIED ADVERTISEMENTS**

2 cents a word first insertion—1 cent a word subsequent insertions. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

**SHOE CLERK WANTED**—State age, experience and references. Good wages to right man. Apply Box 50, SHOE AND LEATHER JOURNAL, Toronto, Ont.

**CAPABLE SHOEMAKER** on bottom work and small repair jobs, such as inside patch work and running patching machines. Good wages for right man. Apply to G. W. Murphy, Sydney, C.B.

**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, Ont.

**A RUNNING SHOE FACTORY FOR SALE.** \$3,800.00. Recently been moved and refitted; in good running order; live connection, and boots have good reputation. Living cheap, wages reasonable, and nice city to live in. Good chance for anyone with moderate capital. Exemption from taxation. Apply to Goff & Co., Charlottetown, P.E.I.

### A HANDY BOOK FOR SHOEMEN

The SHOE AND LEATHER JOURNAL has received a copy of a very complete and useful volume entitled the "A Dictionary of Footwear." The author is C. R. Rasmussen, of Faribault, Minn., and the book contains one hundred pages printed from clear type on good quality paper. This work will be found of much interest and assistance to every member of the shoe trade, whether in the manufacturing, wholesaling, or retailing line, being concise and accurate. It affords timely information on all the terms used in the trades, expressive of raw and finished products, trade and popular slang terms, the origin of traditions and customs of the art of shoemaking, with an appendix of useful tables and valuable formulas. A synopsis on hides, leather, tanning, tawing, rubber and bones of the foot is decidedly helpful. The retail price of this handy reference is one dollar, and the publisher is C. R. Rasmussen, of Faribault, Minn.

### A SIMPLE, EASY STOCK SYSTEM

C. E. Raven, 655 Talbot St., St. Thomas, who is a well-known shoe dealer, has sent the following letter to H. Gibbins, care of Getty & Scott, Galt, Ont., and as the communication is of general interest to the trade it is given publication. Mr. Raven says:

"No doubt you will be interested to learn just how the stock system, which you were kind enough to suggest and assist in installing in our store, is working out.

"For some time past we have been going

over several stock systems with a view to improve our methods, but 'passed them up' as being too complicated and requiring too much attention to operate. The simplicity of your scheme appealed very strongly to us and now that we have it in good working order we are more than pleased with the results.

"I have a grip of the stock both in buying and selling that I hardly thought possible to attain with so little labor and in so simple a manner. By this method our odds and ends are kept to the front, thereby making them easier to dispose of as regular stock. The buying of stock is simplified, making it possible to more easily weed out unnecessary lines, thereby condensing the stock and reducing the number of fag ends. Our salesforce is in closer touch with every detail of the stock and further, a new salesman when he receives the key can easily locate any class of stock.

"On the whole, the results so far obtained from this system are very gratifying to me and I can heartily recommend it to any shoe retailer who desires to handle his stock in a scientific manner.

"Thanking you for the interest and attention you have given to us in installing this system and wishing you every success."

## RUBBER SUPERINTENDENTS HOLDING MONTHLY CONFERENCE



The accompanying cut shows the superintendents of the various rubber factories of the Canadian Consolidated Rubber Company, Limited, who recently had a successful convention at the Dominion Rubber Company, Limited, St. Jerome, Que. A strong link in the chain of extensive organization of the company is the monthly meeting of the factory superintendents, which is held in succession at the different plants of the company.

Reading from left to right are: C. J. Labelle, secretary-treasurer, Dominion Rubber Company, Limited, St. Jerome;

J. H. Pearce, general superintendent, Shoe Division, Canadian Consolidated Rubber Co., Limited; J. H. Pearce, jr., The Granby Rubber Co., Limited, Granby; T. H. Reider, vice-president and general manager, Canadian Consolidated Rubber Co., Limited; Donald Fisher, The Canadian Rubber Co., of Montreal, Limited; C. K. Hutchinson, Canadian Consolidated Rubber Co., Limited; I. W. Keuhner, The Maple Leaf Rubber Co., Limited, Port Dalhousie; F. W. Kramer, Dominion Rubber Co., Limited, St. Jerome, Que.; P. Y. Smiley, The Merchants Rubber Co., Limited, Berlin,



# An Up-to-date Stock and an Efficient Service

We aim to give you, Mr. Retailer, the latest styles, the best values, and the most satisfactory service you ever had. To that end we choose our stocks only from the offerings of manufacturers whose goods have earned a reputation for quality and service.

We always have on hand in every season those lines which are in demand by the public at that particular time. Just now we have a specially full stock of seasonable goods and can fill orders on the minute. Get your order in now for your summer lines. Extra prompt attention to letter and telephone orders.

Our regular lines are all in good shape, as usual, and we are prepared to make immediate shipment of the latest styles in Spring shoes.

## THE IMPERIAL SHOE

made in all fine leathers Goodyear Welts and McKay sewn.

## BEAU BRUMMEL

Superior quality Goodyear Welts latest styles and shapes.

## MAPLE LEAF BRAND

Solid leather working shoes. Every pair guaranteed.

## BEAVER BRAND

An extra fine line of men's Goodyear Welts.

## LITTLE CANADIAN

Misses' and Children's fine shoes.

Best ENGLISH and  
GERMAN Slippers

Agents for Ontario  
for the famous

## WITCH-ELK

Sporting and  
Hunting Boots

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

## RUBBERS

"Dainty Mode"  
"Kant Krack"  
"Bulldog"  
"Royal"

# McLAREN & DALLAS

Wholesale Distributors of

Boots Shoes Rubbers

30 Front Street West - Toronto, Ontario

## Distinctive Cartons Boosted the Felt Shoe Trade

(Continued from page 46)

ments of improving the boxes and using color display in the advertisements were a great success.

These two ideas are valuable in themselves and could, I imagine, be applied to many other lines, but they fitted our own proposition in a peculiarly happy way. Our line is more or less of a fancy one that lends itself very well to exploitation in fancy boxes or color display. I imagine an entirely different type of decoration might have to be employed for a box of men's heavy shoes or rubbers, or other goods of that character. I think the principle is sound and that everything packed in boxes deserves a distinctive and attractive covering to connect the goods with the idea or desire sowed or generated in the consumer's mind by previous advertising, and to assist in making that idea an agreeable one.

It is in one sense a disadvantage that we cannot carry advertising on the outside of the carton and that we are compelled to use some designs that are meaningless with respect to shoes and especially felt shoes. Then the value of the designs, even when we have copyrighted them, will naturally depreciate after other shoe manufacturers adopt the idea, and begin to improve their boxes. They cannot or will not pirate our designs, but anything they put on their boxes will to a certain extent distract attention from ours.

### Beauty Counts in Package

On the other hand, beauty in the package, even mere beauty, is not to be despised as it has often come to be despised in an advertisement, or a window display. In these places, beauty is a temptation to ignore the goods advertised. It is different, however, with the box. Here beauty

becomes utility. Desire is felt for the beautiful box as well as for the product, and the beautiful box may be kept for other purposes long after the product it contained has been used or worn out, and may act as a frequent reminder of it. People do not like aggressive advertising on the box and will not preserve the box if it is so decorated. It seems, therefore, in this case, at least, that the indirect appeal of beauty is less offensive to the public and more valuable to the advertiser than the direct appeal of advertising.

We are not satisfied that we have reached the final word in our proposition; we are still working towards an ideal solution. The idea has been captured, but it has only been partially broken to use. We need a combination of beauty with advertising in such a way as not to be offensive; say, by an animated trade mark, or trade figure, or some such idea as that. We have not hit upon quite the right combination, but we are on the track of it.

The history of our house has been one of test and experiment. It started as a sort of annex to the business of Alfred Dolge & Co., who were felt manufacturers for the piano trade and had a factory up in Dolgeville, N.Y. My brother and I were salesmen selling shoes on the road, and Mr. Dolge interested us in his proposal to make up the odd clippings of felt into soles for slippers, house and hospital shoes and other purposes where noiselessness, comfort and warmth were desired.

Mr. Dolge was living in New York City at that time, on Thirteenth Street, and our warehouse was on the second floor of his house.

We formed a joint stock company as Daniel Green & Co., and became sole agents for his slippers and shoes. Mr. Dolge furnished most of the capital, owned the majority of the stock, and consequently laid down the policies of the house. He had some excellent business ideas, though he was not successful in carrying out all of them.

### 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.

— K. & S. —

## Russet Leather Repairer

For mending damages on any kind of Russet shoes

**K. & S.**

Manufacturers of

Patent Leather Repairer, Russet Repairer, Patent Russet and Canvas Cleaner, Crayons for Repairing all kinds of Leather, Russet Polish made to match all stock. Bottom, Heel, and Edge Ink, Bottom Stains and Edge Filler.

TRY OUR

## Repairing Crayon

for repairing Vici, Box Calf, Velours, etc.

Made in Black, Light and Browns

**KENT & SMITH**

71-75 Blake St., Lynn, Mass., U.S.A.



Established Over Half a Century



## Our Brands of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better Shoe Findings, Etc.

THE BREITHAUPT LEATHER CO., LIMITED  
BERLIN - - - ONTARIO

HEADQUARTERS FOR

LEGGINGS

SPORTING BOOTS

LARRIGANS

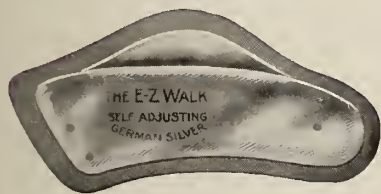
AND UPPERS

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

## ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting



THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

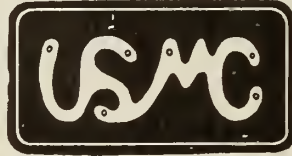
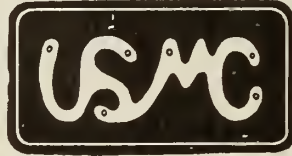
THE E-Z WALK MFG. CO., 33, 35, 37, 39 Sixth Avenue, New York

To make your leathers help your sales—  
specify

LOGAN'S—The Leather of Quality

LOGAN TANNERIES, LIMITED

PICTOU, N.S.



**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**

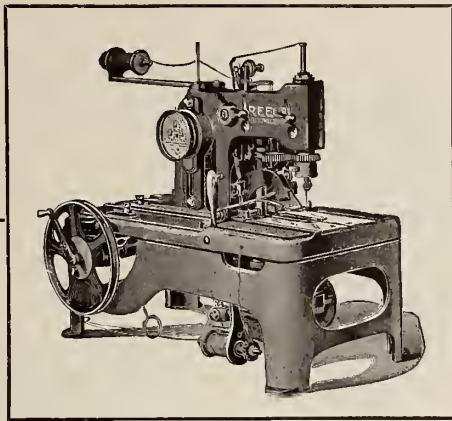
**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



Entirely  
Automatic  
In  
Operation



Runs at  
Very  
High  
Speed

Will  
Do  
Twice  
The  
Work

With  
One  
Half  
The Up-  
Keep  
Cost.

### The REECE High Speed Button-Hole Machine

- ¶ Is a revelation of efficiency and ease of operation. And the work it does is of the highest quality and durability.
- ¶ Their extensive use proves their exceptional value.

MAY WE INSTALL ONE ON TRIAL?

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL**      **TORONTO**      **QUEBEC**  
 L. D. Phone Up 2415      L. D. Phone Ade. 1033

Representing—  
 INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
 REECE BUTTONHOLE MACHINERY CO.  
 WILCOX & GIBBS SEWING MACHINE CO.

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**



Satisfaction Guaranteed  
by factories using

**Ullathorne's**

ENGLISH-MADE

**Shoe Thread**

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

# The Stock That Keeps Moving

The Aird line of McKays and Turns will keep you watchful. Aird shoes sell so steadily that your stock is constantly changing and you must needs watch it to keep it full of good sellers.

Look over your stock to-day and order what you need to make it complete.

Remember the stock that keeps moving is a profitable stock.

Keep it moving.

**Aird & Son**  
**MONTREAL**

Makers of Men's, Women's, Boys' and Youths' McKays and Turns

**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.



**McKay  
Specialists**

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

**DUPONT & FRERE**  
301 Aird Ave.  
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

*The* **Bonner Leather Co.**

— *Manufacturers* —

**GLAZED KID**

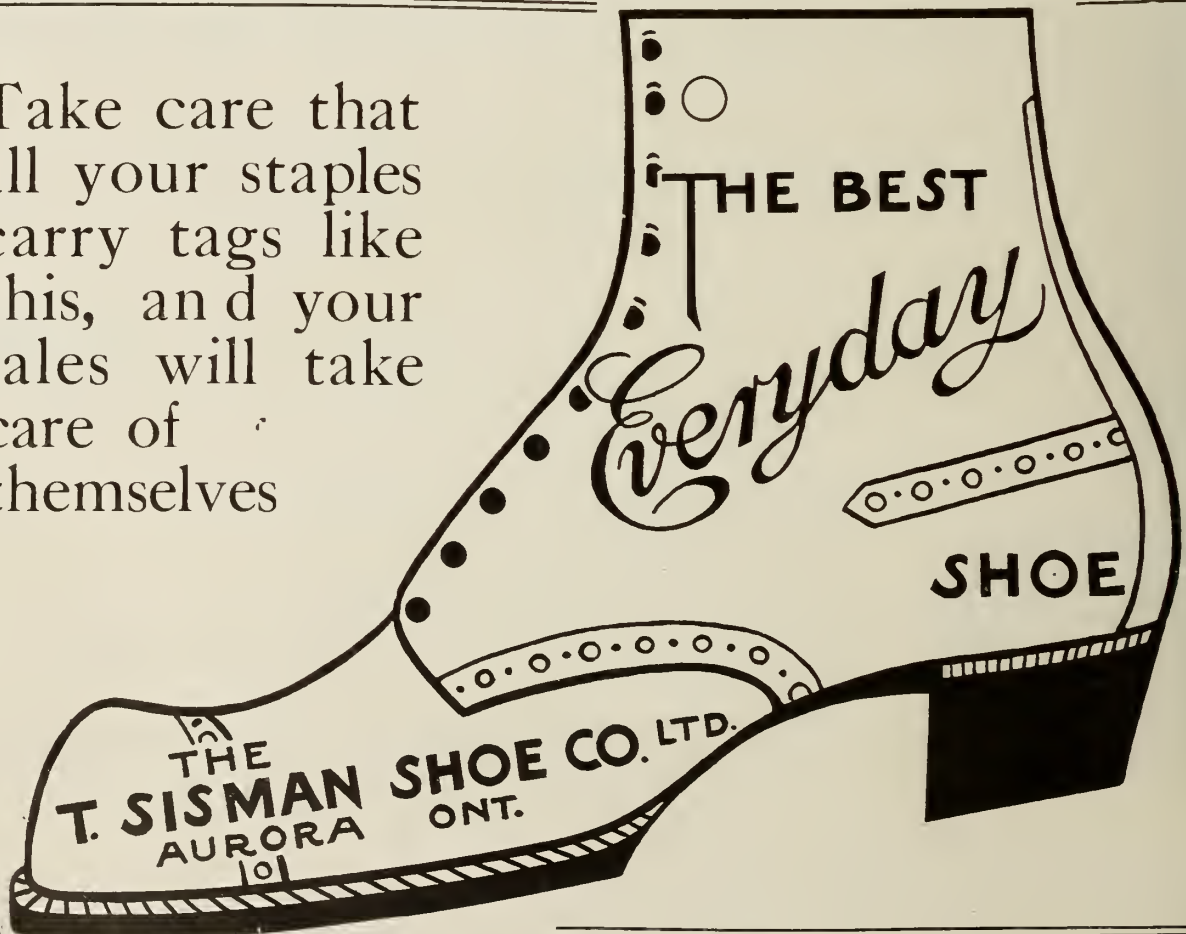
*(Black and Colors)*

**CHROME LAMBS**

*(Glazed and Dull)*

1060 Notre Dame St. W., Montreal

Take care that  
all your staples  
carry tags like  
this, and your  
sales will take  
care of  
themselves





THE **AHRENS** SHOE

EVERY PAIR SOLID LEATHER

Charles A. **AHRENS** Limited  
BERLIN, ONT.  
Manufacturers of Solid Leather Shoes

**DUCLOS & PAYAN**  
Manufacturers of CHROME SIDE LEATHER

Box Sides  
Velours  
Matt and Waterproof Sides  
Chrome Sole

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

**J. HEFFERING**  
Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

— REPRESENTING —

**Tetrault Shoe Mfg. Co.**  
Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**  
Exclusive Children's Line

**Regina Shoe Company**  
Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.  
PHONE ADELAIDE 370

**Woven Labels**

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL



**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

"La Duchesse" Shoe Co.  
REGISTERED  
"Successors to B. Vaillancourt"  
40 Grothe St., MONTREAL

**Cheaper Satisfaction**



YOUR customer's customer will pay less for more satisfaction if you put GUAY ALL-LEATHER COUNTERS in your shoes. It pays.

Prices and Samples on application

**Eugene Guay**  
230 St. Marguerite St.  
MONTREAL

We also make Union, Standard and Leather Board Counters

All Leather Fair Stitched

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

INDEX

PAGE		PAGE	PAGE
61	Ahrens, Chas. A., & Co.....	60	Nugget Polish Co..... 3
59	Aird & Son.....	57	Packard & Co., L. H..... 12
9	Ames Holden-McCready, Limited....	61	Perth Shoe Co..... 10
24	Anglo-Canadian Leather Co.....	61	Pfister & Vogel..... 23
57	Beal, The R. M., Leather Co., Ltd....	61	Rideau Shoe Co..... 15
24	Berlin Trunk & Bag Co.....	19	Robinson, James.... Inside Front Cover
60	Bonner Leather Co.....	60	Sisman, T., Shoe Co..... 60
57	Breithaupt Leather Co.....	62	Staynes & Smith..... 62
20	Canadian Consolidated Rubber Co....	60	Tanning Research Laboratory .... 60
56	Chicago Tanning Co.....	4	Tebbutt Shoe & Leather Co..... 4
62	Clarke & Clarke.....	59	Ullathorne & Co..... 59
61	Colonial Weaving Co.....	6	United Shoe Machinery Co., of Can- ada.... 6, 16, 58, and Inside Back Cover
18	Cook-Fitzgerald Co., Limited.....	25	United States Hotel..... 25
14	Corbeil, A.....	25	Williams, Walter & Co..... 25
22	Cote, J. A. & M.....	8	Williams Shoe Co..... 8
22	Davis, A. & Son.....	21	Wood-Milne Co., Limited..... 21
5	Davis Leather Co., Limited.....	11	Wright & Co., E. T..... 11
60	Dominion Die Co.....	62	Young, Richard..... 62
7	Dorothy Dodd Shoe Co.....		
59	Doyle, Thos. C. (reg'd).....		
61	Duclos & Payan.....		
61	Dun, R. G. & Co.....		
		26	National Cash Register Co..... 26
		56	Kent & Smith..... 56
		61	La Duchesse Shoe..... 61
		57	Logan Tanneries..... 57
		21	Marden, Orth & Hastings..... 21
		23	McDermott Shoe Co..... 23
		25	McKeen Co., C. E..... 25
		55	McLaren & Dallas..... 55
		13	Miner Rubber Co.... Outside Back Cover
		62	Minister Myles Shoe Co., Limited.... 13
		61	Moenus Mach. Co..... 62
		61	Montreal Box Toc Co..... 61

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

**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  
is the best in the market. Write for particulars to  
Moenus Machine Company, Frankfort-on-Main, Germany



# 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

MONTREAL = = QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec





JUNE 16th

TORONTO

1913

# THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH

## Some of the Good Things

How to Impress Upon Your Customers  
True Economy in Shoe Buying

♦ ♦ ♦

Getting Rid of Some Old Fogey Notions  
in Selling Findings

♦ ♦ ♦

More Constructive Retail Advt. Critic-  
ism—Strength and Weakness

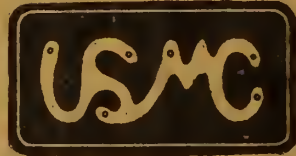
♦ ♦ ♦

Cash or Credit as the Basis of Trade—  
Both Systems Considered

♦ ♦ ♦

The Way to Put in a Patriotic Shoe  
Window for Dominion Day

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**

**MONTREAL, QUE.**

**122 Adelaide Street W., TORONTO**

**492 St. Valier Street, QUEBEC**



# Patent's Leather



It cuts to the best advantage---one hundred cents' worth of value in every dollar's worth you buy.

The exclusive use of A. R. C. Brand means less waste and more profits. Our quality policy has built up

**The largest and most modern  
Patent Leather Plant  
in the British Empire**

Don't take any chances---order  
A. R. C. Brand Patent Leather---the  
line that is absolutely right.

**A. R. CLARKE & COMPANY**

**Toronto - - Ontario**

LIMITED

**Branches: - - - Montreal and Quebec**

# Choose your Fall stock from the lines of three specialized factories

The Ames-Holden-McCready traveler comes to you backed up by, not one, but three factories. Each one of these great factories specializes on some particular line, so it is no wonder that he is able to show you goods that eclipse anything you've been previously shown. He also can offer you the many advantages of dealing with one firm, and still getting every style of shoe made.

## Ames-Holden-McCready Limited

**R**EMEMBER, our In-Stock Department is just like a big reserve stock of your own. Anything you need to keep your Summer stock up to its proper level is right here waiting for your order. Our stock room and shipping room staff pride themselves on their ability to handle hurry-up orders. Give them an opportunity to show you.

## The Big IN-STOCK Shoe House

Montreal St. John Toronto Winnipeg  
Calgary Edmonton Vancouver



AMES HOLDEN  
M<sup>C</sup>CREADY





## **A Matt Calf that wears as well as a full grain leather but costs much less**

*Your cheaper lines in which you use Matt Calf call for a leather, that, although less expensive than Full Grain Matt Calf, will wear as well.*

*Wear is the big requisite of medium-priced lines. Even though good appearance does not last through the life of the shoe, so long as the wear is there the value is there.*

*Davis Snuffed Grain Matt Calf is certain to wear as well as Davis Full Grain Matt Calf because it is, as far as wearing values go, the same leather. Its finish is not the same. Slight imperfections have debarred it from the full grain ranks. These imperfections are overcome as far as is possible, and to all appearances the Snuffed Grain and Full Grain leathers are identical. Of course the fine appearance of the Full Grain leather lasts much longer than that of the Snuffed Grain. That is the difference.*

*If you can use Matt Calf in some of your cheaper goods you will be interested in knowing more about Davis Snuffed Grain Matt Calf, which only costs from 15c to 19c, according to weight and selection.*

**Davis Leather Company**  
**LIMITED**

**Newmarket, Ontario**

# P. J. Harney Shoe Company

LYNN, MASSACHUSETTS

## SEASONABLE SHOES

IN STOCK—READY FOR IMMEDIATE DELIVERY

*All Shoes Illustrated are Women's Goodyear Wells*

HIGH IN QUALITY - - - - - LOW IN PRICE

ORDER BY STYLE NUMBER



Style No. 806	Tan Russia Calf. Button Boot	44 last, 15-8 heel, Price, \$2.60
900	Cloth Top Patent Colt. Button Boot	44 last, 15-8 heel, Price, 2.25
923	Cloth Top, Gun Metal. Button Boot	44 last, 15-8 heel, Price 2.25
940	Mat. Top Patent Colt. Button Boot	44 last, 15-8 heel, Price 2.25
941	Mat. Top, Gun Metal. Button Boot	44 last, 15-8 heel, Price 2.25
954	Gun Metal. 3 Eyelet Sailor Tie	33 last, 14-8 heel, Price 2.25
955	Tan Russ. Calf. 3 Eyelet Sailor Tie	33 last, 15-8 heel, Price 2.25
960	Patent Colt. 3 Eyelet Sailor Tie	99 last, 15-8 heel, Price 2.25
962	White Nubuck Seamless Pump	67 last, 14-8 heel, Price 2.25
963	Gun Metal Seamless Pump	67 last, 14-8 heel, Price 2.25
964	Gun Metal Seamless Pump	84 last, 12-8 heel, Price 2.25
966	Mat. Top Patent Colt Button Oxford	44 last, 15-8 heel, Price 2.25
967	Mat. Top Gun Metal Button Oxford	44 last, 15-8 heel, Price 2.25

Carried in sizes 2½ to 7—A, B, C and D widths

SEND ALL ORDERS TO LYNN, MASS.

# P. J. HARNEY SHOE COMPANY

*Manufacturers of Women's Fine Shoes*



MAGRANE HOUSTON COMPANY  
BOSTON, MASS.



*Queen Quality*

THE MAGRANE HOUSTON COMPANY—"a new name for an old store with a good name"—is entering upon its thirteenth year as the sole agency for the QUEEN QUALITY Shoe in Boston, Mass., the home city of its manufacture.

It is an interesting fact that the history of the progress and the success of the QUEEN QUALITY Shoe itself and of the shoe department of this great metropolitan store is largely identical.

Occupying one of the best located four corners in the heart of Boston's famous department store district—the junction of Washington Street and Temple Place—the Magrane Houston store has for half a century been a foremost power in the retail business life of the city and of New England.

"Our QUEEN QUALITY department," said John E. McElroy, the veteran shoe-buyer for the Company, "is situated directly inside the main entrance on Washington Street. It occupies about 1,500 square feet of floor space, with nothing between it and the street but the year-around display of QUEEN QUALITY styles in a fine big 20-foot show window. We seat 75 customers comfortably, and we have an average of 20 salesmen and saleswomen.

"The shoppers of all New England know, from long and intimate experience with us, that the merchandising policy of the Magrane Houston Company has always been based upon values, not prices. The QUEEN QUALITY Shoe, from the standpoint of quality and reliability, fits perfectly into that fixed policy.

"Without hesitation, we claim to have the greatest volume of retail shoe business in Boston of dealers who confine their shoe efforts to the sale of women's, misses', and children's footwear. We attribute this directly to the unquestionable style-and-quality value of QUEEN QUALITY Shoes themselves and to our success in pushing their sale. On their part, the makers have found that the sales of QUEEN QUALITY Shoes are not exceeded in Boston by the sales of any other one make of women's footwear, and they frankly credit a

goodly share of this success to the expert fitting service and aggressive merchandising methods of the Magrane Houston Company."

J. A. Davis, Advertising Manager of the same Company, emphasizes a significant point in the Company's strong endorsement of QUEEN QUALITY Shoes. "The advertising policy of this store," he said, "is widely known to be just this: sane ideas of non-exaggeration; straight, uncolored facts about our merchandise, and direct appeals upon the basis of dependable values.

"Therefore," he continued, "when our Company advertises superior style and best value, as we do—whether in QUEEN QUALITY Shoes or any other merchandise—there can be no question as to the sincerity of our assertion!"

The experience of this representative store with QUEEN QUALITY Shoes is only one of many we shall tell you about that corroborate our claim that we can help you turn your stock more often and derive a larger net profit than you may now be doing—the two most important advantages to any shoe dealer or shoe-department buyer.

The QUEEN QUALITY line is not only the best known to consumers, but has behind it one of the largest and best-equipped shoe-making and distributing organizations in the world.

QUEEN QUALITY Shoes meet every requirement of the most progressive merchandising methods, and offer the retailer volume-selling footwear, of moderate retail prices, that compares favorably in style, fit, and wear with higher-grade lines. We furnish an unexcelled stock and delivery service, and a definite, growing consumer demand stimulated by the best retail shoe advertising produced.

We shall be glad to discuss the advantages of handling trademarked shoes in general and QUEEN QUALITY Shoes in particular with any merchant who is interested. A post card will bring catalogue, trunk of samples or salesman.

## THOMAS G. PLANT COMPANY

101 Bickford Street, BOSTON, MASS.

Branch "in Stock" Departments:—

NEW YORK CITY, 248 Duane St.

CHICAGO, 308-312 So. Jefferson St.

ST. LOUIS, 1424 Washington Ave.

MORTON W. MURDOFF & SON, Box 478, TRENTON, ONTARIO, Canadian Representatives

## If you don't get it now—

- ¶ This is the *only* season when you can profit on summer goods.
- ¶ During the next two months you will get all the profits you're going to get from oxfords, canvas shoes, and other lightweight footwear.
- ¶ It's up to you to make every day of those two months count on the right side of your ledger.
- ¶ The sales you'll miss because of short stock mean actual money losses. And you won't get a chance to make up those losses later, because the season will be over.
- ¶ You *must* have your stock complete in its best selling lines to protect yourself.
- ¶ September won't do. August won't do. Those good sellers should be in your stock right now.
- ¶ If you don't get your summer goods' profit now you'll never get it.
- ¶ Get a pencil and a pad of paper and jot down the sizes that are cleaned out. Send me your list, and let my IN-STOCK Department help you to get *all* the summer profit *now*.

*James Robinson*

182-186 McGill St. - Montreal





# HAS your women's department a backbone?

Have you a women's line that you feature—a line on which you can rely—that you can recommend to your customer?

What do you do with a hard-to-satisfy customer? Do you have to fly "from pillar to post" showing every line you carry, knowing that each one is as good as the other?

Wouldn't it be a great deal easier—a great deal more business-like to be able to say, "Now, Madam, here is a Perth Shoe. I know it will suit you because it is made by a firm who study women's styles, and manufacture women's goodyear welts exclusively. This is certain to be right because the Perth people naturally know more about women's shoes than manufacturers who make shoes for everybody." Most women will succumb to this argument. It is so straightforward and convincing.

Numerous wise merchants are using Perth Shoes as a backbone to their women's department, and are making a great success of it. Why shouldn't you?

**Perth Shoe Co.**  
LIMITED

**Perth, Ontario**

---

**Women's Goodyear Welts Only**


**CLASSIC SHOES**

**CLASSIC SHOES**


# Shoes That

F

## Women, Miss

A shoe with never a hurt in it—  
with good style and hard wear all  
the time.

That's the

## “Classic Shoe”

- Sell your customers shoes that give them permanent comfort and you will make of every customer a permanent and profitable friend.
- Sell your customers Classic Shoes—get this line for coming Fall Trade — don't delay.
- Dealers all over the country are making big profits and building sound trade with this line.
- See our samples and send your order now—make certain of the big profits this line will make for you.
- We are ready to serve you.

*Send us your name and  
address.*

# Getty &

CLAS

GALT



# Never Hurt and Children

Here are a few of the samples in

## Our Fall Range

—see them and get to know the Classic Shoe—it will pay you to ask for a salesman to call and show you.



¶ Please the children and you will win the mother's confidence — that's the way to secure the family trade.

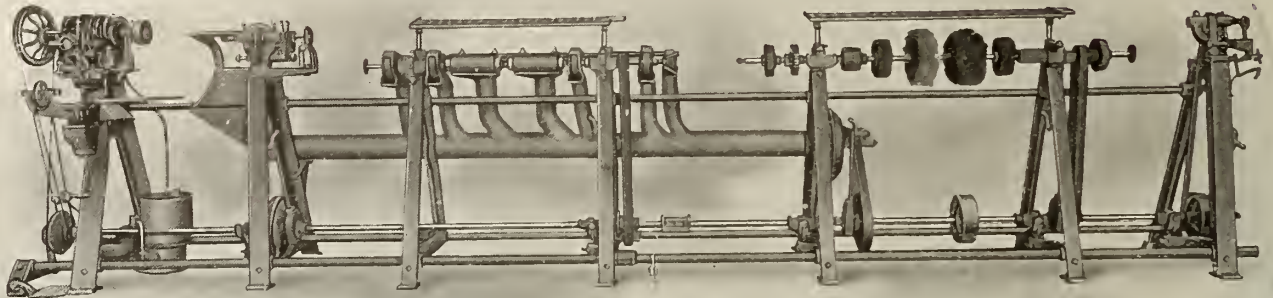
## Classic Shoes

will please the children because they always give an easy and comfortable fit. These shoes are made to a special shape and will never give the little children a moment's hurt.

¶ These are the shoes you will be proud to sell your little customers—when you've pleased them, sell Classic shoes to the mothers also—that means more satisfaction for them and more profit for you.

**Scott**  
HES  
ONT.

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



### MODEL N

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# The old, old argument of price



A. CORBEIL



**\$3.50 to \$5.00**

At least 90 per cent. of all men choose their shoes because the price suits them. It's the price argument that talks the loudest.

All the fancy arguments and well-learned talks on leathers, style and workmanship fall flat when you have to ask more than \$5.00 for the shoes.

"\$5.00 is my limit," says Mr. Man. And that's the men's shoe question in a nutshell.

Now, there are plenty of shoes you *can* sell at \$5.00 and less, but there are few *made* to sell at these figures.

"Landover" and "Leader" Brands *always* retail at from \$3.50 to \$5.00. They are *made* to sell at these figures, which provide ample profit for you. You do not have to skimp yourself to use the good old price argument.

Give the men of your town shoes at their own price, but protect your profits while doing it.

## Corbeil Limited

Manufacturers of Good Shoes to Retail from \$3.50 to \$5.00  
MAKERS OF "LANDOVER" AND "LEADER" BRANDS

Warehouses and Offices, 71 St. Paul St.  
Factory, - 63-71½ St. Paul St.

**Montreal**





# Selling Shoes, Not buying them

NOT "how cheap" but "how profitable" should be your concern in buying.

If it *was* "how cheap" buying would be easy, and shelves would be full.

The best bought stock is the one that fades quickest from the shelves—the one that gets into your cash register without loss of time.

The merchant who considers "how cheap" never buys "Rideaus." But the one who considers "how profitable" does.

There's a sales-urge in "Rideau" styles, in "Rideau" leathers, in "Rideau" finish, in "Rideau" workmanship and quality. Everything "Rideau" is an inducement to buy—everything "Rideau" helps sales.

Keep in mind that your business is *selling*, not *buying* shoes, and remember the sales-assistance that "Rideaus" give.

Buying shoes that sell easier in less time, is surely good buying.

"Rideaus" are "a good buy."



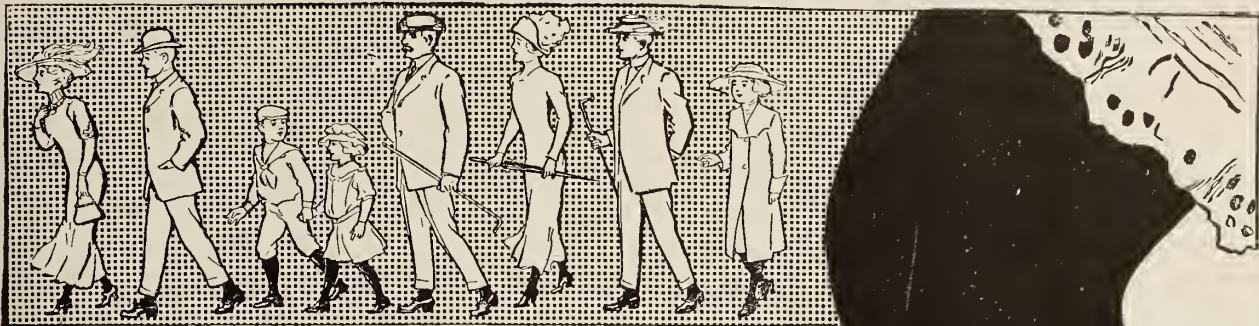
## The Rideau Shoe Co.

Limited

### Montreal



# Easy Money for the Shoeman



How many pairs of shoes do you sell in a year, Mr. Shoeman?

Just think of it.

And you could sell at least half as many pairs of Pen-Angle Hosiery if you had it in stock.

Every person who buys shoes buys stockings too, so why not kill two birds with one stone and sell your customers both? You should be doing them a favor and at the same time making a little easy money yourself.

Be the first in your town to stock Pen-Angle Full-Fashioned Seamless Hosiery for Men, Women and Children. The only Hosiery made that is permanently shaped to the foot and leg, and that is both seamless and snug-fitting.

There's money in hosiery all right, and you might just as well get it as anyone else.




**Pen-Angle**  
 Full-Fashioned Seamless **Hosiery**

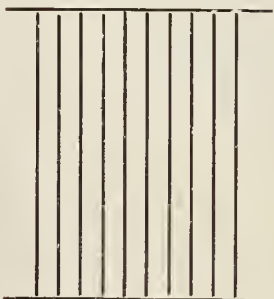
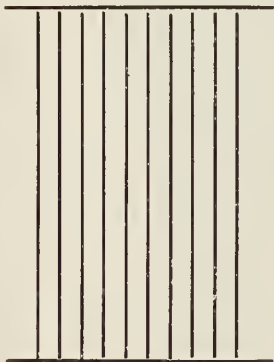
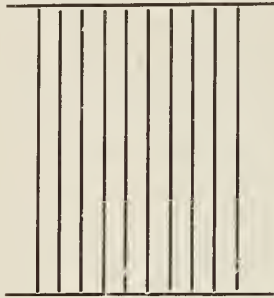
Made by Penmans Limited, Paris, Canada  
 UNDERWEAR, SWEATERS, HOSIERY

**PENMANS LIMITED, PARIS, CANADA**

Hosiery - Underwear - Sweaters

Can be purchased from any first-class wholesale dry goods house, or through EDWARD BURNS CO., Toronto; A. L. GILPIN, Montreal; BRYCE & CO., Winnipeg and Vancouver; B. S. MACFARLANE, Truro, N.S.

# Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer



You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES

The Union employee demands Union made goods. He has been educated to insist on Union stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

## Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN  
General President

CHAS. L. BAIN  
General Sec. Treasurer





# As neat as the shoe itself

If all the men and women who refrain from wearing rubbers because they are "sloppy" had been fitted with "Independents" there wouldn't be one per cent of them without rubbers to-day.

That's perhaps a strong statement, but we're sure it is right because we have seen to it that fit is a particularly strong point with all "Independent" Rubbers. They hug the shoe snugly — not so tightly that they cut and "split," but nevertheless so

firmly as to be as neat as the shoe itself.

This "fit efficiency" of Independent Rubbers is one of the best sales-making features that you could look for. It is winning many to the wearing of rubbers.

## 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.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside & White	Toronto, Ont.
Kilgour, Rimer Co., Limited	Winnipeg, Man.
The J. Leckie Co., Limited	Vancouver, B. C.
The London Shoe Co., Limited	London, Ont.
McLaren & Dallas	Toronto, Ont.
James Robinson, Esq.	Montreal, Que.

**Kant Krack**  
**Dainty Mode**



## --less time in fitting' --more profit in selling'

WHEN you consider the time it takes there is no great profit in trying to fit a man with shoes that do not fit. Every minute unnecessarily spent in fitting takes something off your profit. And even when you do "jolly" your customer into believing he has a fit you stand a big chance of losing him because his foot will convince him otherwise.

"Professor" Shoes will save you time in fitting, and give absolute satisfaction besides. For they are built naturally as the foot *should* be. Being correct in shape they do not crowd the toes, or rub and chafe them. They fit snugly but not tightly—comfortably but not loosely. And there is no pinching here, and looseness there, requiring much fitting.

Whatever size shoe a man wears that size in a "Professor" Shoe will fit him better than any shoe he ever wore.

Spend a little less time in fitting, and make a little more profit in selling.



**The Tebbutt  
Shoe &  
Leather Co.  
Limited**

**Three Rivers  
Q u e b e c**



# Send Us Your Sorting Orders

## FLEET FOOT

### Best Quality

## FLEET FOOT

### Sporting Shoes

Are you prepared to meet the heavy demand for vacation and sporting shoes during July and August?

You will want to sort up your stock in a hurry.

Our Branches are carrying large stocks of new goods for immediate shipment. Just when you want them.

The "Fleet Foot" advertising in your local paper will send new customers to your store.

### Idler

Bal. Oxford

For Tennis and Golf



### Yachting

Bal. Oxford

For Water Sports



### Bowler

Bal. Oxford

For Lawn Bowling



### Holiday

Oxford

For Vacation Time



### Skipper

Bal. Oxford

For the Little Folks



### Athlete

Bal. Oxford

For General Use



Order from the 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.

Style that satisfies for days **Which?** Service that satisfies for months

No merchant makes a living on shoes that sell for style only.

Service is the big sales maker.

Of course, style has much to do at the time of the sale, but unless it is strongly backed up by service the shoe will not rank high in the estimation of its wearer.

In Aird shoes style is used to help sales, but service only is relied upon to hold business.

In this line you have everything necessary to consummate the sale, and everything desirable to hold the business.

'Tis a line worth while to you and your customer.

**Aird & Son, Montreal**

Makers of Men's, Women's, Boys' and Youths' McKays and Turns

# 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.



## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

*Get quotations and samples.*

**C. MOENCH SONS CO.**

117 Beach St., Boston

GOWANDA, N.Y.  
SALAMANCA, N.Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.

## PACKARD'S "LATEST"

### SUEDE "O"

*an entirely new dry-cleaning product*

for SUEDE, NUBUCK and all  
MATT FINISH LEATHERS.

MADE IN BLACK, WHITE, LIGHT  
GREY, DARK GREY AND BROWN.

Suede "O" is without an equal for cleaning Suede  
Shoes, Bags, Belts, Gloves, etc.

For a trial we will make up a dozen in assorted  
colors at regular price, \$2.00 per dozen.

For WHITE CANVAS  
SHOES, BELTS,  
HELMETS, Etc.

**Packard's WHITE "O"**  
IS UNSURPASSED.

Put up in 4 styles of packages, viz.:



Wrappers  
Cartons  
Wood Boxes  
Zinc Boxes

There will be a  
big demand soon.  
Are you ready?

**L. H. PACKARD & CO., Limited**  
Packard Building, Montreal

Brackley Shaw  
President

C. T. Shaw  
Vice-President

# Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager

T. de G. Stewart  
Sec'y Treas.

The Largest Sole Leather Tanners in the British Empire

Established 1859

WAREHOUSES :

MONTREAL  
216 Notre Dame Street West  
Head Office

TORONTO  
665 King Street West  
W. J. Heaven, Mgr.

QUEBEC  
566 St. Valier Street  
J. A. Scott



TANNERIES :

HUNTSVILLE  
and  
BRACEBRIDGE

Capacity

3000 sides per day  
18 million pounds per annum.

Manufacturers of

## MAPLE LEAF OAK, UNION AND HEMLOCK SOLE

Sides, Crops, Backs and Bends—Shoulders, Heads and Bellies—Tapsols, Toppieces, Cut Soles, Counters, Heels, Box Toes, etc.

The fact that since the foundation of the business by the president, Mr. Brackley Shaw in 1859, we have always been the largest producers of Sole Leather in Canada, and that we are to-day also the largest producers of Sole Leather in the British Empire, is sufficient guarantee that our methods of dealing with our customers—our goods—and our prices are right.

*A snug, yet easy fit  
that gives weight to  
your quality arguments*



YOU can talk to a woman all you like about quality of leather and workmanship, but if the shoe of which you're talking pinches her foot your quality arguments are lost on her.

McDermott Shoes fit snugly, but comfortably. Their very fit seems to give guarantee of the fulfilment of your quality promises. The woman realizes that a shoe made to fit so well must be made to wear as well.

The fit of a "McDermott" is not only a means of satisfaction to its wearer. It is a means of sales to the dealer.

*The McDermott Shoe Co.  
Women's  
Shoe Specialists*

*Montreal*

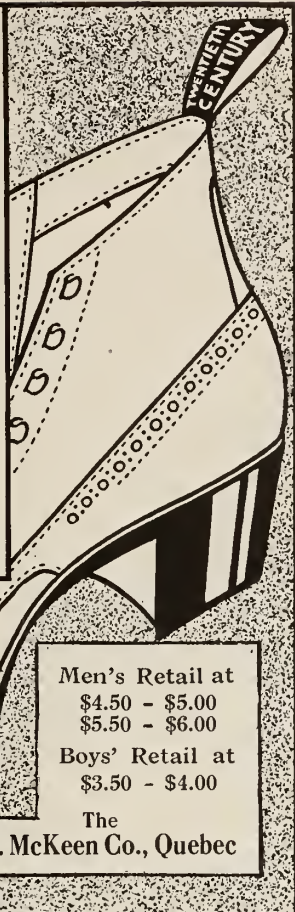


Not only as a line,  
but as individual  
shoes,

**"Twentieth  
Century"  
Welts**

will recommend  
themselves to you  
and to your custo-  
mers.

Every shoe is made  
the best we know  
how.



Men's Retail at  
\$4.50 - \$5.00  
\$5.50 - \$6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec

## Cravenette Cloth for Topping

- ☞ Every manufacturer should write us for samples and quotations on above lines.
- ☞ This cloth will not **bag, stretch or crease**. Guaranteed **all pure wool**, firm, yet mellow, full rich black.
- ☞ Sells at a lower price than the grey-black **cotton** mixtures which in so many cases spoil fine shoes to-day.
- ☞ All weights. Stock in Montreal

### Solomon & Spielmann

22 St. John St. - Montreal

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 :**

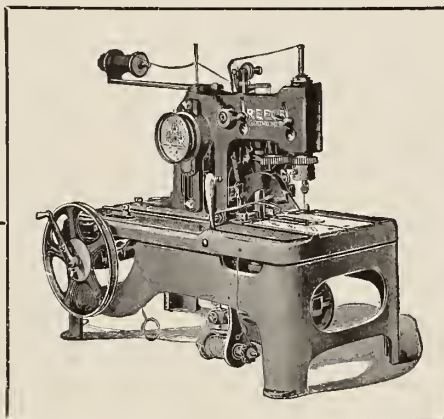
\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

**Tilly Haynes,**  
Prop.

**James G. Hickey,**  
Manager.

Small  
Cost of  
Upkeep ;  
Simple in  
Operation



Little  
Noise ;  
High  
Speed  
In Use

## REECE High Speed Button-Hole Machine

is **AUTOMATIC**, which insures you against careless operators; no part of the work on the button hole demands the operator's care. Hence the finished button hole is of A1 quality and it stands wear in use.

WE WILL INSTALL IT ON TRIAL.

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**  
L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.



THE UNIVERSITY

## MR. RETAILER

---

---

- ☞ We are getting a lot of satisfaction these days out of our correspondence.
- ☞ We told you we could make shoes that would satisfy, and your repeats prove it.
- ☞ We find the demand for Astoria and Liberty shoes growing constantly.
- ☞ Remember our stock department is yours to command. Wire, phone or write your needs. We will do the rest.

The Cook-Fitzgerald Co., Limited  
LONDON, ONTARIO



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 12

TORONTO, JUNE 16th, 1913

\$1.00 per Year In Advance

## Real "Economist" Will Purchase Five Dollar Shoe

Clerks Should Impress Customers With the Fact that They Really Save Money in Buying Quality Footwear—Where Real Salesmanship Counts—How Better Lines Can Be Sold at a Higher Figure—Some Pointers to Drive Home

Written expressly for the "Shoe and Leather Journal" by A. L. WRIGHT, Peterboro, Ont.

Every shoeman who lays claim to a certain amount of efficiency as a salesman will acknowledge and agree with me, that the true aim of the progressive and successful salesman is to sell each and every customer a higher priced, better grade shoe than that requested by the customer.

Right here is where real salesmanship counts, because, carefully-handled, the customer can be made to realize and see for himself that his real advantage and best chance for economy lies in buying the better shoe. Such a caller so handled, will never feel that he has been lifted up to the higher price, or that any pressure was used for which he will later feel annoyed.

In fact, I find a customer to whom you have shown a certain amount of personal interest, and helped in the solving of the problem of what suits him best, usually reciprocates with a feeling of good fellowship, which is the surest means of making of him a regular and permanent patron.

There are lots of salesmen who nearly always land the difficult sale, and to such an end, use instinctively many good arguments and reasons, still, they follow no regular method, and ten minutes afterward, could not tell you just how they did the trick.

### No Suggestion of a "Tight Wad"

The surest advice that I can offer is go prudently being both pleasant and brief, study your customer, wait for his lead, following his suggestions, at the same time taking care to show him in addition to what he has asked for in price, a better line, pointing out its many advantages, but never suggesting by word or manner that he is a "tight wad," and too close-fisted to go a half dollar higher.

I find that many customers are of an argumentive turn of mind, and are almost always ready to demonstrate it upon the least provocation. The clever salesman turns the point lightly, and genially, and does not take up the other side of the argument.

Now, as for good logical reasons, that a salesman may use effectively to promote the sale of a higher priced line, I would say, the strongest of these is "quality." Take the best shoe you have to offer at \$3.50, supposing that to be what the customer has asked for, and place beside it a strong \$4.50 or \$5.00 line. First call attention to the softer, finer, feeling of the upper stock, the better finish of the button holes,

and principally, the superior quality of the sole stock, and its extra weight, worth and durability.



### A Good Line of Selling Talk

Then again, your \$5.00 shoe is invariably made on a better last, which goes a long way toward influencing the customer in its favor. I find a line of talk similar to the following very often effective: "You are aware, sir, that leather has advanced in the last couple of years, greatly. This shoe at \$5.00 formerly sold for \$4.50, a year or more ago. Now, we could have had this shoe made in such a manner by cheapening the inner parts, the counters, insoles, box toes, linings, etc., and to all appearances sell you the same article for \$4.00, but we prefer to be candid with you, and ask you to pay another half dollar than to misrepresent the shoe. To my mind it is just a question of economy, whether or not you can afford to buy the \$3.50 shoe in preference to the \$5.00 one, for it is a proven fact that each half dollar extra you put into the price of a shoe, returns you a dollar's worth of extra wear, and all the time you have the satisfaction of having your feet better and more comfortably dressed. The real "economist" buys a \$5.00 shoe, not a \$3.50 one.

In the moderate sized towns and villages, particularly in women's footwear of moderate price, say the \$3.00 and \$3.50 shoes, I find that few women understand or appreciate the difference between a Goodyear welt and a McKay sewn shoe, and usually, purchase the shoe because of its neat appearance and good fitting qualities, paying little attention to its technical make-up. It will really pay the dealer to offer a well made McKay of good appearance than a cheap welt.

Always be candid with your customer. Never misrepresent or quibble. This advice may seem very trite, but a well established business maximum will bear repetition today when some dealers may feel inclined to veer from the beaten path of integrity and sound principles. It pays to be frank, polite, considerate and obliging. You cannot know too much about the shoes you have to sell. Such knowledge fortifies you in strong talking points.

Watch the "lead" of your customer, and gauge your flow of argument or information accordingly. Be a student of human nature, and learn by each day's transactions.

# It Is Time for You to Get Rid of Old Fogey Notions

One of These is That It Does Not Pay to Bother With Findings—This Department Pays Others Handsomely and Should Do the Same for You—There Are Scores of Ways That Little Sales May be Brought About

By A. E. EDGAR

The shoe merchants who were selling shoe laces a few years ago could almost have been counted on the fingers of one hand. They were glad when the customer did not insist upon having them "throw in a few pairs extra." Today the merchant who does not make a good profit on his laces and button-hooks is really an exception. The whole system of doing a findings business has been reversed. In the good old days the dealer carried on his shelves a few dozen boxes of the old fashioned "elbow grease" blacking, a half-dozen brushes and a few pair of insoles. Strung up along the shelving were bunches of "cheap" shoe laces of different lengths, the cheaper the better they pleased the merchant, because he seldom made a sale, but mostly made the caller a gift of from one to any number of pairs. The customer who was really onto his job helped himself and saved the shoe merchant the trouble of handling them again.

But, now, what a change! The merchant sells his shoe laces, his polishes, his button-hooks, in fact everything in the findings line. The live merchant sold many silk oxford laces a few years ago at twenty-five cents a pair, even selling a better line at half a dollar. This trade is, of course, practically dead, but there is the pump bow that has taken its place. Pump bows are sold in the quality stores at as high as five dollars the pair, and it is no trick to get a dollar for a pair.

Polishes and cleaners are legion today. In the old days there was one kind of blacking, the kind you rubbed with a brush until you were blue in the face, and which gave a shine that disappeared as soon as the shoe got the least bit wet, that rubbed off on the clothing as soon as the shoe was worn. There was practically one kind of polish, a twenty-five cent size and a ten cent size.

## Specializing in Polishes

Today there are so many kinds of leathers that it is necessary to have all kinds of polishes and cleaners. The calf and kid in black must have a polish for bright and for dull surfaces. There must be a tan polish for all kinds of tan shoes. The oose and suede leathers must have cleaners in all the different colors. And the list is not complete without the mention of white cleaners. There are a great many different kinds of these, all of which have their champions. The shoe merchant who does not keep in stock a fair assortment of polishes loses good profit that he might easily get for the asking.

It is the same with other lines of findings. Rubber heels have a steady sale all the year around. Some stores sell enormous numbers of these every year, while others in the same block do but a very indifferent trade in them at any time. It is all in the manner in which the customer is educated in the matter of buying his findings. It is a positive fact that men will go to a shoe store and buy a pair of shoes, pay for them and go out again, walk a few stores further down and buy at a competing shoe store some article of findings. This does not indicate that the store selling the shoes does not sell that particular article, by any means, but it does indicate very clearly that there is something wrong with the

methods of the establishment. The findings are never offered for sale unless they are asked for, neither are they shown in any way in the store. This is a case of poor merchandising.

"But," pipes up that merchant, "I'd rather sell the shoes than the findings," and he grins at you as if he had made a rather good point.

Sure, sell all the shoes you can, but sell all the findings you can too. And remember, if one of your customers gets in the habit of going to a competing store for findings, some fine day he is going to go there for his shoes. He may become dissatisfied with a pair, or he may be with a friend who deals there, or he may see a pair he likes some time when he is there and make a purchase. In the long run you lose him, that's as sure as anything can be.

## Only Two Things are Necessary

There are only two things necessary to sell findings: First, to have the findings, second, to have the will to sell them. If the will is there, there are a hundred ways in which the little sales will be brought about. The clerks in some stores are not required to sell findings, or anything else, if you come down to a fine point. They have no check upon their sales, there is no recognition made of their sales. They put in so many hours a day, get their pay, and that is the end of it. The boss is slow to ask them to do anything, the clerk is slow to make a forward step. Both are to blame a little, and neither are blamed, except by writers for the trade press. And they are always preaching for better methods.

The writer sometimes thinks it is wasted time to urge merchants to do what their own business instincts should tell them they should do. But the editor pays for it and he, poor fellow, has to have something to fill his pages, or the merchant would not have anything to read, so there you are.

## Paid Rent By Findings Sale

Findings are a source of great profit to the stores that sell them. One merchant in an American city told me that he paid his rent by the sale of findings. That is proof enough of the possibilities of the sale of these little things. But if we want anything more conclusive in the way of proof of the profit in little things, let us point the reader to the Woolworth building in New York city, the highest building in the world. This was built out of the profits of five and ten cent sales.

If you have not a good findings trade, there is a reason. If you have the findings in stock they can be sold at a profit. It is said that Mr. Bliss, the owner of the Regal shoe business in the United States, spent some time in his retail stores, selling goods, and he found that he could sell a certain per cent. of the customers who purchased shoes, findings of some kind. He went further, he found that he could sell a certain amount of findings for every dollar of shoe sales. After he had demonstrated that to his own satisfaction he laid down a rule in his stores that his clerks should sell findings, that they should sell a certain percentage of findings, and they did. They had to, to hold their jobs. Now, we do not advocate any such drastic measures, but we do urge that some thing be done to make the findings trade a paying part of the business.

Some merchants have offered a P. M. for findings sales. Others have instituted contests, offering prizes to the one selling the greatest amount of findings in a certain period of time. Both plans have worked out well. Try them both, test them out, or try something else, but for goodness sake try something. Get the profits.



# How to Put in a Dominion Day Window

## CANADA'S FORTY-SIXTH BIRTHDAY

### A Simple Idea for a Dominion Day Window—Map of Dominion and Maple Leafs

Construct two pillars of the height wanted; lumber from shoe cases should do all right. When completed, cover smoothly and carefully with white felt.

Use two large electric glass bulbs on top. These can be borrowed from a dealer selling electric fixtures. Make a frame the length wanted to go between the two pillars. Take a large sheet of white card or white paper and draw a rough outline of Dominion of Canada; outline each province and put the name of each province, if you have room. The reader will note that in the sketch only the first letter is put in. When this is completed nail this on the back of the frame, and nail frame between the two pillars.

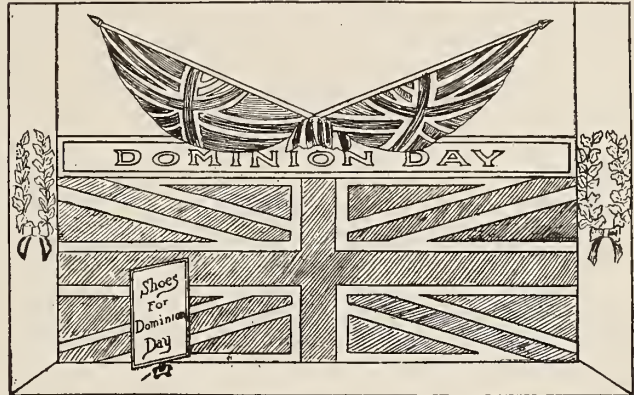
Make the half circle at the top out of lumber. A good way to do this is to lay several boards on the floor and outline the half circle; then take each board separately and cut with a small key-hole saw. When this is done nail together by using short pieces at the back to brace. When half-circle is completed cover with white felt and cut the letters "Canada the Land of the Maple Leaf" out of red felt and paste on. Nail half-circle to pillars and use artificial maple leaves on each side of it. Make small lattice out of small strips of wood and nail on each side of pillar. Maple leaves should also be used on the lattice work. Display a

few shoes and use a neat show card. White felt stretched smoothly should be used on the bottom. The frame for the map of Canada should also be covered with red felt.

prefers. Two wreaths of maple leaves for each side of the window would look nice and appropriate. A card with a few words as in the sketch would look very nice.

This window is simple, should attract attention and well repay the trimmer for his trouble and time. If a more elaborate trim is desired make use of sketch No. 1.

Maple leaves could also be used on the frames of the



windows and would add to the effect, but the trimmer should be careful not to use maple leaves with fall tints. The leaves should be the ordinary, plain green leaves.

Needless to say that only a few shoes should be used in the display.

## Why the Blucher Shoe Stays

Because the blucher shoe is so easily fitted to the average foot it is a general favorite with retailers and with consumers. The fact that the shoe manufacturer experiences some trouble in lasting blucher shoes is a mere detail and probably this is the greatest score against the blucher shoe. It is quite inclined to break away at the barring point at the ends of the quarters because some stitches do not do their work properly. It really comes down to a question of selling expense which is a strong argument with the retailer. Take for example the button shoe, it requires about three times as long to fit and sell a pair of button shoes as it does to sell a lace shoe. It is easily understood that when a retailer discovers this fact he is not going to push button boots very strong, and the only solution for the sale of button boots seem to have been found by the button manufacturer who started an extensive advertising campaign destined to create a demand among the consumer for button shoes purely because they were stylish. They do not fit the average foot so well, they do not hold their shape so well, nor are they so comfortable as a blucher shoe, and when we sum it up, we find that the blucher has by long odds the most in its favor.

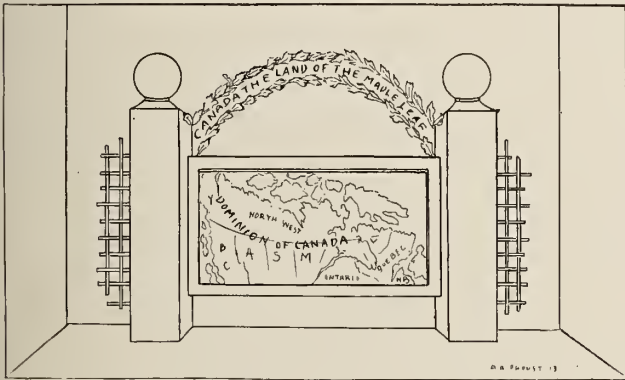
Unfortunately, blucher shoes do not hold their shape as well as the bal style but much of this can be overcome by good lasting. The side lasting operator should pull his bluchers in pretty strong, and moulded counters should be preferred to straight counters as the toe pull is much lighter and one cannot shape the straight counter with such light pulling as in other styles which need a stronger pull. The reason for this is obvious since the pull is in a straight line with the tongue end in line with the ends of quarters.—American shoemaking.

## FOR THE RURAL RETAILER

### How He May Instal an Attractive and Patriotic Window at a very Low Cost

This sketch requires very little explanation, as it is very simple and can be put in without any expense, practically.

Get a large Union Jack the size of half the background of the window and stretch smoothly across. Make a sign out of lumber the whole length of the window, and the width desired. Cover with white felt and cut the letters Dominion Day out of red felt and paste on. The border of the sign should also be of red felt pasted on. Use two flags for the top as in the sketch or in another position, if the trimmer



few shoes and use a neat show card. White felt stretched smoothly should be used on the bottom. The frame for the map of Canada should also be covered with red felt.

## Greatest Abuse in the Retail Shoe Trade!

What do you consider it to be?  
 What is your suggestion for a remedy?

¶ In connection with every mercantile enterprise, there are drawbacks and difficulties to be overcome before success has placed your business on a permanent footing. The shoe line is no exception to the rule. One man is of the opinion that the greatest grievance of the trade is such and such a thing and the other fellow believes it is something else.

¶ Now, what do you consider the greatest abuse or evil in the retail trade in Canada to-day? And what is your suggestion for a remedy?

¶ Do you think it is the rapid changes in style; the credit evil; the approbation practice; the help problem; the dishonest competitor; the sensational and misleading advertiser; the bargain sale shouter; the repair nuisance; delayed deliveries; goods not up to sample; the constantly increasing prices; long hours; heavy overhead expenses; the practice of giving premiums; mail order competition; loose stock keeping; return of worn shoes by customers; careless extravagant buying, etc.?

¶ There may be others as these are only a few of the "thorns in the flesh."

¶ Kindly let us hear from you regarding what you think is the biggest drawback in the trade—why it is so and your suggestion to overcome it. Every shoeman is invited to register "his kick and cure."

¶ For the three best answers prizes will be given—\$5.00, \$3.00 and \$2.00. The answers must not be less than 200 words, and should go fully into the question, not only on the basis of analyzing it carefully, but proffering some feasible redress. Destructive criticism is not of much account unless accompanied by a constructive remedy.

Address all replies, not later than June 25th, to the

“Competition Editor”

SHOE AND LEATHER JOURNAL

TORONTO



# Why Suburban Dealer Fails to Increase Trade

**He is Content to Make a Bare Living—How He May Increase His Clientele and Convince People that He is Alert—The Live Wire Methods of One Man and How He Forged to the Front**

"The trouble with the average suburban or residential shoemen in the cities to-day is that they have little or no enterprise," writes a well-known traveler. "I know what I am talking about, because I have been calling upon a large number of these men for years."

"They put in a stock of shoes, big or small, fill their windows, tack up a sign, and then wonder why the people do not come in droves to their store. Now, I am not speaking of the village dealer, or the town retailer. The place in which he does business is not so large but that he soon becomes acquainted with all the people in the community. If a new man starts up it does not take him long to become known personally to a great many people. If he attends church, lodge, tea meetings, garden parties, or any other public gatherings, people soon get to know him, and in rural communities he is not going out of his way if he nods to everybody he meets on the street.

## Just So Much Waste Money

"The particular problem that I am now dealing with is the suburban or residential dealer in our larger cities. This man generally hails from a wholesale house, has been a clerk in another part of the city, or comes from another town to do business. He does not get acquainted very readily because people in the larger communities are more conservative. Then he has another problem to face and that is the competition of the down-town stores, and unless he can show that his store is capable of rendering as good service and fitting people as capably as the bigger retailers, at the same time giving equally as good value, he is not likely to make much progress. He can, of course, eke out a living, but that is not sufficient. In a village or town it is different. A new man is going to catch some trade, whether he advertises or not. He is in the centre of the business community, and all the people who come to that borough to trade have to pass his store.

"For the purpose of the point that I desire to bring out, I am going to call the man to whom I refer a residential dealer. Now, I have thought a good deal on how such a man can build up a trade. When he starts he possibly gets out circulars, dodgers or booklets and sends a boy around with them. This lad, perhaps throws them on the stoop or verandah, or tosses them in the letter box, and very frequently this literature finds its way into the waste basket or the furnace. Now, most people like to receive a personally addressed note. It costs only a cent to mail a letter, and, if a neatly printed and business-like announcement is gotten up by the retailer, put in an envelope and sent to a personal address, it has far more effect and carries more weight than all the literature that finds its way to the door by the general distribution route. It flatters the average householder to receive a letter and, when these announcements or personal invitations to call and inspect goods are despatched in personally addressed style, say once every month or every two months, the householder begins to feel that he or she is of some importance. Interest or curiosity is aroused and very frequently leads to a visit to the store in question.

## Covers His Ground Scientifically

"One Toronto dealer who does business on a certain street, about four miles from the corner of King and Yonge streets, takes the trouble to illustrate his literature with neat cuts—gives a description of each shoe, speaks of its excep-

tional value and invites the recipient to look at an exhibition of styles in his window. This method has had very gratifying results.

"Another dealer takes infinite pains to keep a correct mailing list of the whole district within twelve blocks of his place. He makes a strong appeal to all within this radius, and has secured the names from the directory and telephone book, by keeping a record of his customers, and other means. This list is carefully gone over at least a couple of times a year, and certain streets are "circularized" at intervals. Each time a purchase is made, the duplicate bill is put on a file in the office and an entry made on a card bearing the patron's name. The dealer keeps a small card index system and goes over this during his leisure time, entering up the full list of purchasers.

"Each week he makes a classified list of people that he thinks should be in need of shoes, judging by the date of the last purchase, and he takes trouble to mail them a card or

---

## A Bright Young Business Woman

Miss Dorothy R. Avery, who has been successful in winning several prizes in the SHOE AND LEATHER JOURNAL competitions on merchandising methods, which are conducted from month to month, is one of the bright salesladies in Saskatoon. She is employed in Nutana Shoe Store, of



which A. Rice is the proprietor. Miss Avery has been with Mr. Rice for about eighteen months. Previous to that she spent a few years in dry goods houses in the Old Country. She is a diligent reader of trade papers and says that she gets much valuable and timely information from their columns. Miss Avery likes the West and thinks there is no place on the map with a more prosperous future than Saskatoon.

letter, calling attention to some new style or special value that he has to present. He is particularly strong on making these appeals personal, and carefully words each announcement. Just the other day he sent out on an India tint coated paper, with deckle edge, a pleasing announcement in a text letter, printed in sepia ink, calling attention to his stock of pumps for ladies, telling them that suede in various colors, satin, gunmetal, patent and tan were already on hand. He said that these goods were made on special pump lasts, would not slip up and down at the heel, would not gape at the side and that the heels ranged from  $1\frac{1}{4}$  inches to 2 inches in height. He also announced that the prices ranged from \$2.50 to \$5.00, and in case the goods did not give perfect satisfaction or fit, the money would be cheerfully refunded.

#### Gives Back the Coin Cheerfully

"Another dealer claims to have built up his present large business in the eastern end of the city by the readiness with which he gives back the money in case there is any dissatisfaction. Many people are sensitive about returning shoes that do not fit or to complain of some defect. They do not like to be looked upon as kickers. They are afraid that they will be asked all sorts of questions and that the shoeman will try to induce them to take something else, when possibly all they want is the money refunded and no questions asked.

"Speaking of this aspect of affairs, the dealer in question said to me: 'If there is any defect, I am willing to make it good. I do not ask a whole lot of questions, but immediately step to the cash register, ring up the price of the shoes, bring the money to the purchaser and hand it over cheerfully, not grudgingly or with a face as long as a funeral procession.'

"Other suburban dealers are strong in the premium business. One man gives a ruler or a scribbler to each child that purchases a pair of shoes. Another sends out birthday cards,; another donates a puzzle, etc. He claims that if you get the interest of the children or, in other words, induce them to pull for you, the parents are very apt to come along also, and the family trade will be corralled by this means. Of course, the direct appealing feature of suitable and attractive window displays need not be enlarged upon, but the window display will not do everything. This medium of publicity is the cheapest and one of the most effective possible, but it has to be backed up by more personal means and direct methods.

"Another residential retailer finds that it is advisable to enclose an illustrated booklet, a neatly worded card, or some other reminder, in each carton or parcel, so that when opened, the accompanying enclosure is sure to be read, if the wording is not too long.

"There is not a residential shoeman who has not a considerable amount of idle time on his hands at certain seasons of the year. It does not require all his hours to make sales or to straighten up his stock. Instead of looking out of the window, or pacing up and down the store wondering why persons do not enter, he should have a desk at a convenient point and devote his time to thinking out selling plans, sending out literature, devising new schemes for getting in closer contact with his customers. A few minutes spent in this way are sure to yield big returns and will well repay any dealer who takes the trouble to make such appeals for business. Do not sit down and expect trade to come to you, for you may be disappointed.

"Most people like to be asked for their patronage, either personally or through the mail, and if the merchant believes that what is worth having is worth going after, he is not making any very grave error in his estimate of human nature or the commercial potentialities of his community."

## His Fourteenth Business Birthday

"The home of the Love Shoe," is the official title which Fred. W. Love gives to his footwear emporium in the thriving town of Aylmer, Ont. On the 26th day of May, Mr. Love celebrated his 14th year in the shoe business. He started in at the age of 19 in partnership with his uncle, Edward Walker, the name being Walker & Love. Mr. Walker had many years of experience in the trade in Aylmer, but at the time Walker & Love began business, he had been out of it for some years. Mr. Love attended the Collegiate Institute for three years and his first job was clerking in a hard-



ware store, where he remained for two years. He then entered the employ of Christie & Caron (now the G. R. Christie Co.), his present opposition in the footwear line, and of whom he says he cannot speak too highly. He remained with them for one year, when he resigned to start in the shoe game for himself, as already pointed out. Ten months after Walker & Love had been doing business, Mr. Walker died, and his interest was taken over by his sister, the firm name remaining unchanged. In 1909, however, Mr. Love acquired Miss Walker's interest, and has continued for himself up to the present time. He has done business in his present stand for more than 13 years. As a side line, he has operated an ice, roller skating and curling rinks since 1907. The building is a double deck one, being 200 by 50, with the roller floor above, and the ice area below. Mr. Love has found this an excellent side line and one that does not interfere at all with his regular business; in fact, it has proved rather a good booster for hockey boots, skates and other supplies, which are handled advantageously. Mr. Love, who is an active and energetic citizen of Aylmer, is never tired of speaking a good word in its behalf.

#### THE BEST SPENT DOLLAR

Enclosed please find express order for one dollar for the SHOE AND LEATHER JOURNAL for another year. It is "our best spent dollar."

Yours truly,

FORSYTH BROS.

Octawa, May 30, 1913.



# New "Wrinkles" for the Trade

## YOUR STOCK—AN ASSET OR LIABILITY?

Don't get in the habit of considering all your shoe stock on hand as an asset. In the apparel business stock is more often a liability.

If you were handling pig iron you might count your "goods" as so much cash. But fashions do not change in pig iron. That line of shoes you bought a couple of seasons ago may be on your invoices at twenty, thirty, or fifty dollars. But you can't count them at that in figuring your profits for the year. They are of no value until sold. While you have them they take up valuable room. You ought to charge them rent.

The foregoing is a hint to watch the "buying end" as you watch nothing else. This is the keynote of successful retailing—to buy nothing you cannot sell and make a profit on.

When you consider a purchase do not content yourself with considering how the shoes will look on your shelves. Think of how they will sell; consider whether there is a natural demand or one you can create. Do not let every salesman fill you up with a line because he offers you an inducement. Do not even stock up on a few pairs of this and a few of that line unless you see a way to get rid of them. They soon make a lot.

This doesn't mean to turn down a salesman without considering his line. You owe him that much and you owe it to yourself. But you need not buy until you have thought over it long enough to see the way out. Use common sense in buying as well as in selling, and that's where you'll win out.

And, don't forget that old stock on the shelves is a mighty poor asset, even if it is not actually a liability.

## HOW TO WRAP YOUR SHOE PARCELS

Some of the packages which leave shoe stores are certainly marvels of inexperience. Stores which are prosperous enough to employ special wrapping clerks, do not always lead in this matter, which is contrary to what might be expected. It is quite a trick to wrap up a pair of shoes neatly and quickly, but once learned, it becomes second nature. Nothing is so exasperating to a customer as to have a bundle untie on the street or in the car, and nothing is more pleasing, when one is forced to carry parcels, than to have them wrapped neatly and strongly. It would be impossible to explain just how to wrap a pair of shoes, but my advice to any clerk who has not mastered this problem would be to watch some other clerk who does it nicely, until the required degree of proficiency is found. It is observed that they should be placed heel to toe and grasped by the shanks when wrapping. Then press them slightly together as you wrap the paper around them. This causes them to spring back a bit after the twine is on and only serves to bind the cord more tightly around the bundle.

With the question of wrapping bundles might also be considered the proper selection of wrapping paper and twine. Some concerns think that by choosing some odd and outlandish color for their wrapping paper they are advertising themselves, when in reality they are hurting themselves in the minds and eyes of the public. No lady wants to carry a deep blue package with a green string. It may be all right for cheap trade; in fact, it may be better suited for it than plain white paper, but it is neither good advertising nor is

it economy for one to use the highly colored wrapping paper and strings, which are now popular among the trade. A plain manila or kraft paper with a modest imprint of your firm name is the best advertiser and the most economical in the long run. People will save your paper to wrap up other packages, while they will throw away the highly colored and heavily printed wrapper of the other man.

It is a convenient thing to have some flat wrapping paper of a larger size than your regular on hand. Many times you will have packages to enclose which are larger than two or three pairs of shoes and a combination of two or three sheets of small paper tied round and round with string, is not a desirable one. A few cents extra will enable you to lay in a supply of this paper. It will come very handy indeed when felts, rubber boots and large bundles in general, must be wrapped. These sheets may be bought plain and do not require an imprint because they are used in extremely few cases.

## CONSULT YOUR STAFF FOR POINTERS

"You must stimulate trade to get business. You must stop the passerby with something attractive in your windows. The latter are clear out advertisements, and advertisements create sales."

This is the policy of a shoe retailer doing a splendid business in the West. He started a clearing sale like other shops and the business held very well for about six weeks, and then commenced to drop off. He called his employes together, including his advertising manager and window trimmer, and asked all to offer some idea or suggestion to stimulate business. A "hot off-the-wire" sale was suggested. The window trimmer said that he might use some flaring red cloth for the back ground and have two miniature telegraph poles with cross bars at both ends set in the window. The wires were to be strung from these cross bars to give it the appearance of a regular telegraph line. From these wires, shoes were to be strung. A large card on either side of the window said that a telegram just received stated:

COMPLETE SPRING LINE SHIPPED—  
HAVE SPACE IN STOCK—ROOM READY

A line was then drawn across the card, dividing the text of the telegram from this urgent plea to buy:

"LAST BIG SLASH TO CLEAR OUR SHELVES  
EXTRA 15 PER CENT. CUT. SHOES LESS  
THAN COST."

Unfortunately, the window decorator did not get his trim in shape, and was forced to do without the telegraph wires and poles. He merely had the signs at either end of the window. The flaring red background stopped passersby, and it is reported that this concern did the biggest day's business ever recorded.

The underlying principle in this retailer's business was to make each clerk work, not only physically, but mentally. When business is slow, the help was called together to suggest something to bring in customers.

Many suggestions are offered by the employes, and many are tried out. Some schemes fall flat, and these are immediately thrown aside. The window trim as an illustration shows that the idea did not work out completely, and still its partial working out brought in trade. Employes are

(Continued on page 48)



# A Few More Pertinent Advertisement Criticisms

Even Though Your Opinion May Differ from That of the Critic, It is Worth While to Get Another Point of View—Why Some Ads. Do Not Pull As Well as They Might Be Expected To Do

The announcement of J. A. Wiggett & Co. would have been more effective and interesting to the reader if some more of the characteristics of the new style were pointed out. The cut is not clear enough to afford the average reader any conception of all the features embodied in this shoe. An indication of the price would also have been a welcome item of news to most readers. However the advertisement is not "cursed" with too much matter crowded into the space, but would have looked better if a neat line border had been employed. The effect would be more finished and every announcement should be as well set up and neat appearing as possible.

Very frequently the manner in which an ad. is set has

much to do with its pulling power.

## It Strikes a High Level

Redden's ad. is very attractive in design. The border cut is spring-like in tone and sets off the ad. very well. Good judgment is shown in the choice of type, which is very har-

SPRING



Ladies' Pumps  
and Colonial Effects

now showing. Exclusive designs, popular leathers.  
Priced at \$4.00 4.50 and 5.00.

Special

Patent and Gunmetal Pumps, approved styles, at \$2.50 the pair.

Redden's Shoe Store



Two column Sydney, C.B., shoe space

monious. The ad. strikes a high level throughout and the copy is bright and interesting. The pump cut is very attractive, and prices are mentioned. Of course, it would be just as well to tell a little more about the exclusive designs and popular leathers mentioned.

## Just an Announcement

The Palace Shoe Store ad. is of the announcement type, and like all ads. of this nature, does not give a great deal of information. The reader may supply details of these men's tan brogues and ladies' field boots if he has imagination enough—but he is not told anything. One can hardly expect the average reader to know just why he should buy these lines of shoes. Then why not tell him something about them in the announcement. Merely saying that they are made by a celebrated firm is not enough. Most Canadians never heard of Cridland & Rose, of Bristol.

It is not necessary to use a large space in order to create a favorable impression, but it is important that the head line or caption should arrest attention and arouse interest. It need not be sensational but it should say something pertinent and, if possible, personal to the class of people that the advertiser desires to reach. "Arrived from England" means little or nothing. A better heading would be "Why our Men's Tan Brogues Lead," or "Our Men's Tan Brogues Give Comfort, Wear, or

Made by the celebrated firm of  
Cridland & Rose, Bristol.

A SHOE FOR EVERY PURPOSE  
AT THE RIGHT PRICE  
5 per cent discount for cash.

The PALACE  
Shoe Store

Quality and Value.  
Annable Bk. H. Lawrence

One column Nelson, B.C., ad.

Will Please You," etc. Then go on to enumerate the special points of excellence and superiority. There is nothing like "reason why" copy which is distinct from the mere "say-so" style.

## Give Definite Reasons

Tom Stedman's ad. is the sort of an effort that a retailer may make once in a while, but the occasions of its use had better be few. It is somewhat sensational in character. Heavy borders, black-face type, exciting illustration, all tend to impress on the reader's mind that this is an unusual occasion. Very good, but if such copy is used often there is bound to be a big reaction that will not help the retailer's sales any. The critic is not inveighing against this particular ad. so much as against the practice of "ringing in" such advertising on any and all occasions that many retailers are so fond of.

Possibly if the reader were given some definite and logical reason for such a slaughter of prices he might be more convinced of their genuineness. We are not questioning the sincerity of the ad., but merely looking at the question from the inevitable standpoint of the reader. Of course, if his ad. closely follows others telling the reason



for the sale, well and good; but even then it would be better to at least hint at it in each ad.

The whole ad. is too black to be well displayed. The illustration savors too much of the eye-catching variety. A

**SOLE AGENT**

# THE POPULAR SHOE STORE

641 FRONT ST.  
Open Evenings Till 9 o'clock The Home of Low Prices.  
Out of the High Rent District

---

## SATURDAY

### Slippers for the Kiddies

**Biggest Variety in the city, sizes 8, 9, 10, 45c. up  
11, 12, 13, 1, 2, from.....**

---

**Depot for Leckie's Boots and Ahrens' School Shoes**  
**\$30,000 Stock to Select From**

New Westminster shoe dealer's space

thing. Strong, clinching facts rather than mere generalities are the only things that interest the reader enough to impel him to investigate further.

#### Hit Nail on the Head

Francis & Vaughan hit the nail on the head right at the start in their ad. The headline is definite, though it occupies too much space, making the ad. appear top heavy—too black in the upper part for the rest of the ad. The copy is bright and descriptive, yet not in the least exaggerated, giving good reasons why the reader should invest in the shoes mentioned. Anyone reading this copy would be inclined to visit this store to look at the shoes at least. This ad. tells something in terse, short form and the idea of special values is attractively brought out. A man knows what are the kinds on hand, the price, the sizes and widths and also has the thought driven home that here are new styles. He knows that when an old-established firm like Francis & Vaughan make a statement of special values there is convincing proof that here is something really worth investigating. The fellow feels, if he is in need of a pair of shoes, he had better take a walk around to the store and see what is doing.

In the criticisms of the ads. herein, perhaps some readers will not agree with the verdict of the critic, who is not infallible. The observations on the various announcements of retailers from time to time in the SHOE AND LEATHER JOURNAL are calculated to stimulate interest in the preparation of copy, and the care and attention which is directed to securing a harvest of purchasers from the seed which is planted at a considerable outlay in the daily and weekly press. There is such a thing as good and bad advertising, just as there are good and bad methods in other departments of the footwear establishments in Canada.

**SPECIAL VALUES**

— IN —

## MEN'S FINE BOOTS AT \$4.00 Per Pair

Gun Metal and Fine Velour Calif. Blucher laced, Goodyear welt, sewed, double or single soles. Your choice of four new lasts, every one a winner. We can particularly recommend these goods as the material and workmanship are in the shoes and our selling price of \$4.00 is considerably under their real value. Sizes 5 to 10, widths D and E.

---

### Francis & Vaughan

**19 KING STREET**

Single column St. John announcement

# BIG MONEY

Savings at the mighty Shoe Sale now going on at TOM STEDMAN'S BIG SHOE STORE. \$60,000 of Men's, Women's and Children's shoes thrown to the winds. Regular prices all gone to pot. Everything in the store reduced in price.



THOUSANDS OF DOLLARS SACRIFICED IN PROFITS.

Today we have begun the greatest price cutting campaign ever launched in Winnipeg. Price concessions are everywhere. Thousands will flock to Winnipeg's Fastest Growing Shoe Store. Our purpose is to effect an immediate clearance in every department. We're stocked to overflowing, and we're out to establish new records. READ ON

#### A SHOE SALE OF COLOSSAL MAGNITUDE

##### Men's Specials

Five & Matching American \$5.00 Blucher and Lace, Tan and Black. Boots Full of style **\$3.95**  
American Shoes in all classes, styles and shades. Cut out from all over the store. Our regular \$4.00, \$4.50 and \$5.00 line **\$2.69**  
Cheer. Box Calif. Bluchers, wide or narrow toe \$2.50, \$3 and \$3.50 values. New **\$1.94**

##### Ladies' Specials

Tan Blucher, American high heel for Custom heel. Our regular \$4.00 and \$5.00 styles. Quilted soles **\$2.97**  
Five & Matching American Flexible McKay Gummet \$4.50 and \$4 Blucher Boots. Now on sale at **\$2.95**  
Pumps, with or without straps, tan, patent and gummet. This season's \$2.50 and \$4.00 lines for **\$2.39**

#### A SALE ABOUNDING IN ECONOMIES---READ ON

##### Boys' Special

Ask for No. 1285. Boys' Buff Leather Lace for heel or maryjane wear. Reg. \$4.00, for **\$1.00**  
Big Stock. Everything Reduced

##### Youths' Special

Ask for No. 885. Regular \$1.69 Blucher. Lace in heel. \$1 to \$1.50. Neat caps, stout soles, broad heels. Cut to **89c**  
Batter. Dress of You Wish It

##### Children's Special

Low heels, patent caps, all size kid lace, some sizes. Was \$1.50. Sizes 8, 9 and 10. Price during sale **89c**  
Lead Up With 2 or 3 Pairs

**9 DAYS ONLY** BE ONE OF THE WISE ONES AND COME EARLY. SALE OPENS AT 9 a.m.

**TOM STEDMAN'S** BIG SHOE STORE  
719-21 Main  
Near the Big Hotel

Three column wide Winnipeg ad.

line cut of a natty shoe would be in better keeping with the advertising of shoes. However, if the ad. "brought home the bacon," that is really all that can be expected. The final criticism of any piece of advertising must be "did it sell goods?" If so, it is a success. Perhaps this was a most successful ad., measured by results.

#### Too Little Information

The ad. of the popular Shoe Store is of the stereotyped variety—all display, but little information given. "Biggest variety in the city" claims a lot, but does not say any-

# "Jimmy" Got the Gun Metal Shoes and Is Happy

The Attractive Style, His Growing Importance, His Good Judgment, His Peace of Mind, His Desire to be Equal to His Comrades and the Superiority of the Welt Shoe All Count in His Behalf  
—How Bright Sales People Would Face the Situation and Close the Sale

## THE STORY IN BRIEF

Mrs. Biggs has been a customer at your store for a few months. One day she enters accompanied by her eldest son, aged fourteen, who has just started to attend the Collegiate Institute. She informs you that she wants a pair of shoes "to fit Jimmy." The latter is beginning to feel that he is a young man. You bring out several styles and find that "Jimmy" wears a five and a half. His mother says that her boy is awfully hard on boots and that she seems to be always buying him footwear. She thinks a box kip blucher, wide toe, plain quarter, with slip sole, Standard screw, is about the thing. Your price is \$2.50.

Jimmy does not like the shoe at all and says, "all the boys in his room are wearing gun metal

button. He wants a pair also." Now, you have nothing in this line except a Goodyear welt, three-quarter foxed, slip sole, with fancy perforated tip, and solid leather throughout. Your figure is \$3.50.

Mother and son have a rather earnest discussion, the former pointing out that the coarser, tougher shoe is "plenty good enough for Jimmy," and besides, it is a dollar cheaper. Jimmy declares he wants a gun metal button or nothing at all; that he will take good care of the shoes and wear them just for school hours and Sunday; and put on his old ones to play baseball. Thus the argument continues.

To close this sale, would you favor the mother or son—and why?

## DO NOT KNOCK BOY'S PRIDE

To close the sale, in this case, I would without any hesitation, decide with "Jimmy," for the following reasons.

As would be the case with any boy at this age, especially just starting High School, "Jimmy" naturally feels his position, and begins to think himself of some importance. I believe it would be wrong to discourage or knock his pride, seeing that he wants to be on equal terms anyway, with the rest of the boys in his class. Apart from this, it is always better to encourage the purchasing of good, substantial footwear, rather than the shoddy kind.

Most boys grow to be men, and if your goods appeal to them at this age, the chances are you can depend on their trade later on.

Again, it is about time that Mrs. Biggs bought shoes for Jimmy that had some wear to them, instead of the kind that are usually handed out for \$2.50, viz., boots that are made for a price.

Any boy who has any life at all, will go through a pair of this cheap grade in a very short time, hence Mrs. Biggs kicking that she is always buying boots for Jimmy. Now if she bought the solid, Goodyear welted boot at \$3.50, she would have something that will stand up and give satisfaction as, although "Jimmy" might go through the outsole in, say a month, the boot can be repaired, and will then be just as good as new, whereas, with the other line, it would be a case of another new pair.

In this way I would convince Mrs. Biggs that the \$2.50 boot is "not good enough for Jimmy" and that it does not pay to buy cheap boots, anyway.—A. V. Wright (with Walter L. Joyner), Moose Jaw, Sask.

## COMPARE MERITS OF THE SHOES

In order to sell Mrs. Biggs a pair of shoes for her boy Jimmy, I should decide with Jimmy by all means.

In the first place, Jimmy would be getting a Goodyear welt shoe at very little more cost than the price of the

heavier pair, which would without doubt give him more comfort and satisfaction than the less expensive one.

Then again, I would also try my best to impress upon his mother the merits of the better shoe; also the difference between the two, and, of the benefit he would derive from the

Goodyear welt shoe; how much easier it would be to his feet and in this way I think that his mother would be persuaded to purchase the better pair for her boy. Again, as a general rule, when boys get to be about Jimmy's age they want something sporty and naturally

they would be inclined to take better care of their shoes, consequently they will last longer and give better service to the wearer.—William A. Cochrane (with L. Higgins & Co.), New Glasgow, N. S.

## THE PRIZE WINNERS

- 1st Award—A. V. WRIGHT, Moose Jaw, Sask.  
2nd " —W. A. COCHRANE, New Glasgow, N.S.  
3rd " —Miss MYRTLE MILLS, Milton, Ont.

## TAKE THE GUN METAL EVERY TIME

What I would say to close the sale regarding the discussion before Jimmy and his mother.

I would at once advise him to take the gun metal, Goodyear welt, three-quarter foxed, slip sole, with fancy perforated tip and solid leather throughout. The gun metal being a Goodyear welt alone would be worth the \$1.00 difference, as the soles are sewn on in such a way that it is impossible for them to pull off from the upper without a great deal of tugging, whereas the box-kip being a Standard screw, the nails are liable to pull away from the upper.

The high price of leathers makes it impossible to sell a solid leather shoe throughout for \$2.50, and if Jimmy's mother knew the difference between a solid leather sole and heel and a sole part leather and part paper, she would at once join in with Jimmy in choosing the solid leather sole and heel shoe. The box-kip having a wide toe and plain quarter makes the shoe look very cheap, whereas, the gun metal having a fancy perforated tip and three quarter foxed, gives the shoe a much dressier appearance. If Jimmy got the box-kip merely to satisfy his mother, he would not like them and would be wearing them to play base-ball, and soon have



them worn out and be needing a new pair. If he got the gun-metal and valued them he would want them to last as long as possible, wearing them only for school hours and on Sunday, and by doing this they would last a good deal longer than if he had bought two or three pairs of the box-kip.—Myrtle Mills (Milton Shoe Co.), Milton, Ont.

#### FAVOR A BOY AND GAIN A FRIEND

I think I would favor the son and persuade Mrs. Biggs to buy him the gun metal button at \$3.50. A sale of this kind depends greatly on circumstances, but, I think that in favoring the boy, both he and his mother would be better satisfied. "Jimmy" would take better care of the button shoes and they would therefore give greater satisfaction than the bluchers, which I know he would never be satisfied with, and would give them the hardest kind of use in order to wear them out. Mrs. Biggs would see that Jimmy was wearing his shoes longer than usual and would still continue to be a customer at our store. Had I persuaded Jimmy to take the \$2.50 pair they would have worn him no longer than the shoes she had been buying for him previous to this, and she would possibly have been tempted to try some place else for the next pair.

I think that in selling the button shoes there would be general satisfaction, whereas, in selling the bluchers there would have been dissatisfaction.—E. P. Cornett (with The C. E. McKeen Shoe Co., Limited), 607 Hastings West, Vancouver, B.C.

#### LET MOTHER AND SON DECIDE

Mrs. Biggs has been our customer for such a short period, that I have had no chance to find out her disposition. She has always seemed well satisfied with her purchases and not extra hard to please. Probably she had trouble with the firm she traded with before coming to us. She may not have liked the quality of the goods they sold her. She is at any rate trading with us now, and I am not going to lose the account.

Jimmy is the white haired boy alright, but its an awful expense keeping him going. Mother has been doing her best to give him a fair education. She has just lately bought him a baseball, a bat and a glove, and now the kid wants a pair of \$3.50 G. M. buttons. Sure he does, all the other boys have got G. M. buttons, so naturally Jimmy won't have anything else.

We would make 35 or 40 cents more profit on the \$3.50 G. M. buttons than we would on the \$2.50 heavy boots, but that cuts no figure with me. Mrs. Biggs' account is the only consideration in the case. I would put on Jimmy's foot one of the \$2.50 shoes and on the other foot one of the G. M. buttons, paying special attention to see what buttons should be moved. I would then take off the button shoe and cut off the buttons, leaving the other G. M. button where Jimmy could easily get it. Then I would get from the shelf a pair of \$3.00 box calf or G. M. bluchers, hand them to Mrs. Biggs, saying, "This is a good shoe at \$3.00, very much the same material as the button shoe, and made by the same factory. This is the best line for boys we have ever been able to buy," meaning, of course, both the G. M. button and the \$3.00 shoe.

I would then go over to the button machine, and wire the buttons on that I had cut off, in or out a little, whichever needed, or back in the same place, if they did not require to be moved. I would here do a little stalling, I would be as long at the job as possible, without irritating Mrs. Biggs. This wiring on buttons often has a good effect on a customer. They think they are receiving special attention, no doubt they are.

Changing buttons, hammering down a nail, putting in

the stretcher or getting a longer shoe lace, in fact, any little movement helps things along. I would then go over and see how Jimmy was making out, see what shoes he had on. He would have on the \$3.00 shoes or the one G. M. button waiting for me to pass over the other.

I would hold the G. M. button in my hand or place it within Jimmy's reach. I would ask the mother how she liked the \$3.00 shoes. I would say nothing to Jimmie about any of the shoes, but would ask him how he was getting along in school, how his ball team was, etc., etc.

I would say very little about the shoes to the mother, either. They will make their own decision if I leave them alone. There is no occasion for me to commit myself whatever, as I consider the sale made. Their argument is a family affair. Jimmy is going to get a pair of shoes alright, and he isn't going to take the \$2.50 ones either. I will wrap them up when they decide what pair they want, but when it comes to giving any advice or taking Jimmy's or the mother's side, "Nothing Doing." This is once where I would have cold feet.—H. H. Gill, (with W. F. McNeill), Rossland, B. C.

#### LOOKING AFTER YOUNG MAN'S TRADE

My aim, under the circumstances mentioned, would undoubtedly be to please Jimmy, for, I believe in satisfying Jimmy Mrs. Biggs will eventually, also be satisfied.

If we are to favor Mrs. Biggs, and she buys the coarser boot, Jimmy will never like them. Hence, he will always be complaining about them and be a means of annoyance to his mother. She will also see that their appearance is not as neat and smart looking as that of the boots worn by her son's chums.

On the other hand, if we point out to Mrs. Biggs the reasons why we think the gun metal button boot would be better for Jimmy, she will consent to buying them. We, then, rest assured that she will be satisfied, for a shoe of the description, solid leather throughout, we know is sure to give good wear, besides presenting a better appearance than the \$2.50 one.

As for Jimmy, while he is the boy of today, he is the young man of tomorrow. And, we know the young man's trade is one we cannot neglect. If Jimmy is not pleased with his shoes when he gets them, he is certainly not going to like them any better afterwards, for a shoe of the \$2.50 stamp is not going to improve in appearance.

But if we persuade the mother to buy the better boot, Jimmy is going to be pleased with us and with his shoes; and, when the time comes for him to buy his own boots, we will have a good chance of securing his trade, and the trade of others that he may bring with him.—Alma M. Harton, 1376 Queen St., West, Toronto.

#### WOULD GIVE GREATER COMFORT

Mrs. Biggs prefers the coarser shoe, namely the box kip blucher at \$2.50, for her son, stating that he goes through shoes very quickly, and she is constantly buying him footwear. If Mrs. Biggs purchased the shoe at \$2.50, in no time it would fall out of shape, and owing to the cheap leather the toe might also cave in, while the sole would remain good. It would be an uncomfortable shoe owing to the use of the Standard screw, and would give much trouble to the wearer.

The shoe which Jimmy prefers would be a much better one. It would hold its shape, because of the solid leather, and would not cave in as the \$2.50 shoe would do. It would be flexible, and comfortable while the other one would not. It would give greater ease to the foot. Not only would this shoe be the best purchase, but it would look best, holding its shape to much better advantage than the cheap one. I would prefer Jimmy's choice.—Gertrude B. Woelfle, Berlin, Ont.

# Do You Give Yourself and Staff Weekly Holiday?

How It May Be Arranged During the Summer Months—Certain Objections That Will Not Hold Good—Sentiment in Favor of the Movement is Growing Stronger—Local Conditions Should Determine the Particular Day

The good old summer season is here. Are you giving your clerks a weekly half-holiday? If not, are you closing at six o'clock each evening—at least four nights in the week? If not, why not? You may say that you are too busy, that your trade is so large that you cannot wait on the people, and keeping open is a necessity and a convenience.

Of course, it is a convenience. Nobody ever denied that. If a man kept his shop open till 2 o'clock in the morning, there would be some befuddled or belated wayfarer who might suddenly conceive the idea that it would be just the proper caper to enter and buy a pair of shoes. There is always somebody wants something at some abnormal time, but these distraught desires can be governed by regulation and made to conform to sane methods.

Are the constant long days in the store a necessity? No. The campaign for shorter hours is growing, not only in the industrial world, where the eight hour day now prevails to a very large extent, but mercantile employers are becoming more considerate of the health and happiness of their employes. They recognize they can do as much business within certain reasonable hours, as they formerly could by keeping open literally night and day. Proprietor and sales force will be better physically, mentally and just as well off financially for a few hours of weekly recreation. It has been charged against Canadians that, as a people, we are inclined to take things too seriously. This is not always a good national sign—all work and no play, etc.

Two of the largest departmental stores in Toronto have recently announced a change in hours, whereby employes who formerly had to go to work at 8 o'clock, are not now required to present an appearance until 8.30, while the stores close at 5 p.m. In the winter time, when purchasing does not start so early, the time will be changed from 9 o'clock in the morning to 5.30. In plain language, whereas eight hours formerly constituted a day's work, exclusive of leave of absence for dinner, 7½ hours now makes a day's toil.

## Wednesday is a Good Day

In a large number of stores in Ontario, Quebec and the West employes are given a half-holiday on certain days of the week. Wednesday seems to be generally favored in certain centres, and the time may come when it will be provided in the statutes that, by a majority of the merchants signing a petition and presenting it to the civic authorities, a by-law will be passed compelling every store to close on Wednesday afternoon. It is, of course, impossible in country towns to expect merchants to shut up shop on Saturday afternoon. This plan can be carried out very well in the larger cities, for employes, in the majority of establishments, do not have to labor on Saturday afternoon. But, to speak of merchants in villages, rural towns or small cities closing on Saturday afternoon and evening is to proclaim a lack of understanding of the conditions that surround these retailers.

In the first place, Saturday, in all country places, is generally a big day. Many shoe dealers take in as much money then as they do during all the other days of the week. Farmers flock in to market and expect to find all the stores open. One could not change existing local conditions without starting a campaign of education that would have to be extended over a long period. And then one doubts if the rural element could be induced to trade extensively on any other day than Saturday, particularly during the harvest season. Taking it for granted that this cannot be changed,

it is well to accept week-end conditions as they are, and for employes to take their holiday in the middle of the week. This is an advantageous time and breaks up the six days into two parts, just the same as a noon spell divides the work day, so that when one goes out to dinner, the hours of labor do not seem nearly so protracted as when one brings a lunch and eats it in the establishment where he works.

## An Appeal to the People

In a large number of Toronto stores it is the custom for shoe dealers to close on Wednesday afternoon. The majority of them lock the door at 12 o'clock, but a few keep open until one. In all the shoe shops which observe the practice there is a neat sign displayed which reads: "This store closes every Wednesday at 12 o'clock noon. Patronize the stores that give clerks a half-holiday." There is some sentiment about this and it contains a volume of thought.

In nearly all towns of any importance there is an early closing by-law which is generally observed. Many teamsters state that they would not take a horse and work him every day, and how much more considerate should one be of the human being.

It may be of interest to know that where a half-holiday is not observed the majority of dealers close earlier during the good old summer time, which, in Canada, is altogether too swift in passing. No one wants to sit around a hot shop in the delightful eventide. In Kingston, while there is no weekly half-holiday, shoe dealers, by unanimous consent, close their stores at 5 o'clock during the summer months. In Charlottetown, P.E.I., dealers lock their doors at one o'clock on Monday, during July and August. In Simcoe, Ont., the stores close every Thursday afternoon during the summer and the same conditions apply in Picton, Ont. In Oakville it is every Wednesday afternoon. In Belleville shoe stores close every Wednesday afternoon at one o'clock. In Peterborough merchants observe Thursday as a half-holiday. In Rossland, B.C., a weekly half-holiday prevails. In Halifax and Dartmouth, N.S., there is a similar arrangement. In Kamloops, B.C., each Wednesday afternoon is honored. In Winnipeg the same afternoon prevails as a respite from duty and the same conditions apply to a large number of towns in western Ontario and other centres. These are only a very few instances taken at random.

In fact, there is now scarcely a town of any importance in which the merchants do not close their shops on some afternoon each month during the months of July and August.

The sentiment in favor of a half-day respite from duty during each week of the heated term is gaining ground rapidly all over the Dominion. There is just one thing lacking to make it effective and that is, instead of the action among the dealers being voluntary or depending upon an agreement, the goodwill or mere say-so of the individual, provision should be made by the legislatures of the different provinces, whereby, if the merchants in any town sign a requisition, and present it to the council (and this requisition carries more than a majority of signatures in any line of trade), all the dealers should be compelled to close their stores on Wednesday, or whatever afternoon is stipulated, for the period named in the petition. In fact, half-holiday regulation, during the sultry season, should work out on the same lines and with the same facility and effectiveness as the early closing by-law does in the great majority of places in the Dominion.



# Why Really Capable Shoe Salesmen are Scarce

Should Study Correct Foot Fitting, Know About Lasts and Patterns and How to Adapt Them to Different Feet—Selling Footwear Often Trying Work But There are Many Pleasures in the Business—Pointers on Expert Fitting

"We can't get good shoe salesmen. It is steady work and better pay than any other line of retail selling, yet good salesmen refuse to stay for any length of time." This is the claim of a responsible shoe merchant, and his statement is about correct.

Retail shoe selling is hard work, and those men making a success of it are capable salesmen. Not only must a man know the line from every angle, but he must study foot fitting. This requires a knowledge of lasts and patterns, and how to adapt them to different feet, says an exchange.

The short, fleshy foot, and the long, lean, bony foot need different style shoes. And between these two extremes are numberless others which cause only a small amount of trouble. Then the bunion feet come in, not to speak of the narrow insteps and big disjointed toes which require a manipulated fit. And to know how to do these things quickly and with satisfaction to the consumer takes experience.

It is impossible for a clerk to learn shoe fitting in a few months' time or in two years' time for that matter. Still, a man following the shoe line in any of its other branches will find his time spent in studying shoes from a retail selling angle of inestimable value. It is really the basis of the business, because shoes there arrive at the final selling place.

## Knack of Influencing Customers

The successful shoe salesman by no means has completed his studying when he knows how to fit feet. He must now acquire the knack (if he is not endowed with the ability) of influencing the customer to buy what is best suited for the feet. And this is indeed a hard task, especially should the buyer want a flat last when a well-arched shoe would have suited best.

The reason many good salesmen leave the retail store is because they cannot make reasonable money by remaining in the store. And the dealer is not to blame for this, either. Shoe salesmen on the basis of their net sales, are paid better than those in almost any other line. Those selling women's shoes exclusively are paid higher, while those serving men alone cost somewhat less. The average salesman sells around ten thousand dollars' worth of shoes yearly. His pay in round figures is from \$600 to \$1,000 a year. At the lowest price, his fixed selling cost against his salary is  $7\frac{1}{2}$  per cent.

## Settling Down to a Net Profit

Take this off of the maximum gross profit of 33 1-3 and there is left a lean 26 per cent. On shoes, a gross profit of 33 1-3 settles down to a meagre 25 per cent when only a small part of the losses on style shoes which are being sacrificed in price, are charged against the gross profits.

The average shoe salesman finds it difficult to advance above \$20 weekly, and for that reason does not study the business with enthusiasm. Yet shoes and their correct fitting afford a splendid study. Something new is discovered with nearly every sale.

One of the most important features to learn in shoe fitting is to get the correct length. The simplest and quickest way to judge the right length is to watch the ball fit. If the joint of the big toe sets correctly at the ball, the length fit is generally correct. But this rule is not exact. Exact rules do not hold good in shoe fitting. The toes of one person may be longer or shorter than those of another. The foot might draw 5 on the stick, and the recede of the foot may require an 8 or even an  $8\frac{1}{2}$  shoe, while another person could wear a 7 to  $7\frac{1}{2}$  and have plenty of length. Thus experience alone teaches a salesman how to fit different feet,

and the matter of correct length is a problem that needs constant solving.

## The Plan of One Foot Fitter

Next in importance to length is the arch and heel fit. One successful shoe salesman who made a life study of the business, follows this plan: He fits the heel snugly, almost tight, and watches that the foot is firmly braced against the arch, clear up to the ball joint. The fastenings, whether lace or button are tight, so that the rear part of the foot is so snug that it will not move about in the shoe, even after they are well worn out. The forepart of the shoe should be easy, almost big.

This salesman is a believer in combination shoes; that is, those carrying a ball measurement a size wider than the heel measurement. Thus he is assured of a snug heel fit and he has no trouble in fitting shoes the way he thinks they should be sold. And this salesman has a big following among the usually hard to fit people. The plan is an excellent one when used with judgment.

It allows for room at the point where a shoe should fit

## Tripled His Business in Eight Years

"To do three times the business today that you did eight years ago is certainly 'going some.'" This is the record of H. W. Stark, of the Slater Shoe Store, 468 Main St., Winnipeg. A native of Somersetshire, England, H. W. Stark came to Canada when six years of age. His parents located in Fergus, Ont., where the youth went to school. He took a position with the late Hugh Mitchell in that town for whom he worked for fifteen years. After this long period of service he started in business on his own behalf, and for



eight years conducted a general store in Grand Valley, selling out to Ramsey Bros., in 1904. He then made up his mind to go West, and, landing in Winnipeg, bought out the Slater Shoe Store, from his brother Edward, who is now a leading factor in the shoe business in Vancouver. Mr. Stark is president and managing director of H. W. Stark, Limited, proprietors of the Slater Shoe Store, at 468 Main St., Winnipeg. That he is a good stockkeeper, buyer, and salesman is shown by the fact that the store whose policy he directs, now does triple the volume of trade that it did when he first secured possession in 1904.

easy, and prevents chafing which is sure to result from a shoe being loose at the heel and instep. Again, shoes that fit snug at the instep afford a better support for the arch, and if the shoe is built strong enough to hold up at this point, there should not be any trouble with broken-down arches.

#### A Hard Fact to Drive Home

One of the hardest selling features is to convince the younger people that they need shoes of sufficient length. The tendency is to buy a short shoe, and some buyers are so insistent on this point that salesmen are forced to sell a misfit. In these days of French sizes, this is often overcome by deception when the buyer refuses to use common sense in the matter. Usually, however, the customer buys on the feel of the foot in the shoe and crushes in the box toe with a finger to show exactly where the great toe rests in the shoe.

If there is more than a quarter of an inch room, the customer insists upon a shorter shoe. And this test of length is made when the foot is in a resting position, and the natural recede of the foot in the shoe is not taken into consideration.

It is a miserable practice, but the only recourse of the salesman is to inform customers of the consequences of their folly, and put it up to the buyer to decide. In that way, the salesman absolves himself of the misfit, and insures himself against a complaint by marking the letters S. S. in the lining which means a short sale.

Unfortunately many misfits are due to clerks not knowing how to fit. Often customers put it up to the shoe man to fit the foot. In that case, a short fit is the fault of the clerk, and as his number or initials are placed on the white lining with an indelible pencil, it is easy to trace the salesman at fault. Strange as it may seem, some shoe fitters have a fault in a certain direction when selling shoes. Some run to short fitting, and they often overcome the habit by frequent cautioning as their misfit shoes are returned by customers.

#### Why High Toe is Popular

One reason why the high toe and heel has been and still is popular with both buyers and salesmen is that it allows for short fitting. The recede of the foot in this shoe is much less than in other designs. And the shoe feels and looks short, thus satisfying buyers on a point on which they have extreme ideas. It is a design also which almost forces a snug heel and instep fit, and as it carries a fair swing, it sets easy at the ball and toes of the feet.

Shoe selling is hard work, but there are any number of pleasures connected with the business. To work on a hard customer's feet for half an hour and send the buyer out shod with comfortable shoes is often a big feat. And it is an object that generally requires study and determination.

To close such a sale on a turn-over from a "star" salesman, is an event in a department and talked over by the salesforce. It is an acknowledgment of ability and a number of such transactions readily stamps a man as a "star" in the department, and brings about the commendation and admiration of his co-workers.

And to advance in his work in this way brings out a confidence and self-respect on the part of the salesman that even the necessary small salary does not cause him to become easily dissatisfied.

### Let This Thought Sink In

Suppose you knew that every time a customer left your shoe store, you would never see him again; and that every time you sought business it would be from some one you had never known or who had never known you. Then you might feel just as independent, after you had got your money, as you pleased. You might even follow the tactics of the shell and pea man of the circus. Because you would know that, no matter how badly you stung the stinger, you would soon be beyond his vengeful reach, where neither he nor the story could do you damage. Fortunately, however,

this condition does not exist in legitimate business. The best and largest part of business must come from people who have known and patronized you before. The cost of getting brand new business usually eats up a good part of the profits. Therefore, it behooves every one to treat every patron just as if business was expected from him every day.

### He Does Not Sit Down and Mope

There is an old saying that you cannot keep a good man down. Although you may strive to do so by fire and other apparently disastrous means, phoenix-like, the stern fighter will arise from the ashes to battle anew, and go on to achieve greater things. G. A. Meloney, shoe dealer, of North Sydney, C.B., has just gone through his second baptism of flame in his six years of business, and humorously remarks "that he is getting somewhat used to it." His first experience was just six years ago last month, and only three days previous to his opening out. His stock at that time consisted of 22 cases, to the value of about \$1,500. The cases had not



been unpacked and all the goods were a total loss. Fortunately, he had them covered by insurance the day he placed them in the building—two days before the fire. He was then part owner of the building, which was his most serious loss. The only other stand available at that time in Sydney was on a side street. This he decided to take, remaining just one year and meeting with but little success, which he attributed largely to location. He then removed to North Sydney and opened up in the shop which was destroyed by the conflagration which visited that centre recently. During the five years that he was there, his business showed a gratifying growth in volume. Mr. Meloney gained his first knowledge and experience in the shoe business with the firm of Vooght Brothers, Sydney, with whom he served 20 years. These were the only people he ever worked for. Since the fire, a few weeks ago, he is occupying quarters that happened to be vacant. He expects to move into a temporary building on the old site this week, which he will occupy for a few months only, while a modern brick structure is being erected, which he proposes taking about October 15th next. It will be fitted up with the latest improvements for carrying on the shoe business and will also have an up-to-date men's furnishing and clothing department, which will be conducted by a particular friend of Mr. Meloney. His loss, he says, in the recent fire was not as great as he anticipated. He saved about \$4,500 stock and had \$7,500 insurance, which he got in full, as his books showed at the time of the blaze that he had \$14,000 worth of goods on his shelves. Mr. Meloney always looks upon the bright side of things and is a lifelong optimist.



# Putting a Shoe Department on a Paying Basis

How a Town Merchant Found He Was "Loaded Up" by Purchasing From Too Many Houses and the Way He Reduced His Stock—Cut Prices Down at End of Each Season, Clearing Out Old Lines

My store is about eighty miles from Chicago and about the same distance from Milwaukee. It is in a small city of about 4,000, and my shoe section is an important department in my store. I am trying to give you some idea of my surroundings and the conditions under which I do business, so that you will understand my story better, says a writer in the shoe section of the Dry Goods Reporter.

I have about \$4,500 invested in shoes. My store is considered the most reliable and best trading place in the country around and I pull a nice business from farmers. I go after business aggressively and spend a great deal of money advertising. Considering everything I do a nice, healthy business, and I think that the volume might be increased slightly, but I would have to attract trade from a distance to do it.

This is a story of my shoe department. It is an interesting story, too, I think, because I made it a payer after I had been losing money on it for several years. And traveling shoe men tell me that my success with it is all the more remarkable when you consider that I made it turn around and produce profits during a big novelty season.

## Must Be Wary in Buying

To start at the beginning. Every one of us country merchants must be decidedly careful in our buying. Two dozen shoes wrongly bought, eats a horrible hole in our season's profits. So we must buy right to the pair. No taking a chance with us. We cannot afford it.

But I had not been buying carefully. I would give a good-sized order to a salesman four and even five months before the shoes were to be delivered. I would need shoes right along to keep up a run of sizes. About the time the new shoes were due to arrive, I'd have my old stock down somewhat.

Still there would be about \$3,000 worth of shoes on hand. My clearance sales were over and still my shelves would be fairly well filled. The new shoes arrived from six weeks down to a month earlier than I really needed them.

But I had to have a few new shoes to catch the very early buyers. And when the season opened, I found that my new shoes had been selling and the old ones accumulating. I was as much to blame for this as my clerks. We all like to sell new things. They seem to sell easier. We take pride in showing the latest styles and almost unconsciously we push them. And all the time, our old shoes are lessening in value. We are not selling them when we could.

## Found Stock Too Heavy

When the season opened we had a stock of nearly \$6,000, when our business justified only a \$4,500 investment. Our new styles had been sold until we had to order sizes. Here we had a big stock, and yet it was not in working shape. But we would sell an old shoe when we were out of a certain size in a new shoe.

We would also lose some customers because we could not fit them with the late styles. The re-orders we placed on the new shoes would come in about midseason. We would sell all we could, but we were not selling out clean. Two years ago last fall, I decided to go over my shoe stock because I started the season with an \$8,000 stock.

Imagine \$5,500 worth of shoes on the shelves and \$3,000 worth more coming in. All my shoe profits and then some additional money was tied up in old shoes. It was a trying proposition to face. I asked two of the boys to stay and work

with me that Tuesday night. We counted the different makes on the shelves, and the number of pairs of each. We were buying shoes from fifty-one different jobbers and manufacturers. Some lines we had only five or six pairs. Others we carried up to one hundred and fifty pairs. And we had shoes on our shelves that were eight years old.

I decided to clean up clean. It's easy to decide, but it's hard to find a way to do it. Mind the fall season was just opening. New shoes were coming in. I ordered all the new shoes checked, and the cases nailed up and placed in the basement. I made up my mind that I had to lose money and so I might as well lose at once. There was nothing to be gained in waiting. And I also made up my mind right there that you can get more for shoes when they are fresh—new in style—than at any other time.

So I planned that at the end of each season, I would cut prices down and down until people would have to buy, and when the next season opened, my old stock would be cleaned out entirely, and my total shoe capital would be invested in profit-producing goods.

The boys and I assorted shoes that Tuesday night and all day Wednesday. We put up lots at \$1.00 up to \$1.95 the pair. Everything went in. And we advertised hard. Trade came in and bought. When they saw the values we were giving, they told friends about it. And we were doing a whirlwind business.

As soon as a lot was down to a few dozen pairs we would throw the expensive leftovers in the \$1.00 bin. Shoes we paid \$3.50 for, could be bought for \$1.00. We kept this sale on for a month. At the end of this time, we took stock. Our shoes invoiced at \$5,500 before the sale. We had a little over \$2,000 in the bank, and I wrote an old shoe buyer to come up and look over the lot. He offered me fifty-five cents a pair for all the leftovers. I accepted, and got his draft for \$650. My stock was again clean, and I meant to keep it so.

## Discussed it With the Boys

I got the new shoes out of the basement. It was late October. Business came in. And my shoe department was paying. I discussed the shoe stock with some of the boys. Would you believe that some of the shoes we bought had already become slightly stale in style? So I said: "Why buy so far ahead?" The answer was, buy from stock departments or from jobbers.

But jobbers are often out of certain styles when you need them most. And I want to say this is absolutely true. But I reasoned that it would be more profitable to miss profits than lose actual money in trying to protect profits. Now, I will let a sale get away from me sooner than put money into style shoes by ordering shoes five months ahead, when I do not know whether or not the goods will sell.

I have standardized my staples. To be sure, I may make a change here or there, but the shoes fit in with the line in stock. For instance, I have nine lines of working shoes. And I keep these as near alike as I possibly can from season to season. I have advanced prices on them, as I had to; but a man can come into my store and get about the same class and kind of shoe he bought two years ago.

My shoe department is now paying well. It is as clean as a whistle because I will not allow old shoes to accumulate. Out they go at the close of each season. I buy from only a very few jobbers and manufacturers. This season my shoes came from less than ten different firms. I positively will not order ahead on novelties.

# Cash vs. Credit—Which Trade Do You Prefer?

The Retailer Must Convince Customers that He is Acting for Their Benefit as well as His Own—Determination Required to Make Any Change—Fear of Losing Customers Should Not be a Barrier

"Yes, I would like to do a strictly cash business, but how can I? There is altogether too much credit extended to the people by the merchants in this town, and I lose heavily every year by allowing shoes to leave the shop before they are paid for. I have several hundred dollars on my books on which I will not be able to realize ten per cent."

This is the way one shoeman put it when speaking to the writer last week, and his experience is no different from that which has been undergone by many other retailers in both towns and cities alike.

The cash system certainly is the ideal one. If every wearer of shoes handed over the purchase price for them at the time the sale was made, what a revolution would be wrought in the business world.

The shoe retailer in most of the smaller centres, and in many of the larger ones too is, constantly asked for credit. His trade in the majority of cases has been educated to it.

## Hard to Refuse

The man who considers his credit good, or who has worked up a reputation for being good pay, looks upon a refusal of credit as a personal affront in many cases. He forgets apparently about the extra expense entailed for bookkeeping and collecting, to which the shoeman is put, as well as the loss of interest on outstanding money not to mention the fact that it cripples the dealer in his own business transactions, and is very often the means of preventing him from taking a cash discount on the goods he purchases. A great deal could evidently be said against the granting of credit and a very, very little in its favor.

The granting of credit presupposes a certain percentage of loss by bad debts. This is practically a certainty, but may be reduced to a minimum, no doubt, by the exercise of care in the selection of credits.

Very often the purchaser could pay cash, but he prefers to withhold it for other purposes where he can stand the dealer off. Many amusing stories could be told showing the scheme which some people will revert to in order to escape paying for a purchase, or to stand the dealer off for a day or so.

## Fear of Losing Customers

On the dealer's side, he is afraid to ask for cash for fear of offending customers, and driving trade away from the store. He fears that unless all the merchants in town adopt the system, he would meet with disaster. So that it is no wonder that he frequently hesitates.

The very fact that the dealer must show discretion in granting credit seems to do away with the argument that customers are liable to be sore if credit is refused. No shoe merchant can afford to grant credit to any one who comes along, and must, of necessity, refuse credit in many instances. People to whom favors of this kind are denied often remain very good customers of the store. In any case, he must decide which is the more profitable, to take a chance on such people, or to lose the total amount of the account which they might run at the store. Credit can be refused in a firm, but in a kindly manner.

Merchants can also often do a great deal by holding together and profiting from each other's experience. Unfortunately, there are many places where rival dealers are almost in a state of war with each other.

## Lack of Determination

In any case, it is something of an undertaking to convert a credit business to a cash basis, and many shoe dealers who have tried it have lost their nerve and gone back to the old

system. Probably, if they had gone about the business in a different, and more diplomatic manner, they would have got through it with more success than they did.

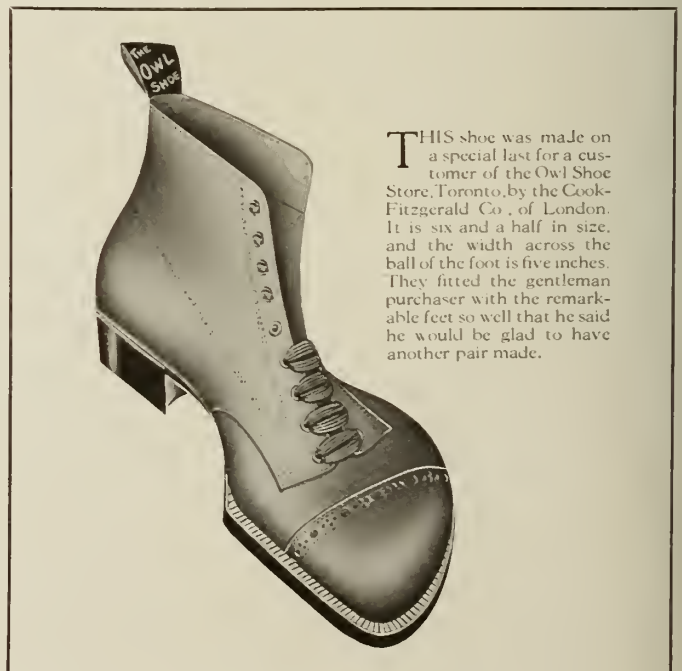
The first thing to do, is to convince the public with the idea that the change is to be made for their own benefit just as much as for the benefit of the store.

There are plenty of good arguments to support the fact that the store can sell for cash cheaper than it can for credit. It cuts off the expense of bookkeeping, loss through bad accounts, cost of collections, enables the merchant to take his discounts, etc. These facts should all be explained to customers in a letter.

## Observe Strict Impartiality

The next thing to be done is to convince the public that the new system is really to be a cash one—cash for everyone, without exception—that it is never to be violated, no matter what the financial standing of the customer may be. If every one knows that the merchant is absolutely impartial and that all of them are treated on an equal basis, most of them will be satisfied. But, perhaps, it is impossible that a change of this kind can be made without creating some dissatisfaction among a few cranky customers, who may quit trading at the store temporarily. Most of them, however, will come back sooner or later.

If the dealer understands human nature at all, he will know just what kind of a stand to take with any of these types. At any rate a firm stand is necessary at all times. As an instance of this the following, which has been the experience of a SHOE AND LEATHER JOURNAL reader, goes to show. This man, when he started in his particular town, decided to do a strictly cash business. One day, two young men drove up in a sleigh, came in, and each of them bought a pair of rubber boots, coming to \$2.50 per pair. He wrapped them up, and one of the two men gave him a cheque for \$12.00. This meant that he would have to give \$7.00 change. He looked at the name on the cheque, and it being a strange one to him, he did not recognize it and said he couldn't take payment in that way. The man smiled, said



THIS shoe was made on a special last for a customer of the Owl Shoe Store, Toronto, by the Cook-Fitzgerald Co., of London. It is six and a half in size, and the width across the ball of the foot is five inches. They fitted the gentleman purchaser with the remarkable feet so well that he said he would be glad to have another pair made.



alright, and walked out with his companion, leaving the goods. Next day an elderly gentleman came in and said, "Did you unwrap those boots purchased here yesterday?" The shoeman said he had. "Well, I admire your pluck in handling your business in that way." The elderly man had him parcel them up again, and when the parcel was ready handed him \$5.00 and said, "my name is Geo. W——, and next time you get one of my cheques, don't turn it down. Just the same, I do not blame you for acting as you did and I wish you success."

One of the two men, who had been in the store the day before, was the son of the wealthiest man in the county, and it was his father's cheque which he wished to cash in making the purchase. This shoeman found this out later the same day, and when Mr.—— came in himself the following day, he was known to the retailer as soon as he started to talk. This man and his family have spent more money in the store since than any other single family served.

#### And the Woman Came Back

This same retailer gave the writer another incident of his campaign against credit. A woman came into the store one day, who had a reputation of being a notoriously slow payer, and asked for credit. She was refused and went out of the shop with her nose in the air. She did not come back for six months, said the shoeman, "but when she did return, I knew she would pay cash and the day she came in, I was particularly courteous and obliging, and flew around in great shape to give her just what she wanted, and to show her the best I had in the shop. Her purchase that day amounted to \$9.00, and when the parcels were tied up, she handed me a \$10 bill. I have kept that customer since, too, and curiously enough, she is still just as poor pay as ever when she is getting credit around town, but with me her business is always on a cash basis. I am satisfied that a man cannot afford to have \$500 credit on his books. The profits are too small, and the risks too great."

#### How to Start Off

A neat circular can be sent out, announcing to the customer that you are making the change, that you will be able in future to sell your goods cheaper, being relieved of all expenses necessary for a credit business, and that you will not be obliged to make up for deficiencies which come out of the cash customers pockets to pay for collections, etc., from credit customers. All this should be done considerable time before the change goes into effect, so that there will be no misunderstanding on the part of any persons.

By this procedure, all customers will be made to understand just what conditions are and will not fail to see the justice of the retailer's step. Now is a particularly good time to make a move of this kind as a wide-spread movement seems to be on foot to do away with credit altogether, between the retailer and consumer. This has been found necessary, as the retailers' profits in latter years have been cut down to such a scale as to render it absolutely necessary for him to control his capital at all times if he is to make a success of his venture.

## Why Prices Are Soaring

It is proper that wearers of shoes should be more familiar with the conditions governing such intimate articles of wear. They should remember that the domestic supply of sole leather in 1912 was 3,000,000 sides less than in 1907, and at the same time the population was increasing, also the number of shoe wearers all over the world. The other uses for leather have diverted great quantities from former customary use in shoes, and if some people must have automobiles upholstered in leather (and only the best is used), or leather upholstered furniture, or Siberian pony

coats and valises and suit cases, it is certain that either some others must go without shoes or pay higher prices for them.

The requirements of leather users make large importations of hides necessary, and the United States is consuming great quantities of leather. Other countries find increased uses for the same reason.

The advance of civilization all over the world reduces the number of animals, the hides of which are used, consequently an increasing demand and a decreasing supply results in advancing values. The cost of manufacture is also a factor in values that cannot be overlooked.—Boston Transcript.

## Success of Practical Shoemaker

Ten years ago with a cash capital of only two hundred dollars, but a firm conviction that he could succeed; today the owner of a fine house, a business block, a shoe stock and other property, with but little encumbrance. The man who



has accomplished this worth-while record at the age of 41 is J. B. Cruikshank, of Chesley, Ontario. He has had an interesting career, having followed several employments. The second eldest child in a family of seven sons and four daughters, he did not get very much schooling, in fact, he never got beyond the junior third book as he could not attend regularly, having to help on the farm in the fourth concession of Arran Township. When sixteen years old he started to learn shoemaking with W. J. Thomson, of Dobbinton, who was a jolly good fellow and mastering a trade under his tuition, was an inspiration. After remaining for three years Mr. Cruikshank started a little shop in Tara. He was then nineteen years of age, not looking a day older. He believed exactly what people told him in the matter of paying for their goods, granting them credit, etc. The result was that, after six months, Mr. Cruikshank lost all that he made except what he had paid for, his goods and the living that he secured. In the spring of 1893 he worked for Geo. Green, of Williamsford, for a couple of months, and then helped on the farm until August, when he took a position with Matthew Stanley, of Chesley, where he spent seven years on the bench. Then Mr. Cruikshank had a desire to go West. He saw Winnipeg, Brandon, and other cities, did shoemaking, sawed wood, threshed, harvested, and performed general farm labor for several months. Owing to his mother's health he returned East and again went to work for his old boss Mr. Stanley, where he remained until that veteran shoeman died in 1903. It was then that Mr. Cruikshank bought the stock as already pointed out. He has been married six years, and has succeeded in building up a large trade, while he has a large number of friends in the community in which he does business.

## The Youngest Shoe Store Manager

Possibly the youngest shoe store manager in the Dominion—for recently he celebrated his twenty-first birthday—is John S. Weir, of the Temple Shoe Store, in Brantford. He has held that position now for fourteen months, being appointed when he had not yet reached the age of twenty. Although young Mr. Weir has spent the whole of his time since leaving school, in the footwear business, starting with F. C. Wilkinson, in Owen Sound, in 1905, as parcel boy, and rising to chief clerk for that well-known firm. From Owen Sound he journeyed to Guelph, leaving there to take a posi-



tion with J. G. Townsend, of Brantford, from whom he went to the Roberts-VanLanc Co., first as salesman in their Brantford store and later as manager of their Paris branch. On the firm disposing of the latter, he returned to Brantford and entered upon his present post in the Temple shoe store. This establishment, which is in the handsome Temple building, is one of the finest in Western Ontario. The front is modern and attractive, the windows being "V-shaped" with large transoms of prism glass. The interior is spacious and well lighted. Mr. Weir is a great believer in new stock and every six months runs a clearance sale of all past season lines and odds and ends, carrying nothing over. He makes a point of greeting every customer that enters and seeing that his or her requirements are properly looked after. To these two points Mr. Weir attributes his success in the shoe business claiming that many patrons are lost to all shops through carelessness. He is a worker and his whole heart and soul are in the business. Personally he will often wait on customers who cannot come to the store, at their homes. The Temple shoe store conducts a repair department, keeping two workmen busy all the time, and doing a big business in made-to-order shoes.

## Struck by Electric Bolt

During the recent severe electric storm a bolt of lightning struck the shoe factory of Rowen-Ogg Co., of Guelph, doing damage which amounted to several thousand dollars. The bolt which hit the building came down the electric wire to the switchboard and from there spread rapidly to all parts of the factory. The structure took fire in several places. When the fire brigade arrived the smoke was so dense that it was almost impossible to locate the flames, but soon three streams of water were playing on the devouring element and in half an hour the blaze was under con-

trol. The firemen did splendid work. Considerable valuable leather, lasts and manufactured goods were badly charred but the principal loss was owing to everything being soaked with water. The loss is fully covered by insurance. Adjustment has been made and it will be only a few days before the plant will be running again.

## Passing of a Veteran Shoeman

Many expressions of sincere regret were heard when it became known amongst his numerous friends in the boot and shoe trade throughout Eastern and Upper Canada, that Edward F. Greany had passed away at his home in St. John, N. B. For more than thirty years he was an active member of the Dominion Commercial Travelers' Association and for a longer period than that his name was known in the leather world as one who was upright in his dealings, popular with all who knew him, and esteemed by a wide circle of friends for his strong personality, genial disposition, and general traits of character which everywhere win respect. He was a bright, cheery entertainer, and was particularly welcome amongst a gathering of shoemen where he spread joviality on all sides.

Mr. Greany, who was 69 years of age, was a native of Ireland, but in his younger days migrated to New York later coming to St. John, and establishing himself in business as a retail and wholesale shoe merchant on King Street in that city. He conducted this business for several years, later becoming the representative of different Upper Canadian shoe concerns, and covering the Atlantic provinces in their behalf. For a time he occupied the position of manager of the St. John agency of the Boston Rubber Co., and was also connected with the firm of Seguin and Lalime, of St. Hyacinthe, P. Q., Pellerin & Fils, Montreal, Dupont Freres, and the Roek Shoe Co. of Quebec, besides some other well known



leather companies. Mr. Greany was a prominent member of St. John Council, Knights of Columbus, and was also a member of the C. M. B. A. About four or five years ago he retired from active business life, and the position which he occupied amongst traveling men is now being taken by his son, Frank E. Greany. In addition to the latter he is survived by his wife, and four daughters, Mrs. C. F. Cassidy, of St. John, Miss Katherine Greany, of Montreal, and Misses Evelyn and Sadie Greany at home. The accompanying cut shows Mr. Greany and his daughter who resides in Montreal.



## Where Do You Stand Each Day

"What I would like," remarked a leading shoe retailer, the other day, "is a system that would tell me each night just how much money I had made during that day, or how much that week, or that month, or that period, from the beginning of the year. It would be also interesting to have these figures compared with last year, and the year previous to that, so that one could learn instantly and without installing an elaborate system, how business was progressing, and how the figures stood at every stage of the game. I have, in this book here, as you can see, a very simple system, which tells me how much money I took in yesterday, both in the sale of shoes and in my repair department, for I keep these branches strictly separate. You can see here the sums received so far this week, or this month, or this year and compare with the corresponding day, week or month of last year. I know then, at a glance, the gross volume of business that I am doing in both the repair and the shoe store branches.

"Now, what I would like to have is another system, just as simple as the one I have devised, which would tell me how my expenses compare this week or month, with the corresponding week or month of last year, and whether my profits have shown a gain or not. I would like to know how much money I have made on each day's transactions. For the man who can get up such a system, and make it simple, workable and practical, there should be a small fortune, as nearly every retailer would adopt it. The trouble with nearly all systems is that they involve too much detail, time, effort, and labor. It is more trouble, often, to install a system than it is to get along without it. The cash register, for instance, tells you each day how much money you have taken in; how much the total that each salesman has received; how much has been paid on charge account; how many transactions or sales have taken place during the day; and also what money has been expended for different funds; but the cash register will not tell you your exact profit for the day. I would like some system which would give me this information, in an unmistakable manner. It is easy enough to keep tab on receipts, but not so easy to gauge your expenses and disbursements of various character—that is—to tell whether they have gone up or gone down, as compared with what they were a year ago and your ratio of increased business."

## The Man and the Occasion

When death and disaster, in the form of flood and fire, swept Dayton, John H. Patterson arose with the tide to the level of events.

Responsibilities gravitate to the men who can shoulder them, and dire difficulties are taken care of by those who know how.

Patterson is the man who, more than any other, brought cosmos out of chaos.

When the flood was rising and nobody knew what the results would be, John H. Patterson began to wire for motor boats. He did not ask, he demanded. And the motor boats came.

Later, he wired for motor trucks, and the trucks came to clear up the debris.

Patterson took all of the carpenters from the National Cash Register Company—one hundred and fifty skilled woodworkers—and set them to work making flatboats.

The entire force of the great institution was at the disposal of the people who needed help. And not a man or a woman was docked or dropped from the payroll. Everybody had time and a third.

As for John H. Patterson himself, he worked in three shifts of eight hours each, and for forty-eight hours he prac-

tically neither slept nor ate. And then, by way of rest, he took a Turkish bath and a horseback ride, and forty winks, and was again on the job—this man of seventy who has known how to breathe and how to think, and who carries with him the body of a wrestler and the lavish heart of youth.—The Philistine.

## Tanning Hides by Electricity

A new electric tanning process, invented by the Swedish scientist, Dr. A. Groth, and applied on a practical scale in an English works, is attracting much attention, and one of the prominent electrical firms is to take it up for commercial use. With this method, the hides are put in special vats along with metal conductors, so as to carry out an electrolytic action, and this will tan the hides in much less time than usual, for instance, six weeks as compared to several months. Leather of better quality is produced in this way, and the method gives a perfect and solid tanning. Various electrical devices in the shape of regulators, also safety apparatus for over current makes the process almost an automatic one.

## The Youngest Shoe Traveler

Possibly the youngest traveler in Canada at the present time is D. H. Musselman, of Berlin, who, for the past year has been on the road representing Chas. A. Ahrens, Limited, of Berlin. He covers the Niagara peninsula, with occasional trips to eastern and northern Ontario. Mr. Musselman is a Berlin boy, born and bred. After being educated in the



public schools, the Collegiate Institute and the Berlin business college, he joined the office staff of Mr. Ahrens, where he remained two years and a half, previous to going on the road. He has proved himself a successful salesman, and by his gentlemanly manner and energetic disposition, has won many friends. Mr. Musselman has long been a baseball and hockey enthusiast, and during his school days, took part in many a hard fought campaign. He is now playing the game of business, just as vigorously, and catching his share of the trade, although he is not yet twenty years of age.

## SHOE NEWS IN PARAGRAPH

F. J. McKenna, Montreal, spent a few days in Boston.

E. Massicotte, shoe dealer, of Montreal, passed away last week.

C. Watson has opened a new shoe store on Davenport road, Toronto.

The Dominion Shoe Co. have recently been registered in Montreal.

Chas. Desmarais, shoe dealer, of Montreal, has assigned to V. Lemarre.

In a recent fire in Ottawa, Max Friedman, shoemaker, was burned out.

The Alberta Shoe and Glove Co. will erect a new building in Redcliff, Alta.

A. C. Duncan, shoemaker, of Oshawa, Ont., has sold out to Wm. Allison.

W. J. Hapgood has opened a shoe repairing shop in Port Coquitlam, B.C.

E. L. Thomas, of Getty & Scott, Limited, Galt, was a recent visitor to Boston.

J. A. Adams, of Rideau Shoe Co., Montreal, was recently in New York and Boston.

R. Elwell has succeeded L. T. Miller as purchasing agent of the Slater Shoe Co., Montreal.

Alex. Angus, sales department, Ames-Holden-McCready Co., Montreal, was in Toronto last week.

P. I. Hersey, controller of the Regal Shoe Co., Boston, was in Toronto last week for a few days.

Arthur L. Wilson, 73 King street east, Hamilton, will leave next month on a trip to the Old Country.

The O'Loughlin Boot Shop has been opened in Montreal on Bleury street in the Imperial Building.

H. A. Beatty, of the Slater Shoe Co., Montreal, was in Toronto last week for a few days on business.

Thompson & Co., shoe dealers, of Pembroke, Ont., have been succeeded by E. W. Wallace & Co.

Frank Slater, of the Eagle Shoe Co., of Montreal, was among the business visitors to Toronto last week.

B. Granton, shoe dealer, of Prescott, Ont., where he carried on business for many years, died recently.

G. A. Blachford, sales manager of the Murray Shoe Co., London, was in Boston recently on a business trip.

F. S. Hardman has embarked in the shoe business at the corner of Queen street and Jones avenue, Toronto.

John Abernethy, of D. D. Hawthorne & Co., Toronto spent a few days in Montreal last week on business.

Robt. Elwell has taken the position of purchasing agent with the Slater Shoe Co., Montreal, to replace L. T. Miller.

Thorne D. Dadford, London, England, is in the West with samples of boots and shoes, leggings and athletic goods.

S. H. Mills, harness and leather merchant, Thessalon, Ont., has purchased new premises and installed a new front.

Alf. Haire, of Toronto, Ontario manager of the United Shoe Machinery Co., was in Montreal recently on business.

A trunk and leather goods store has been opened in Montreal by the Central Leather Goods Co. at 316 Bleury street.

D. J. McDermott, of McDermott Shoe Co., Montreal, has returned from a trip to the New England States shoe centres.

J. Prinz, of the Turner Tanning Co., Peabody, Mass., is on a business trip to Montreal, Toronto, Quebec and other Canadian cities.

W. H. Jardine, Manitoba and Saskatchewan representa-

tive for the W. B. Hamilton Shoe Co., Toronto, has returned from the West.

Mr. Tomes, representing Faire Bros., shoelace manufacturers, Leicester, Eng., spent a few days in Toronto last week on business.

Clayton S. Corson, of the Regal Shoe Co., Toronto, has returned from an extended business trip throughout the Western Provinces.

J. Pare, sales manager for Dufresne & Locke, shoe manufacturers, of Montreal, was in Toronto last week visiting the trade.

J. Ohrt, Western Canada representative of the Ralston Shoe Company, Brockton, Mass., has returned from a trip to Western Provinces.

J. S. Johnston, representing Dunsford's Elk Shoes, Limited, Stratford, Ont., spent a day or two in Winnipeg on his return to the East.

J. Ready, shoe dealer, of St. Mary's, Ont., has been elected treasurer of the branch of the Retail Merchants' Association in that town.

Henry C. Durgin, late superintendent of Sterling Bros., Limited, London, Ont., has gone into the confectionery business at Port Stanley, Ont.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, was in Toronto last week for a couple of days calling upon the trade.

H. W. Davidson, representing the Macfarlane Shoe Co., Limited, Montreal, has returned from an extended trip through the Western Provinces.

J. P. Archibald, of Victoria, B.C., was in Winnipeg recently on business. His line consists of high-class United States and English footwear.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., of Montreal, was in Toronto during the past week on business.

Jas. Sutherland, of Kingston, Ont., representative of the Cook-Fitzgerald Co., spent a few days in Toronto and London last week on business.

F. P. Becker has returned to Toronto from an extended trip throughout the Western Provinces in the interests of Guptill Slippers and Sorosis Shoes.

Fred J. Barrie, proprietor of the Peerless Shoe Repair Co., 797 Gerrard street east, Toronto, has installed a 22 foot model X repair outfit, with stitcher.

Geo. J. Billings has withdrawn from the firm of Tapley, Peterson & Co., South Hill, Sask., and taken over the dry goods and boot and shoe departments.

George McDonald, shoemaker, of Merritt, B.C., is doing a fine business in that line. J. Hamilton, late of Moose Jaw, Sask., has taken a position with him.

Arthur Schoshusen, representative of A. M. Creighton, of Lynn, Mass., and of Chicago, is now touring the Canadian West with samples of welts, turns and McKays.

A new front is being installed in the old Casselman & Thompson shoe store on St. Catherine street west, Montreal, which will be operated by the Brockton Shoe Co.

I. R. Mendelson, of Boston, Mass., representing Whittemore Bros. & Co., manufacturers of shoe polishes, is making a tour of Western Canada in the interests of his firm.

Among the industrial firms represented at the Made-in-Edmonton Exhibition, May 23rd to 31st, were The Edmonton Leather and Shoe Co., and the Imperial Shoe Store.

Peter A. Doig, manager of the leather department of Fisk, Limited, Montreal, spent a few days in Toronto last week on his way home after a trip throughout Ontario.

George H. Dickinson, of the Dickinson Shoe Co., Lynn, Mass., was in Toronto, Hamilton, London and Montreal during the past few days on his semi-annual selling trip.

H. E. Graham, representing Jackson & Savage, Limited,



Montreal, has returned to Toronto after a successful trip through the Western Provinces, going as far as the Coast.

James Hazelton & Co., leather merchants, are opening a branch office in Fort William, Ont., and have leased the old premises of the Merchants Bank.

G. H. Lockett, representative in the Prairie Provinces of the Midland Shoe Co., of Kingston, Ont., has returned from a business trip through Western Canada.

At the Dominion Fair, Brandon, Travelers' day, it is believed, will be a record breaker. The local merchants and business men generally have promised the movement every support.

George Ferguson, of Vancouver, B.C., who represents the Hartt Boot and Shoe Co., of Fredericton, N.B., in the Coast, has been spending a few days in Toronto, Montreal and Fredericton.

Mr. Scougale, of the Scougale Mercantile Co., who owns shoe stores in Dawson, Colborne and Cobourg, Ont., was in Toronto this week on business. He has recently opened a store in the latter town.

M. S. Stevens, representing Chase, Chamberlain & Co., Raymond, N.H., and M. Saxe, of Rosenwasser Bros., New York city, were among the callers on the Toronto trade during the past few days.

Alexander Brandon, of the Brandon Shoe Co., Brantford, was in Toronto last week attending the meetings of the General Assembly of the Presbyterian Church Association of which he was a delegate.

L. Farewell, representative in the Middle West of the Hartt Boot and Shoe Co., Limited, of Fredericton, N.B., is back in Winnipeg, after his usual semi-annual trip. He will leave for the East shortly.

Finnegan & Ellis, who have offices in the Board of Trade Building, Toronto, have been appointed Canadian selling agents of the Surpass Leather Co., whose tannery in Philadelphia is one of the largest in America.

D. McTavish, who for some years has been in charge of the shoe department of the T. Eaton Co., Winnipeg, has resigned and is succeeded by S. W. Caldwell, who for some time has been assistant manager.

The shoe store of Allan Simpson, 419 Parliament street, Toronto, was entered during the early hours of Sunday morning by means of a window at the rear. The intruders

who were evidently after money did not get any. No articles of value were stolen.

There is an agitation on foot in Moose Jaw for the closing of all the stores at noon on Wednesday throughout June, July and August. It is said that all the small stores will consent, provided the larger ones will.

F. R. Wright, of the firm of Woodward & Wright, last manufacturers, Brockton, Mass., has been spending a few days in London, Toronto, Galt, Montreal, Quebec and other cities calling upon leading shoe manufacturers.

Fred A. Lovell, superintendent of the Cook-Fitzgerald Co.'s factory, London, Ont., who has been ill with rheumatism for some time in Brockton, Mass., is rapidly improving, and it is expected will be able to resume his duties in a few days.

John Merner, of Toronto, has returned from a trip through the Prairie Provinces in the interest of the John McPherson Co., of Hamilton. He says that if the crop yield is a good one this season business will be very brisk throughout the West this fall.

The Brockton Shoe Co., 119 Yonge street, Toronto, of which A. R. Trudeau is the energetic manager, is branching out and will in a few weeks open a second store on that street. Suitable premises have been secured at No. 264, between Shuter street and Wilton avenue, and will be fitted up in first-class style.

R. H. Partridge, city salesman for Ames-Holden-McCreed Co., Toronto, has purchased an automobile and now covers his ground much more rapidly and pleasantly than formerly. There are no less than five city travelers for Toronto wholesalers who are using automobiles in looking after the interest of their customers.

The Commercial Travelers' Club, of Montreal, have secured quarters in the Read Building, on St. Alexander street, in that city, and the formal opening held on June 9th was a big success. Mayor Lavallee presided. The ceremonies were presided over by J. M. Fortier, President of the Dominion Commercial Travelers' Association.

A. R. Hewetson, of J. W. Hewetson Co., Toronto, leaves at the end of June for Los Angeles, Cal., where he will attend the International Convention of Christian Endeavorers. He has organized a party of 140 Canadians who will leave Toronto by special train and will return by way of Seattle, Vancouver, Calgary, and other cities.

J. A. Holland, an experienced and progressive advertising man, has been appointed manager of the publicity department of the Canadian Consolidated Rubber Co., Montreal. Mr. Holland is a former member of the Montreal branch of J. J. Gibbons, Limited, and has had a wide insight into all lines of advertising.

A. C. Kitchener, of Toronto, Canadian representative of the Palatine Rubber Heel Works, is able to be out again after being confined to his room for a few weeks. He was getting on to a street car on Front street, Toronto, when another car bumped into the one ahead, throwing Mr. Kitchener over the back of a seat and fracturing three of his ribs.

J. J. Haines, of Belleville, who is the head of the Haines shoe houses, which have been established for many years in Belleville, Trenton, and Napanee, was married at Camden Hall, Birkenhead, Eng., on May 21st, to Mrs. S. Roberts, of Renfrewshire, Scotland. Mr. Haines has been spending some time in the Old Country and will return with his wife to Belleville at the end of August.

The Canadian Consolidated Rubber Co., Limited, of Winnipeg, report that business in rubber and felt footwear has been satisfactory during the past season, and while there is a between seasons quietness just now, the outlook is good. The recent advance in rubbers has been owing to the firmness of practically all materials and labor that enter the make-up of the manufactured article.

A leading shoe jobber has some very expressive cards posted in a prominent place in his office. They read: "Be Brief—we have our living to make and it takes considerable

Woman's Patent Button, receding toe, mat kid top, 12-8 heel. By the Perth Shoe Co.



time to do it," and "Every man has a Klondike in his own brain—keep digging." Another wholesaler has, "The man who minds his own business generally makes a success of it for the reason that he has such little competition." One Ontario retailer, who is fond of forceful and expressive utterances, has added to the old one of "Life is just one thing after another," a sign which reads "To h— with worry that's the place for it."

A youth by the name of Patriek Ryan, who hails from Detroit, has been arrested in St. Catharines for working a new game. When taken into custody Ryan, who is only 18 years old, had several pairs of shoes in his possession which, it is alleged, he sneaked out of various city stores. In playing his game he would return the stolen shoes, stating that the shoes were purchased by his father or mother, according as they were for men or women, and ask for a refund of the price.

Several big clearance sales put on by Calgary shoe dealers were among the bargain features recently. In every instance standard makes as well as job shoes were placed on sale at reduced prices. These sales found a ready market and so great was the rush at times to secure the pick of the stocks that the doors of the stores were closed to prevent overcrowding. The "Dollar Day" special sale was on, when every line of business was represented. This proved to be the greatest sales stimulant on record and will probably become a periodical event in this city.

The jobbing trade reports sorting orders as very fair for this time of the year. Men's oxfords, with the advent of warm weather, are moving rapidly and the sale of sporting shoes is going ahead nicely. Women are buying pumps pretty freely. Black satin, ooze, gunmetal and patent are the big sellers. Tans are not creating any great furor, although a fair number are selling, and in women's oxfords in certain sections the demand is reported very good, but in the cities the pump is all the go. The requisition for white goods in poplin, sea island duck, canvas and white buck is steady.

Angus S. Farris, of Chase, B.C., who was in Toronto attending the Presbyterian Congress, is spending a few days at his old home in Kenora before leaving for the West. Mr. Farris has been in business for three and a half years at Chase and has worked up a large trade. He recently completed an addition of 24 feet to his store, making it 60 feet in depth. He handles men's furnishings, ladies' ready-to-wear clothing and boots and shoes. He is one of the bright young business men of the West and believes that trade newspapers are a necessity to every progressive merchant for the information they convey and the latest ideas on styles, pointers on buying and methods of stock-keeping. "Why," he said, "if it were not for the illustrations and the articles which appear in the trade papers that come to me, I would possibly get loaded up with much old stuff. As it is I keep thoroughly abreast of the times through the medium of your Journals, and have received many valuable hints that have helped me to clear out dead stock and turn my goods over more frequently, to the best possible advantage."

#### MINER RUBBER MEN GATHER

A most successful and enjoyable conference of the officers and selling representatives of the Miner Rubber Co. was held this week in Montreal under the supervision of W. H. Miner, managing director of the company, and George Cain, general salesmanager. Among those in attendance from the western portion of the company's territory were Dowling and Creelman, of Brandon, C. F. Stanley, of W. A. Marsh Co., Western Limited, Winnipeg, D. Coates, Robt. Coates, Jr. and N. K. Wanless, of Coates, Burns & Wanless, London, R. B. Griffith and A. Haggart, of R. B. Griffith & Co. of Hamilton, C. A. Davies and T. H. Rumford, of Blachford, Davies & Co., Toronto, F. H. Meinzer and Gordon C. Yearsley, of the Toronto agency of the Miner Co., and others.

The first meeting was held in the Windsor Hotel,

Montreal, where a special dinner was served and afterwards the party enjoyed an automobile tour of the city. The second day was spent at Granby, where the visitors were warmly welcomed. The well equipped plant was inspected and a profitable conference held. The guests were entertained at the Granby and Windsor Hotels, and later a motor outing was enjoyed around the thriving town, and amid the beautiful country surrounding. The convention of the Miner Rubber Co. representatives was a decided success and much credit is due Messrs. Miner and Cain for the manner in which it was carried out.

#### NEWSY ITEMS FROM QUEBEC

M. O. Goulet recently purchased an automobile, and is enjoying many spins around Quebec.

W. Richard, of Richard & Frere, was in Montreal recently on a business trip.

The engagement is announced of L. Gauthier, son of the late L. Gauthier. The wedding is to take place the first week in July.

The John Ritchie Co., Limited, who closed their factory for a couple of days in order to take stock, have again resumed operations.

Mr. Renaud, son of Fis. Renaud, shoe dealer, of Quebec, was married recently and went to Montreal and Ottawa on his wedding trip.

The retail shoe trade has been good and collections are reported to be very fair. The shoe factories are well employed and are busy with their fall runs.

The course in shoe pattern instruction which is taught in the Technical School is over for the season. The pupils are well pleased with the result and all hope that M. C. Lachance, the teacher, will be with them again next season.

The building of Ludger Duchaine, which was visited by fire recently, is again in operation. The contract has been awarded to rebuild the front of his establishment which suffered the most. Mr. Duchaine will also install several new machines.

Honore Picard, foreman of Tourigny & Marois' cutting-room department, and Jos. Senechal, moccasin manufacturer, of Quebec, were riding on Beauport road, when their horse became frightened and ran away. Mr. Picard was thrown out of the rig and one of his legs was injured.

The new box factory of Morency & Grenier, on St. Matthias street, has been completed. The structure is 140 feet long by 45 feet wide and three storeys high. The company make shoe cartons, having a capacity of 25,000 boxes a day. Their specialty is a neat folding box with a handle, which can be used for different purposes. There are sixty persons employed in the new factory. Mr. Morency was born in Beaumont, Bellechasse County, and received his classical education at Levis College. Mr. Grenier was born in Quebec and took up a commercial course at L'Academie Commerciale of Quebec. They are both wide-awake, progressive business men.



Harry Raymond List, salesman of the L. Gauthier Co., Quebec, is widely known to the trade. He was born in Petosky, Mich., in 1887. He learned the shoe business in his father's factory and, after spending some years mastering every detail, was sent on the road in the interests of a Boston shoe firm and covered the whole of England, Ireland and Scotland with very satisfactory record of success, as well as making a trip to South Africa. He returned to Chicago in 1909 and for three years traversed the States and part of Canada in the interest of the shoe trade. Last year he came to Quebec and entered upon his present position with the L. Gauthier Co. Mr. List is an experienced and successful salesman and has made good on the road.



## HAPPENINGS IN FACTORIES

Ed. Ford, superintendent of the McDermott Shoe Co. factory, Maisonneuve, Que., is at present in Boston.

Harry Filkins, late of the Milton Shoe Co., Milton, Ont., has taken an important position with the T. Sisman Shoe Co., at Aurora, Ont.

G. Favreau has been appointed foreman of the cutting room in Dufresne & Locke Co.'s factory, Montreal. He was formerly with the Scout Shoe Co.

The Canadian Consolidated Rubber Company has declared the regular quarterly dividends of 1 per cent. on the common shares and 1¾ per cent. on the preferred shares.

The installation of machinery is now going on in the Jas. Muir & Co. factory at Maisonneuve, Que., as it is expected the manufacturing operations will be under way in a fortnight.

Dupont & Frere, Maisonneuve, Que., recently suffered a slight damage from fire in their cutting room. The outbreak, which occurred on a Sunday afternoon, was checked before much damage was done.

John E. Kirwin, who has been superintendent and manager of Dunford Elk Shoes, Limited, Stratford, has severed his connection with that company and left last week on a trip through the Eastern Provinces.

Charles T. Cahill, advertising manager of the United Shoe Machinery Co., Boston, who has been captain in the State Guard of Massachusetts for years, has been appointed quartermaster with the rank of major.

Among the latest to join the benedicts' ranks is L. H. Dupre, of the Independent Box Toe Co., Montreal. He was married on Tuesday, June 10th, to Miss Lucy P. Charbonneau. Many friends are extending their congratulations.

A. O. Giroux, the well known secretary of the Montreal Superintendents' and Foremen's Association, has been appointed foreman of the finishing room of J. & T. Bell, Limited, Montreal. He was formerly with the Regina Shoe Co., Montreal.

Chas. E. Slater has announced that he will open up a new suite of offices in Boston for the distribution of shoes to the Canadian and foreign trade. Mr. Slater was formerly president and general manager of the Slater Shoe Co., Limited, Montreal.

J. A. Newman, late of the Relindo Shoe Co., Toronto, has been appointed superintendent of the factory of Sterling Bros., Limited, London, Ont., and has entered upon his duties. He is succeeded as superintendent at Relindo factory by Ed. Weaver, formerly of St. Thomas, Ont.

Alexander Brandon, of the Brandon Shoe Co., Brantford, is spending a few days in Boston and other New England shoe centres looking over new styles for the spring season. He reports that his factory has just finished a very successful year and is now well under way for the fall season.

Letters patent have been granted at Quebec to H. S. Ross, K.C., and others under the name Acme Tanning Company, Limited, under which name the tannery of Donat Dubé, of Limoilou, city of Quebec, will operate. Acme Glove Works, Limited, Montreal, is also interested in the new company.

In the House of Commons recently F. B. Carvell asked if the United Shoe Machinery Company would be prosecuted as a combine for the restraint of trade as was found to be by the Commission which investigated the matter for the Government. Hon. Mr. Crothers, Minister of Labor, replied that no action had been taken. He understood that the company was now complying with the provisions of the law in every respect.

The factory of the A. P. Cimon Shoe Manufacturing Co., at the corner of De Normandville and De Fleurimont

streets, Montreal, has been bought by the Macfarlane Shoe Co. The building is 135 x 45 feet, and consists of three storeys and basement. It is built of brick and concrete. The Macfarlane Shoe Co. will not remove to their new premises for some time yet as their lease of their present quarters at 90 Beaudry street does not expire until early next year.

A Montreal despatch says: The Ames-Holden-McCready Company will hold its annual meeting on June 26th. It is estimated that the first official announcement concerning the earnings of the year will be made at that meeting. The officers are satisfied with the statement. It is generally thought that the company will not make any effort to show a larger surplus than actually warranted—which is another way of saying that the appropriations for various accounts will be liberal.

The bi-annual convention of the Boot and Shoe Worker's Union is being held in Montreal this week for the first time in the history of the organization. E. W. A. O'Dell, organizer of the Canadian Union, has been busy completing arrangements. All the shoe manufacturing centres of the American States will be represented, together with Toronto, Hamilton, London, Berlin and other Ontario points, and the Maritime Provinces. Workmen's compensation and wages will be fully discussed.

Mayor Goffatt, of Orillia, has been in communication for some time with a shoe manufacturing concern in Western Ontario that is looking for a better location. The concern asks Orillia for free site, and a loan of \$25,000 for twenty years, without interest. Also fixed assessment of \$2,000 for ten years. A three-storey building, 80 x 160 would be erected, and the town given a first mortgage on the entire plant as security for the loan, which would be paid at the rate of \$1,250 annually. The Company would employ seventy-five hands. It is likely that a by-law will be submitted to the ratepayers of Orillia at an early date.

J. W. Hewetson Co., of Toronto, may remove their factory to Brampton, Ont., at an early date. A by-law will be voted upon by the ratepayers of that town on June 27th to grant the company a loan of \$20,000, to be repaid in twenty annual instalments with interest at 5½ per cent. If the measure is endorsed by the ratepayers it is understood that the Hewetson Co. have their plans well advanced and will proceed with the erection of their new factory, which will be 250 feet long and 45 wide, two storeys high. The lease of their present premises on Teraulay street, Toronto, expires in a few months. They have been inadequate to meet the firm's requirements and the new factory will have a capacity of 1,500 pairs a day.

Charles Webster has joined the firm of Underhill's, Limited, Aurora, as secretary-treasurer and will have charge of the financial end of the business. Mr. Webster was for twenty-five years with J. Fleury's Sons, Aurora, and for the last ten years office manager. Fred Underhill, the president of Underhills, Limited, will now devote his whole time to the details of the manufacturing department. The new plant in Barrie has recently been enlarged to the full size of the Aurora factory and is now fully equipped with up-to-date machines. Charles Hayes is the superintendent, with Stanley Underhill in charge of the office. With the plants at Aurora and Barrie in complete operation, the firm expect to meet the demands of their customers promptly.

Following a few days of indifferent health, the death occurred recently at his residence, 747 Shuter street, Montreal, of Louis Galibert, brother of Paul Galibert, leather manufacturer. Mr. Galibert was talking to his children at his bedside when he suddenly collapsed and passed away soon after a physician had arrived. The late Mr. Galibert was a native of France and retired from the leather business in Montreal about eight years ago to attend to his private interests. He is survived by a widow, two sons and three daughters—Leopold Galibert, of New York; Louis Galibert, and the Misses Georgette, Jeanne and Amelia Galibert, of Montreal. He also leaves three brothers, Paul Gali-

bert and Emile Galibert, leather manufacturers, and Fredric Galibert, glove manufacturer.

The sale of effects of Kirvan-Doig, Limited, Montreal, which the liquidator, Alex. Desmarteau, announced, took place on June 4th. Dufresne & Locke, of Montreal, and Adams Shoe Co., Toronto, were the two principal purchasers, although several other firms took smaller lots. The majority of the machinery, furniture, fixtures and equipment, patterns, lasts and dies, general supplies, shoes in process, and other stock was taken over by Dufresne & Locke. Practically all the leather was disposed of to Adams Shoe Co.

### ANOTHER FIRM ABOLISHES APPROBATION

EDITOR SHOE AND LEATHER JOURNAL:

Sir,—I notice an interesting article on page 32 of the June SHOE AND LEATHER JOURNAL regarding "The Approbation Practice—is it Necessary?"

I am enclosing a copy of a dodger that we got out some time ago to enclose in parcels so that our customers would know our views regarding this question. We also used the same argument in the newspaper to good effect, and many customers who had been in the habit of asking for three or four pairs sent home, frankly admitted that the store seemed to be the better place to make a selection.

We believe a dodger of this kind could be used effectively in many stores, as it gives the customer a chance to meditate on the question, while a verbal argument will more often "go in one ear and out the other," and is not fully digested.

Of course, we find that a few other reasons given to a customer will often help "her" to understand that we are not unreasonable and that it is for our mutual benefit that we request her to be fitted in the store.

Yours truly,

W. H. PLUMMER.

Manager Shoe Department,

Sussex, N.B., June 6th, 1913.

Sussex Mercantile Co.

#### REGARDING SENDING SHOES ON APPROBATION

We have decided to discontinue the practice, except in extreme cases, where a customer cannot conveniently be fitted in our shoe room. Our chief object in making this rule is to give our customers

#### BETTER SERVICE

which is only possible with a complete stock on hand; not scattered all over town. We have every convenience for measuring and fitting your feet and every pair of shoes in the shop is at your disposal if you select them here. Many of our customers are fitted in the shop and say we know better than they what style of shoe their foot requires. It is our business to know. Fitting feet is an art; a study, not to be mastered in a day or week. Our salesmen are trained in the art of fitting. You know how the shoe feels; we know how it fits and how it will feel later on—there is the difference. We are here to serve you well, to sell you good, honest shoe values, to listen to your foot troubles and suggest shoes that will give you every satisfaction.

THE SUSSEX MERCANTILE CO., LIMITED

### New Wrinkles for the Trade

(Continued from page 31)

closer to the trade, and are better judges of the minds of buyers than are employers in a great many instances.

A shoe merchant can receive many valuable pointers from his help. Those shoe retailers who cultivate and increase the efficiency of their employes in this line generally find it pays. Do not fear because your idea has not been tried and found practical, that it will not bring in customers. If flaring red cloth, placed in the background of a window, and a card at each end of the window announcing an extra slash in prices, will attract trade, certainly every merchant must have some idea worth exploiting. If your present windows do not attract buyers try a fresh trim. Get people to look and then have your shoes attractively laced and dressed and they will pull the onlooker inside.



### RETAIL MERCHANTS ARE ACTIVE

Several Branches of the Retail Merchants' Association have been formed within the last few weeks, and nearly every merchant in the various places have enrolled as members.

The following officers elected in Newmarket are:

President, C. S. McAuley; 1st Vice-President, J. S. Osborne; 2nd Vice-President, C. Willis; Secretary, W. S. Bosworth; Treasurer, H. B. Marshall.

St. Mary's has elected the following officers:

President, A. H. Lofft; 1st Vice-President, W. R. Butcher; 2nd Vice-President, J. D. Martin; Treasurer, J. Ready; Secretary, B. L. Lancaster.

Aylmer has a fine branch:

President, J. M. Wrong; 1st Vice-President, J. M. Farthing; 2nd Vice President, J. G. Heitter; Treasurer, L. T. Young; Secretary, H. L. Charlton.

The Retail Merchants' of St. Thomas, turned out in large numbers on June 5, when the local branch was re-organized.

The following officers were elected:

President, B. Brick, of Mickleborough's; 1st Vice-President, P. L. Egan; 2nd Vice-President, G. R. Hill; Treasurer, N. C. Johnston; Secretary, S. L. Graham.

YOUNG MAN, age 25, desires situation as leather dresser.

Eight years' practical experience and three years' technical training, holding certificate for same. At present working with a well known English firm on seals, goats, etc. Apply Box 51, SHOE AND LEATHER JOURNAL.

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, Ont.

## MACHINES FOR SALE

### The Hurlbut Co., Limited

PRESTON - - ONTARIO

2 Singer Button Hole Machines (good condition).....	A
1 Lufkin Folding Machine (new).....	A
1 Hubbel Staple Machine (new).....	A
1 Star Levelling Machine.....	A
1 Foot Eyletter.....	A
1 Fudge Wheel.....	A
1 Amazon Skiver.....	A
1 Welt Stripper.....	A
1 Peerless Cementer (new).....	A



**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

Established Over Half a Century

**Our Brands of Sole Leather**



**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better  
Shoe Findings, Etc.

**THE BREITHAUPT LEATHER CO., LIMITED**

BERLIN - - ONTARIO

**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**

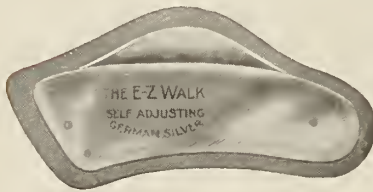
**LOGAN'S**  
The Leather  
of Quality

A name that it is profitable to remember when ordering Union Slaughter or Sweat Sole Leathers.

Logan Tanneries Limited, Pictou, N.S.

# ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting



THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

**THE E-Z WALK MFG. CO.,** 33, 35, 37, 39 Sixth Avenue, New York

## J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -- TORONTO

—REPRESENTING—

**Tetrault Shoe Mfg. Co.**

Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**

Exclusive Children's Line

**Regina Shoe Company**

Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370



MAKERS OF

**HIGH-GRADE SHOES FOR  
MEN AND WOMEN**

Write us for further particulars

**L. GAUTHIER & CO. - Quebec**

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.

## Turn Into Money

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.

Your slow and doubtful Book Accounts. Hand them to the Collection Department of the MERCANTILE AGENCY.

**R. G. DUN & CO., 70 Bay Street**

Over Seventy Years' Record of Efficiency



### 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**



**YOUR**



**USMC**



**GUARANTEE  
FOR QUALITY**

---

**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**MONTREAL - - QUE.**

**122 Adelaide Street West, TORONTO**

**492 St. Valier Street, QUEBEC**



John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*

496 St. Valier Street, QUEBEC.

## Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties; Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Sew.

10-20 Arago Street - QUEBEC

## THE WM. A. MARSH CO. LIMITED

*Manufacturers of  
Fine Boots and Shoes*

QUEBEC



P. Cleophas Lachance  
Inventor

## The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices

**LACHANCE & TANGUAY**  
QUEBEC

## LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Sew Work. : : : :

Manufacturer to the Jobbing Trade

*ASK FOR SAMPLES*

## LUCIEN BORNE

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, 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**

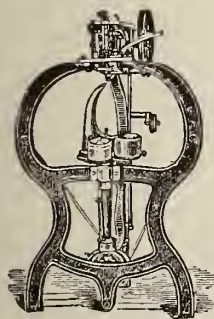
of every Description for

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

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

**Dominion Die Co.**

**321 Aird Ave., Montreal, Que.  
Phone E 3778**



**ESTABLISHED IN 1869**

**OLDEST SHOE MACHINERY FIRM  
IN CANADA.**

**KIEFFER BROS.**

Dealers and manufacturers of  
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.

**McKay Sewing  
Machine**

**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

**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**  
Manufacturers of **CHROME SIDE LEATHER**

Box Sides

Velours

Matt and Waterproof Sides

Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
**ST. HYACINTHE. MONTREAL**

## INDEX

	PAGE		PAGE		PAGE
Aird & Son.....	20	E-Z Walk Mfg. Co.....	50	Moench, C. & Sons.....	21
Ames Holden-McCready, Limited....	4	Frank & Bryce.....	49	Montreal Box Toe Co.....	53
Anglo-Canadian Leather Co.....	22	Gauthier, The Louis Co., Limited....	50	Packard & Co., L. H.....	21
Beal, The R. M., Leather Co., Ltd....	49	Getty & Scott.....	10-11	Penman's Limited.....	15
Bonner Leather Co.....	53	Harney, P. J. & Co.....	6	Perth Shoe Co.....	9
Boot & Shoe Workers' Union.....	16	Hartt Boot & Shoe Co., The.....	9	Plant & Co., T. G.....	7
Borne, Lucien.....	52	Heffering, J.....	50	Quaker Shoe Co.....	53
Breithaupt Leather Co.....	49	Independent Box Toe Co.....	50	Rideau Shoe Co.....	14
Canadian Consolidated Rubber Co....	19	Independent Rubber Co.....	17	Ritchie, Jno., & Co.....	52
Clarke, A. R., & Co.....	3	Kieffer Bros.....	53	Robinson, James.....	8
Cook-Fitzgerald Co., Limited.....	24	Lachance & Tanguay.....	52	Routier, Luc.....	52
Corbeil, A.....	13	Logan Tanneries.....	49	Solomon & Speilman.....	23
Davis Leather Co., Limited.....	5	Marden, Orth & Hastings.....	20	Staynes, W.H. & Smith.....	50
Dayfoot, C. B. & Co.....	53	Marsh, W. A. & Co.....	52	Tanning Research Laboratory.....	53
Dominion Die Co.....	53	McDermott Shoe Co.....	22	Tebbutt Shoe & Leather Co.....	18
Doyle, Thos. C. (reg'd).....	23	McKeen Co., C. E.....	23	Tourigny & Marois.....	52
Duclos & Payan.....	53	Miner Rubber Co.....	Outside Back Cover	United Shoe Machinery Co., of Can- ada.....	12, 51, Inside Front Cover and Inside Back Cover
Dun, R. G. & Co.....	50	Moenus Mach. Co.....	54	United States Hotel.....	23

# “Altera” Embossing Machine

built by the

**MOENUS MACHINE COMPANY, Frankfurt a.M., Germany**

The following letter, selected at random from our files, typifies the satisfaction invariably expressed by “Altera” users the world over.

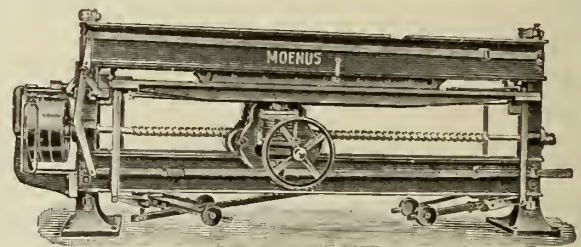
THE MOENUS MACHINE WORKS,  
Frankfurt, a.M.

Gentlemen,—

We beg to acknowledge receipt of your favor of Jan. 30th, and are pleased to be able to inform you that the **two ALTERA Embossing and Ironing Machines** which we purchased from you recently are giving us entire satisfaction. In fact, they are turning out such good work that we are contemplating ordering another one before long.

(Signed) R. NEUMANN & CO.,

74-76 Worth St. New York.





# 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

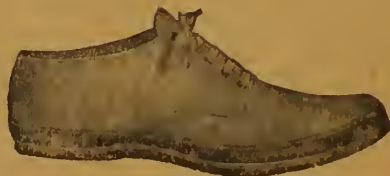
MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



Sporting Oxford



Yachting Oxford



Sporting Balmoral



Yachting Balmoral

## Reap these profits while the sporting season is on

Now, in the summer, the active season for outdoor sports, is the only time to secure full profits on tennis shoes. A well assorted stock at this time will enable you to gather all the profits that a sales-riddled stock would compel you to pass up.

You can order anything from the Miner line for immediate delivery. Full stocks, well distributed, offer you exceptional opportunities to keep your stock of Miner Tennis in A1 condition.

Send to-day your order for all sizes you need. You will get prompt and careful shipment.

## The Miner Rubber Co. Limited

Granby Montreal Toronto Quebec

### SELLING AGENCIES:

Jackson & Savage, Limited, Montreal R. B. Griffiths & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B. F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



# THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

## The July Bill-of-Fare

Who Is Responsible for the Multiplicity  
of Shoe Styles Today?

♦ ♦ ♦

Some Original Plans to Boost Business  
During the Warm Weather

♦ ♦ ♦

Importance of Good Location in Starting  
Up in Footwear Game

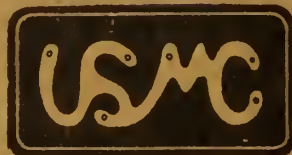
♦ ♦ ♦

How Do You Deal With Telephone  
Orders?—A Few Live Pointers

♦ ♦ ♦

What an In-stock Department Can Do  
for the Canadian Shoe Retailer

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**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



## Real feature shoes from specialized factories

No matter how many different travelers' samples you may have seen it is always worth while to see what the Ames-Holden-McCready traveler has to show. For the shoes he sells are unique because they have features that other lines cannot have, and are made in specialized factories.

The Ames-Holden-McCready traveler will show you everything up-to-date that is worth while as a sales-maker. Everything that is an improvement on the old you will find in his trunks.

So you see it'll be worth while to make an appointment with the Ames-Holden-McCready traveler and see "what's what" in shoedom.

*Our In-Stock Department awaits your sorting orders and promises the very best of service.*

**Ames-Holden-McCready, Limited**

**The Big IN-STOCK Shoe House**

Montreal, St. John, Toronto, Winnipeg, Calgary, Edmonton, Vancouver




---

AMES HOLDEN  
M<sup>c</sup>CREADY

---



# “Going Easily”



**T**HIS is the message that comes from all stores where Rideaus are established. Wherever they have been given opportunity to show their worth sales have, through sheer merit of the shoes; grown steadily season by season.

## “Going Easily”

That's a very encouraging message to the retailer as well as to the manufacturer.

Wouldn't you like to be able to say it about your stock?

With a stock of Rideaus on your shelves you can soon join the smiling “Going-Easily” throng. You will soon have a “natural” increase in your sales due to the spreading influence of the wanted styles, perfect fit and clever workmanship of these good shoes.

Men and women will “talk up” your store if you give them cause with “Rideau” satisfaction.

GET “GOING EASILY”



The Rideau Shoe Company, Limited, Montreal



**To know where you  
can get the best  
Calf Leathers in  
Canada, and get  
them when you  
want them.**

*When orders for spring styles begin to pour in on you, Mr. Manufacturer, don't be caught looking around for calf leathers that will make your business permanent. Don't be worrying about where you can get the prompt service you will so much need.*

*Know now! Sample Davis Calf Leathers, and Davis service.*

*If Davis calf leathers weren't of the very highest grade, in fact, if they weren't of exceptional quality, we would not have been rushed off our feet last year.*

*We certainly were busy last year. So busy that we couldn't give the service we wished to give.*

*But we'll give it this year. We'll link up the best calf leathers in Canada, with the best service in Canada.*

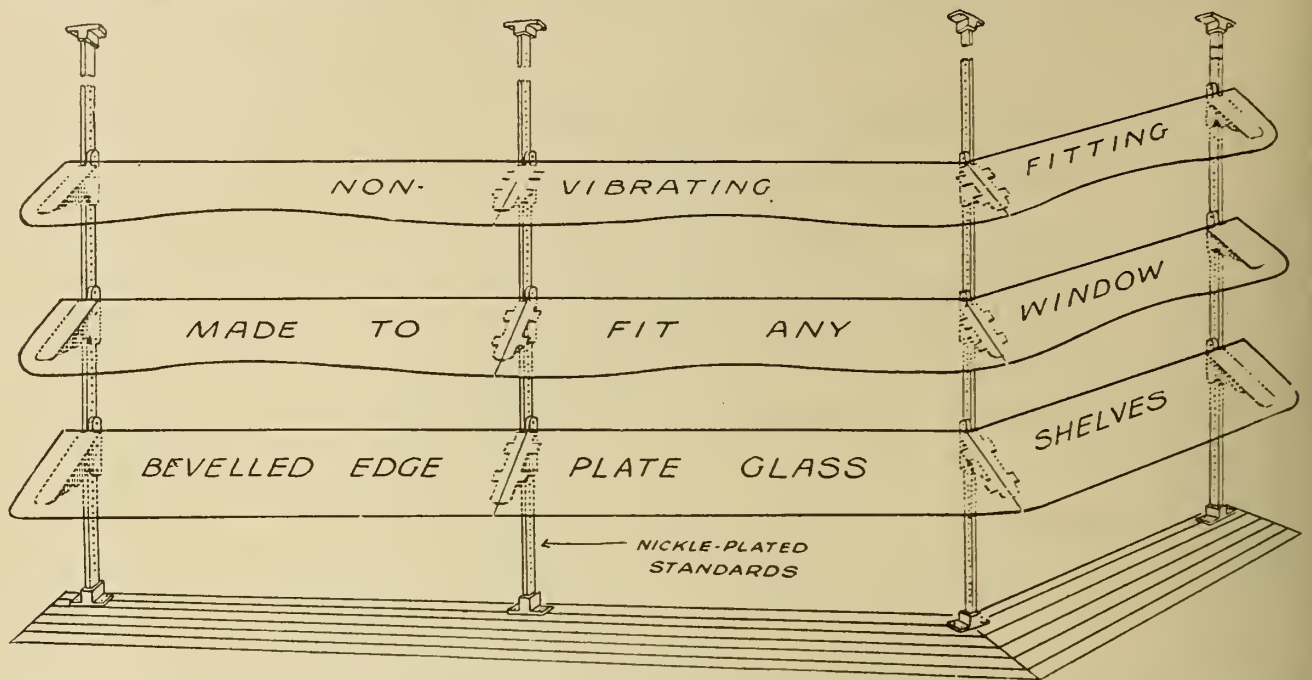
*Three times as much Davis calf leather as was made last year can be made this year. You know what that means to you. No worry, no long waits for stock, no hold-ups in the cutting room, no disappointing of your customers. That's what it means to have behind you the most complete and up-to-date tannery in the country.*

*Test Davis quality and Davis service now, so that you may know in the busy season. Use Davis leathers in your samples for spring.*

*Davis leathers in your fall styles repeats will enhance greatly the reputation of your shoes. Try them there, too.*

**THE DAVIS LEATHER CO. LIMITED**  
NEWMARKET, ONTARIO

# The Brantford Showall Window Fitting Co.



## The Display Fitting for Shoe Merchants and Others



No. 1015—Can be used as heel rest or ticket stand. Made in height 4, 6, 8, 10 and 12 in.

Does not become stale. Always clean and bright. Does not obstruct light from interior of store. Enables you to show three times as many shoes to better advantage without crowding. Write now for measurement forms and prices. **Mail Office, 67 William St., Brantford.**



No. 101—Holds shoe at angle desired. Made in 3, 5, and 7 inches.

Where this fixture is installed and may now be seen:

R. C. Inkster, Jeweller, James St., Hamilton  
 A. J. Brotherton, 2nd Window, Toronto  
 Charles Tilley, Bay St., Toronto  
 Messrs. Cloke & Sons, Stationers, Hamilton  
 G. Tamblin, Druggist, Queen St., Toronto  
 Hamels Cigar Store, Brantford  
 Parke & Parke, Druggist, Hamilton  
 Rowland Hill, Shoe Man., London  
 A. J. Greenwood, St. Catharines, Ont.  
 G. H. Cartwright, Jeweller, Brantford  
 St. Leger Shoe Co., 484 Queen St. W., Toronto  
 St. Leger Shoe Co., 1218 Bloor St., Toronto  
 Patterson, Grocer, Brantford  
 Calback, Grocer, Brantford  
 Broadbent, Shoe Man, Brantford  
 Charles Hickey, Welland  
 Mr. A. N. Pequegnat, Jeweler, Brantford  
 Messrs. Ludlow Bros., Shoe Merchants, Brantford  
 Mr. Fred Harp, Grocer, Brantford  
 Mr. D. Jolly, Tobacconist, Brantford  
 The Barnsdale Supply Co., Druggist and Grocer, Stratford

Mr. T. J. Ryan, Druggist, Stratford  
 Mr. H. Hotson, Shoe Merchant, Tavistock  
 Mr. A. G. Gahagan, Shoe Merchant, Woodstock  
 Messrs. W. Attwood & Sons, Jewellers, Hamilton  
 Mr. A. Juddleson, Shoe Merchant, Hamilton  
 Mr. G. E. Farrier, Barton St., Hamilton  
 Mr. E. Springstead, Jeweller, Hamilton  
 Mr. J. H. Hodgson, Shoe Merchant, Hamilton  
 Mr. A. Wilson, Stationer, Hamilton  
 Mr. J. A. Barr, Druggist, Hamilton  
 Mr. G. J. Clayton, Shoe Merchant, Hamilton  
 The Alexander Hardware Co., Hamilton  
 Elizabeth Hollingsworth, Tobacconist, Hamilton  
 Mr. F. H. Skerrett, Sporting Goods, Hamilton  
 Mr. Kent Carvin, Hardware, Hamilton  
 Mr. C. Robins, Tobacconist, Hamilton  
 Mr. A. E. Rea, Shoe Merchant, Hamilton  
 Mr. F. W. Mills, Druggist, Hamilton  
 Messrs. H. C. Clark Co., Shoe Merchants, Dundas  
 Mr. W. H. Brigham, Shoe Merchant, Chesley  
 Messrs. W. J. Wray & Co., Jewellers, London  
 Messrs. J. P. Cook & Co., Shoe Merchants, London  
 Messrs. Anderson & Nelles, Druggists, London

Mr. L. W. Thomas, Jeweller, London  
 Mr. Sumner, Druggist, London  
 Messrs. Purdom Hardware Co., London  
 McCullough & Co., Shoe Merchants, College St., Toronto  
 National Sporting Goods Co., Limited, Yonge St., Toronto  
 A. Levy, Shoe Merchant, Yonge St., Toronto  
 M. D. Young, Shoe Merchant, Bloor W., Toronto  
 St. Leger Shoe Co. Limited, 542 Queen St. W., Toronto  
 C. C. Allan, Shoe Merchant, Queen St. W., Toronto  
 G. Tamblin, Druggist, Yonge St. and branches, Toronto  
 Borhler & Knapp, Cigar Merchant, Hamilton  
 Mr. Snell, Grocer, Queen St., Toronto  
 F. Bain, Stationer, Queen St., Toronto  
 F. S. Hardman, Shoes, Queen St., Toronto  
 Leslie Starkey, Grocer, Queen St., Toronto  
 United Cigar Co., Toronto  
 Dillon & Moore, Shoes, St. Catharines  
 Tinnons & McIlwain, Cigar Store, St. Catharines  
 Mr. Brobridge, Shoes, St. Thomas  
 Mr. McQueen, Cigar Merchant, St. Thomas  
 and numerous others in course of being installed

Lowest prices  
 on all kinds  
 of  
 Shoe Rests  
 and Stands.



No. 116—Shelf Extensions, to fit on plate glass shelves.

Quote number  
 when ordering.

All cuts shown  
 illustrate Nickel  
 Plated Goods.





## There's a Rubber for every shoe

There may be a few "freaks" that cannot be fitted with Independent Rubbers, but you'll find that there is not an accepted shape or style that has not its rubber in the Independent line.

Independent Rubbers bring easy fitting, no disappointments, no turning away of customers, quick sales.

### Independent Rubber Co., 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.
A. W. Ault Co., Limited	- - - Ottawa, Ont.
Garside & White	- - - Toronto, Ont.
Kilgour, Rimer Co., Limited	- - - Winnipeg, Man.
The J. Leckie Co., Limited	- - - Vancouver, B. C.
The London Shoe Co., Limited	- - - London, Ont.
McLaren & Dallas	- - - Toronto, Ont.
James Robinson, Esq.	- - - Montreal, Que.



**Kant Krack**  
**Dainty Mode**



# R U S H ! !

With the coming of this fine, warm weather, comes also the big rush on summer, sporting and vacation footwear. Everyone will be wanting his or her summer shoes, and wanting them right away.

And right in the midst of this big rush of business and vanishing of stocks, when you won't know whether certain lines are going to last the week out or not, you have the grandest opportunity to prove the worth and value of my In-Stock Department.

To the merchant who knows, this ever-ready department is a veritable reserve stock. He knows that he has but to state his wants to have them filled carefully and with dispatch.

The merchant who has once tried my In-Stock Department never worries about low stocks. He feels secure with my big stock behind him.

If you are anxious to experience real service, and to feel secure at all seasons, you will test out this department. You'll be glad.

## JAMES ROBINSON

182-186 McGill St.

MONTREAL





**D**ON'T let Summer slow up your business—not if you have Doctors Antiseptic Shoes on your shelves. For the very arrangement of the Doctors *three* soles, and antiseptic linings that keeps men's feet dry and *warm* in winter, keeps them dry and *cool* in summer. There is nothing in the Doctors Shoe that manufactures heat or cold, but its centre sole and linings *keep the foot at practically the same temperature all the time*. The natural temperature of the foot is maintained through the peculiar construction of the shoe. In the *Winter* you have successfully played up the *heat-retaining* power of the Doctors Shoe. In the *Summer* you can be just as successful in playing up its *cold-retaining* power.

As a "feature shoe" the Doctors recognizes no seasons.

**The Tebbutt Shoe &  
Leather Co., Limited**

Three Rivers - - Quebec





# Stop a Moment!



This isn't a shoe advertisement with the jingle of real money, but it's the next best thing as far as your profits are concerned. There is money in hosiery for the wise shoeman—you might as well have your share.

Stock Pen-Angle Hosiery! This entails no extra work—does not add to your selling cost. Besides, you might as well oblige your customers by stocking Pen-Angle—the popular, Full-Fashioned Seamless Hosiery for Men, Women, and Children.

Your lady customers want Pen-Angle hosiery to match their shoes in shade and color. Your gentlemen customers want Pen-Angle for this and other reasons at your store. Oblige them by keeping a good working stock of Pen-Angle always on hand.

If you've never stocked hosiery before, write us for full particulars.

## Penmans Limited, Paris, Can.

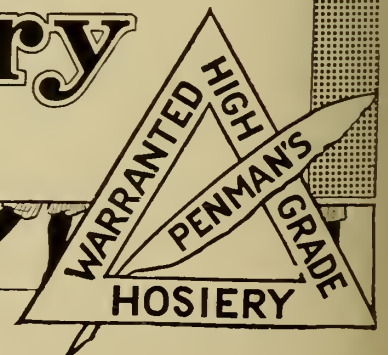
Underwear - Hosiery - Sweaters

Can be purchased from any first-class wholesale dry goods house, or through

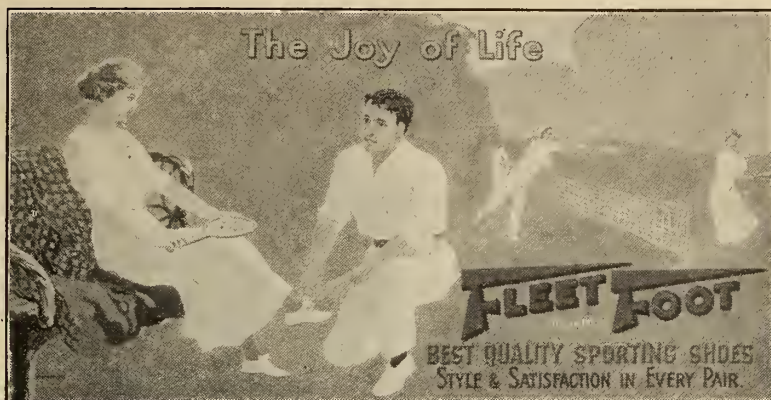
EDWARD BURNS CO.    BRYCE & CO.,    A. L. GILPIN,    B. S. MacFARLANE,  
 Toronto    Winnipeg & Vancouver    Montreal    Truro, N.S.

# Pen-Angle

Full-Fashioned Seamless **Hosiery**







## Now in Great Demand WHY?

- BECAUSE:** They are made of good materials, put together in the best way, by experts, in a factory making nothing else but Tennis and Sporting Shoes.
- BECAUSE:** They are made over good sensible lasts, ensuring proper fit.
- BECAUSE:** They are the only cool, comfortable shoe for summer and holiday wear.
- BECAUSE:** They are sold at popular prices and give good value for the money.
- BECAUSE:** They are suitable for every class of "play."

## LINE UP YOUR STOCK

Do not be caught with short sizes. Our branches are carrying large stocks of new goods, ready to be shipped on the instant.  
The heavy selling season is now in full swing; see that you get your share of this trade.



ORDER FROM  
THE NEAREST  
BRANCH

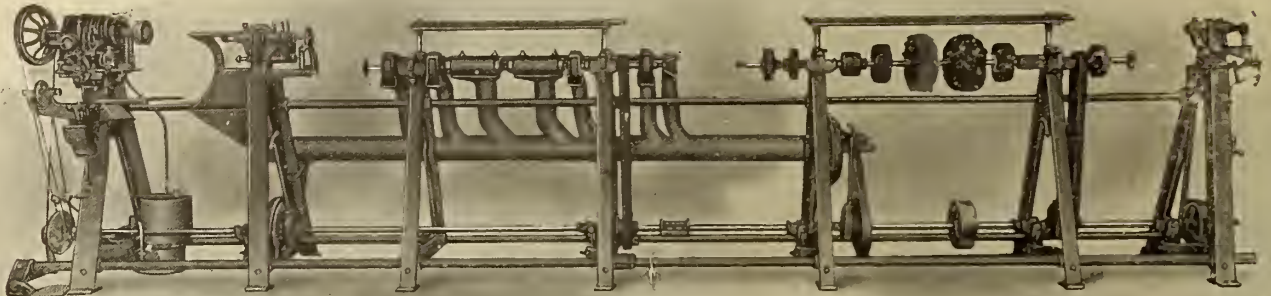


## Canadian Consolidated Rubber Co., Limited

SALES BRANCHES:

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

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# Dorothy Dodd



## What is the Right Price?

Shoes, like all other merchandise, should be priced at cost plus a reasonable profit. Are yours priced that way?

Did you ever hear of successfully pricing un-named shoes that way?

Madame Consumer questions such a price on an unknown shoe. If she is used to buying a \$3.50 shoe, \$3.75 looks like 25c extra in your pocket. She may buy, but she never feels quite satisfied with her purchase.

It needs a named shoe to carry the odd price. It needs a shoe she knows nationally—a shoe she has read about and which probably she and her neighbors have worn for years.

The price plainly stamped on such a shoe relieves the retailer of all responsibility, and there is no argument.

That is why the merchants who had the DOROTHY DODD agency last year found a comfortable profit, 30% to 33% on the selling price, shown on their January Inventory.

The DOROTHY DODD shoe carries as near a hundred per cent. of fit, style and wear as is humanly possible to crowd into it.

But, plus that, the DOROTHY DODD agency has four factors working for extra profit.

First, we carry a half a million dollars' worth of stock in season to enable you to keep your own stock to the lowest possible minimum, make the most frequent turn-overs, and yet never be out of a style that is selling.

Second, the DOROTHY DODD agency is confined to one retailer in a town. It is that dealer's exclusive feature around which to build bigger sales.

Third, the DOROTHY DODD shoe is nationally advertised and nationally known. It brings customers to your store with the least advertising effort on your part.

Fourth, we would censure our salesman as strongly for endeavoring to over-sell a man as for under-selling him. That is one reason why the DOROTHY DODD shoe sells out more completely than any other line.

Ask the merchants who handle them, how few DOROTHY DODD shoes go onto the bargain counter.

These facts are subject to demonstration. Make us prove it to you.

A post card will bring catalog, trunk of samples or salesman.

## DOROTHY DODD SHOE COMPANY

101 BICKFORD STREET, BOSTON

NEW YORK CITY  
248 Duane St.

BRANCH "IN STOCK" DEPARTMENTS  
CHICAGO  
308-312 So. Jefferson St.

ST. LOUIS  
1424 Washington Ave.

# ASK YOURSELF A QUESTION WHEN Selling Shoe Polish

WHY  
**NUGGET**

SHOE POLISH

Because  
it is  
waterproof  
and gives a  
rapid  
brilliant and  
lasting shine



Because  
it  
allows a  
good margin  
of profit to  
the  
Retailer

**THE NUGGET POLISH CO., LTD.,**

9-11 and 13 Davenport Road

**TORONTO**



# *The most particular women in your town will wear Perth Shoes*

“What to give the particular woman,” can be made a hard problem, or an extremely easy one.

Every shoe merchant who takes pride in his store and his stock is anxious to be in a position to serve this woman. He knows that she knows what she wants, and what constitutes real quality in shoes. He knows that to have her satisfied at his store is to have one of the best possible advertisements of the quality and style of his shoes.

The easy way to solve the problem of the particular woman is to carry a complete stock of Perth Shoes.

These shoes, the product of brain and brawn of women's Goodyear Welt experts, give the most particular woman everything she expects from a shoe. Specialization has endowed Perth Shoes with added advantages of attractive styles, sales-making fit, and sales-retaining wearability.

With proper handling, every particular woman in your town could be induced to wear Perth Shoes, and to buy them at your store.

Isn't that worth while knowing more about?

*Perth Shoe Company, Limited*  
*Perth, Ontario*

*Women's Goodyear Welts Exclusively*



Women's Patent Button,  
receding toe, mat kid  
top, 12-8 heel.

# FIRE NOTICE

Our recent bad fire will not prevent us serving our customers as heretofore.

We are using the opportunity to make our factory bigger and better than ever.

**WICKETT & CRAIG, LIMITED**  
TORONTO

## 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



It will always look  
as good as this



The McDermott Shoe  
Company, Montreal  
Women's Shoe Specialists

THERE is always a question in your fair customer's mind as to how long the shoes that have attracted her will hold their attractiveness.

Show her a McDermott Shoe, and assure her that it will look good until it wears out. And that's because a "McDermott" is not merely put together, it is built. It holds its shape and its shapeliness because it is perfectly cut and perfectly sewed. The strain is even on every part. There is no pulling here, no gaping there. It fits snugly and comfortably and, consequently, keeps its shape and fine appearance.

# 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.




So-Cosy





**So-Cosy**  
TRADE MARK  
Shoes for Baby




So-Cosy



**WHY** take risks when you can just as well "play safe"? You can pick a 100 per cent. sure success from our range of five hundred styles of So-Cosy shoes. Why not "play safe" with the "Mothers' Trade" by stocking up with

**INFANTS' SOFT SOLES THAT ATTRACT TRADE**

Sustain your reputation and increase the profits of your Findings Department by selling So-Cosy shoes for baby. **YOUR JOBBER HAS THEM.**

THE HURLBUT CO. LIMITED  
PRESTON, CANADA

## Tapsole Prices Reduced

We beg to announce that while maintaining our high standard of quality and selection we have reduced our tapsole prices, and have added to our assortment rights and lefts, which we shall be pleased to supply when ordered, prices for these being the same as for our straights. Our numbers have not been changed but are the same as formerly. We shall be glad to furnish copies of our new price-lists upon application.

**Straights or Rights and Lefts  
at the one price.**

Brackley Shaw  
President

C. T. Shaw  
Vice-President

## Anglo-Canadian Leather Company, Limited

665 KING STREET WEST, TORONTO

The Largest Sole Leather Tanners in the British Empire



TANNERIES AT  
HUNTSVILLE and BRACEBRIDGE

WAREHOUSES AT  
MONTREAL TORONTO  
QUEBEC

C. O. Shaw  
General Manager

T. de G. Stewart  
Sec'y Treas.



# 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

Service is the *big* factor in your success, as it is in ours. We base our claim to your consideration on our ability to serve you with *Men's, Women's, Boys' and Youths' Turns and McKays*, that will give your customers better all-'round satisfaction and service than any other line.      *Aird & Son, Montreal*

**D**EALERS 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.

## PACKARD'S "LATEST"

### SUEDE "O"

*an entirely new dry-cleaning product*  
for SUEDE, NUBUCK and all  
MATT FINISH LEATHERS.

MADE IN BLACK, WHITE, LIGHT  
GREY, DARK GREY AND BROWN.

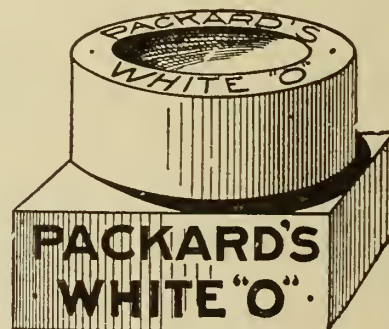
Suede "O" is without an equal for cleaning Suede  
Shoes, Bags, Belts, Gloves, etc.

For a trial we will make up a dozen in assorted  
colors at regular price, \$2.00 per dozen.

For WHITE CANVAS  
SHOES, BELTS,  
HELMETS, Etc.

### Packard's WHITE "O" IS UNSURPASSED.

Put up in 4 styles of packages, viz.:



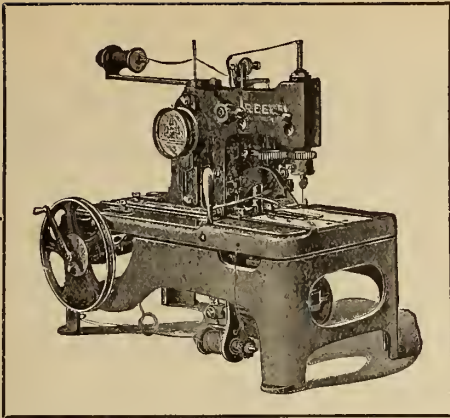
Wrappers  
Cartons  
Wood Boxes  
Zinc Boxes

There will be a  
big demand soon.  
Are you ready?

**L. H. PACKARD & CO., Limited**  
Packard Building, Montreal



Small  
Cost of  
Upkeep ;  
Simple in  
Operation



Little  
Noise ;  
High  
Speed  
In Use

## REECE High Speed Button-Hole Machine

is AUTOMATIC, which insures you against careless operators; no part of the work on the button hole demands the operator's care. Hence the finished button hole is of A1 quality and it stands wear in use.

WE WILL INSTALL IT ON TRIAL.

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL**      **TORONTO**      **QUEBEC**  
 L. D. Phone Up 2415      L. D. Phone Ado. 1033

Representing—  
 INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
 REECE BUTTONHOLE MACHINERY CO.  
 WILCOX & GIBBS SEWING MACHINE CO.



## Don't Worry, Say "Yamaska"

The dealer who says "Yamaska," when ordering his staples, relieves himself of all the worry and anxiety of buying. He places himself in a position unassailable by his competitor. No one can undersell him, or give more quality than he. No one can show a greater variety of styles or a better class of workmanship. He gets the product of a factory that has successfully met all footwear problems for over half a century.

Don't worry or hesitate about the line of staples to buy. Just say, "I will stock Yamaskas," and be happy.

### 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.

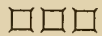
BOSTON, MASS  
128 Summer St.

GLOVERSVILLE, N. Y.  
11 Cayadutta St.

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



ST. HYACINTHE,  
CANADA.



—K. & S.—

## Russet Leather Repairer

For mending damages on any kind of Russet shoes

**K. & S.**

Manufacturers of

Patent Leather Repairer, Russet Repairer, Patent Russet and Canvas Cleaner, Crayons for Repairing all kinds of Leather, Russet Polish made to match all stock. Bottom, Heel, and Edge Ink, Bottom Stains and Edge Filler.

TRY OUR

## Repairing Crayon

for repairing Vici, Box Calf, Velours, etc.

Made in Black, Light and Browns

**KENT & SMITH**

71-75 Blake St., Lynn, Mass., U.S.A.

RIVET SHANK

# BUTTONS

OF

**QUALITY**

AND

**STRENGTH**

Made with shanks that built a world-wide reputation

**PEARL IVORY  
PEARLUSTRE**

The **WRIGHT** Button

The tremendous increase in our business necessitated a larger building

NOTE NEW ADDRESS

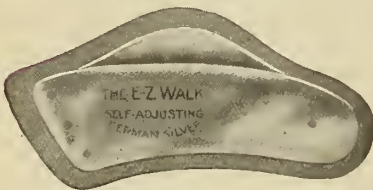
**Appelbee & Neuman**

**23-25 Greene St.**

**New York City**

## ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting



THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

**THE E-Z WALK MFG. CO., 33, 35, 37, 39 Sixth Avenue, New York**

## It's Logan's—The Leather of Quality

(That's all you need to know about the quality or serviceability of a UNION SLAUGHTER or a SWEAT SOLE LEATHER)

MADE BY

**LOGAN TANNERIES, LIMITED**

**PICTOU, N.S.**



# P. J. Harney Shoe Company

LYNN, MASSACHUSETTS

## SEASONABLE SHOES

IN STOCK—READY FOR IMMEDIATE DELIVERY

*All Shoes Illustrated are Women's Goodyear Welts*

HIGH IN QUALITY - - - - - LOW IN PRICE

ORDER BY STYLE NUMBER



Style No. 806	Tan Russia Calf. Button Boot.....	44 last, 15-8 heel, Price, \$2.60
900	Cloth Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price, 2.25
923	Cloth Top, Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
940	Mat. Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price 2.25
941	Mat. Top, Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
954	Gun Metal. 3 Eyelet Sailor Tie.....	33 last, 14-8 heel, Price 2.25
955	Tan Russ. Calf. 3 Eyelet Sailor Tie.....	33 last, 15-8 heel, Price 2.25
960	Patent Colt. 3 Eyelet Sailor Tie.....	99 last, 15-8 heel, Price 2.25
962	White Nubuck Seamless Pump.....	67 last, 14-8 heel, Price 2.25
963	Gun Metal Seamless Pump.....	67 last, 14-8 heel, Price 2.25
964	Gun Metal Seamless Pump.....	84 last, 12-8 heel, Price 2.25
966	Mat. Top Patent Colt Button Oxford.....	44 last, 15-8 heel, Price 2.25
967	Mat. Top Gun Metal Button Oxford.....	44 last, 15-8 heel, Price 2.25

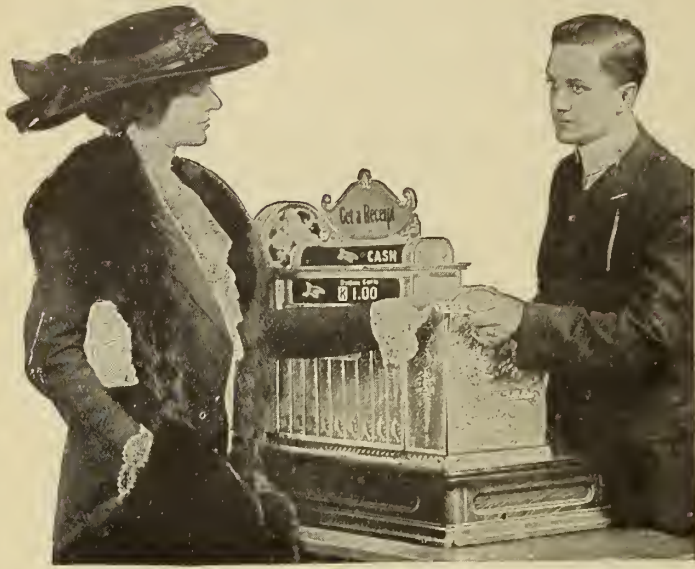
Carried in sizes 2½ to 7—A, B, C and D widths

SEND ALL ORDERS TO LYNN, MASS.

# P. J. HARNEY SHOE COMPANY

*Manufacturers of Women's Fine Shoes*

# The Merchant Gets His Money

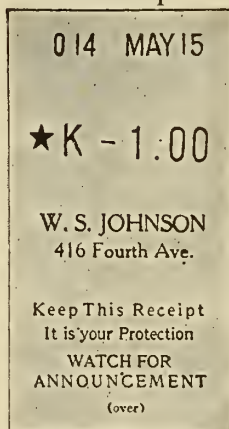


## When the Customer Gets a Receipt

The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the merchant and the clerk.

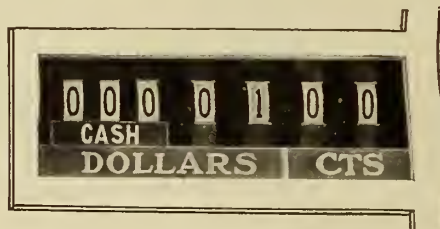
The customer's printed receipt, the clerk's receipt on the sales-strip, and the merchant's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

### The Customer's Receipt



This receipt, which goes to the customer, is printed by the register.

### The Merchant's Receipt

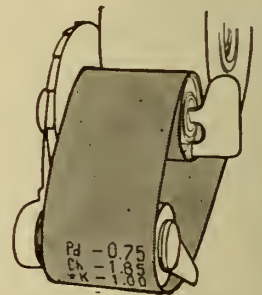


These are the adding wheels which must show the same record as the receipt. They are the merchant's receipt for a correct unchangeable record.

National Cash Registers range in price from \$30 to \$900.

Write for complete information about the "Get a Receipt" plan.

### The Clerk's Receipt



The sales-strip, which must show the same record as the customer's receipt and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

## The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory, Toronto



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 13

TORONTO, JULY 1st, 1913

\$1.00 per Year <sup>In</sup> Advance

## Who Is Responsible for So Many Style Changes?

Every Man Has His Theory, but the Onus for Rapid Alterations Certainly Should Be Placed Where It Belongs—Are Exclusive Metropolitan Dealers Secretly in League With Favored Manufacturers?  
—What Retailer Has to Endure in the Chase After Fashion's Fickle Foibles

By "ONE WHO KNOWS"

*I consider one of the greatest drawbacks in the retail shoe trade at the present day is the constantly recurring change of styles. The multiplicity of fashions is demonstrated everywhere, but in no sphere to any greater variety and extent than in the footwear arena. Retailers are called upon to invest about from two to four times as much capital in shoe stocks as they would be if styles were more conservative and staple in character. Because of the rapid changes I consider that manufacturers have some justifiable reason for not installing an "in-stock" department.*

The question is frequently asked, "Who originates the styles?" Put this query to half a dozen shoemen in the manufacturing, jobbing and retailing branches and you will possibly get as many different answers. One man will tell you that it is the last manufacturer, who has to produce something new in order to keep his industry going; that if lasts were not changed manufacturers would not have to buy new ones and, therefore, the calling of the last manufacturer would largely disappear.

Another man will inform you that it is the manufacturers who originate all styles and create novelties in order that they may have something different from the other fellow, and in this way steal a march on their rivals.

Then again, a retailer will exclaim that the changes of style are brought about through a combination worked by the last manufacturer and the larger manufacturers of shoes. Perhaps another person will observe that the tanners have a good deal to do with the radical departures made in shoedom from season to season. Not that the tanner is exactly responsible, but he is bringing out new shades of leather or giving a new name to his output and striving thereby to create a market for something exclusive.

Still another party will declare that it is the public

itself who is responsible for the millinery creations and the rapid revolutions of fickle fancy.

### Always Want Something Modish

The feminine world is constantly demanding something new. Shoes to match gowns, shoes to match stockings, and then they must have grey at one period, blue at another, red at another, tan at another, etc. It is catering to the foibles of the elite that brings about the changes. Chasing the airy butterfly of style and pandering to extravagant ideas causes all the perplexity, says another authority.

Still another party will sapiently opine that it is the retailers themselves upon whom the onus for style changes can be cast. "It is this way" said a shoe manufacturer, "I go out and show my samples and the first question I am asked by a customer is, 'What have you got new this season? Show me your latest in the way of toes, heels, perforations and other combinations.'"

I say to this retailer that I have nothing new in the way of lasts or patterns, and that I am merely showing last year's samples with a few slight alterations. He will turn up his nose and say he guesses he does not want anything, or that he is filled to the brim with goods just now, which means that he is reserving his order for some other man."

Another dealer will say that clerks are hugely responsible for the alterations of style. They want to sell new goods, something that is natty or chic, and they will not put their heart and soul into the matter of disposing of staple styles.

### Where the Styles Start

Now, who starts the styles, and who is responsible? On the American continent, says a leading authority, the styles are really inaugurated in New York City. What New York is selling all Canada and the rest of the United States in time follow to a greater or lesser degree. The West may not use the same lasts, but they follow pretty closely. In the matter of leathers there is a similarity from one end of the country to the other. Of course, the West may not be simultaneously wearing the same creations in boots as the

Easterners, because it takes a little while for the wheel of fashion to roll across the continent. Admitting that all shoe vogues practically emanate from New York, who starts the styles there? It is practically done, says the same authority, by three or four of the exclusive and highest priced retailers who put their heads together and, after agreeing on certain things, take into their confidence two or three very high class manufacturers. The plans of this body are guarded with Masonic secrecy and it is not until these bon-ton shoe palaces display the goods in their windows at the very commencement of each season that the other people know what is really in the air, and then they start to follow in the wake, as though that which they had decreed must prevail.

### They Must Follow Lead

Perhaps you ask, because half a dozen of the top notch price metropolitan retailers show a certain line of shoes, why should others follow? It simply means that the public makes them follow. They will see a thing in such and such a window on fashionable Fifth avenue and then go to their own retailer and ask, "Have you so and so"? If he answers "No," they will say that Mr. A. or Mr. C. or Mr. S. has it and we thought you would have it too.

This makes the retailer decidedly uneasy and then he begins to scurry around until he finds a manufacturer who will "come across" with something of a similar character. Now, while all this may sound very plausible or speculative, it is nevertheless true that there a few shops in New York, retailing footwear from \$7 to \$20 a pair, who are really responsible for the changes and keep other people on tenterhooks until "the cat is out of the bag."

Who started the tan season seven years ago when tans were dead? New York's exclusive shops. Who started the white season? Who inaugurated rubber soled summer footwear? Who launched champagne buck-pumps? Who ushered in Colonials with steel buckles and then pushed them out again in favor of pumps with flat bows of leather or corded silk? Then again this season it has been decreed that Colonials are once more the rage and that no buckles are quite the thing, unless they are of cut steel; and so the changes from ox blood to battleship grey go on.

First a rose red is demanded, then an Alice blue; then comes a pink shade and then a lavender or tan ooze; then a chocolate and then some other hue or shade, until the whole gamut is run. Back over the course the leaders of modes start again with a few alterations.

### Have to Put Up With It

You ask how this can be prevented. "I cannot tell you," stated a leading retailer the other day. "It is something that we have to endure. The manufacturers do not seem willing to get together and resist these encroachments. They will all follow the lead that is set by some exclusive producer, whereas if they decided to have nothing to do with certain lines they might in time starve the craze or fad for new things in shoes so that it would die a natural death. This all means a great loss to the retailer. It is the shoes which he has to carry and does not sell rather than the shoes that he carries and does sell which perceptibly cut down his profit.

Now, he cannot order a sample pair of this and a sample pair of that when such and such a shade is just the thing. If he does not want to be looked upon as more or less of a fakir or a fourflusher he has to place an order for at least a dozen pair of each kind. He puts a pair in the window. A woman will come in and ask for her size. He sells out three or four or maybe six of these dozen pairs in an ultra-

fashionable shape or fetching last and the remaining six pairs are left on his hands.

"Perhaps he cannot get cost, or even anything approaching cost out of them, but he has had to carry these shoes for the sake of being up-to-date. You know it is a funny thing in human nature that while numerous people demand such and such a thing and look it over and admire it, comparatively few buy anything that is strikingly novel or outlandish, but the shoe retailer must carry these lines just the same. It is here where he loses money; in fact, it makes his buying at all times a precarious undertaking. He doesn't like to be thought slow or unenterprising. It is decidedly unpleasant for him to have Mrs. Geoffrey Smithson walk into his store and ask him for an Imperial Nubuck Button with Cuban-Spanish heel, or a patent leather with a gold cloth or pearl moire top, and have to admit that he has not anything like either of these lines on hand. Then she turns around and says Mr. X or Mr. W. down street has them, but "I do not buy my shoes there, and I thought surely I could obtain them from you."

This is humiliating to the retailer, and while it is doubtful if the elegant Mrs. Smithson would buy in case he had these special lines, still, the exigencies of catering to various classes demand that a shoe merchant shall carry lines which he can never hope to dispose of, except at an ultimate loss, no matter how big a profit he can get on the first few pairs. Very frequently it is the goods that a man has not that a woman thinks she wants and then when he has them she does not care for them except to merely look at and admire in many instances."

### Sacrifice on Fashion's Altar

Summing the whole thing up it means that a retailer has to lose considerable money every year in carrying and displaying many things that the public do not want, for the sake of selling shoes which the public do want and will buy. This is why there is not more money made in the shoe trade, particularly in certain sections of the country where there is a fashionable set who think they must have everything that is going in New York or Boston. What is the remedy, some one asks? Well, it is not the province of this article to suggest one. I have simply pointed out a few thoughts and would like to hear from others. Do you agree with my deductions?

## Fashions from Top to Toe

Moire ribbon velvet now vies with brocaded velvet ribbon for popularity and beauty, too. The moire velvet is edged with a plain stripe of contrasting color. Bright blue has an edging of grey, and golden moire velvet is banded on each side with black. Velvet about four inches wide is 75 cents a yard.

Four-in-hand scarfs of heavy silk, in cerise, leaf green or other bright hues, for use with the white tailored shirt-waist, end in white knotted silk fringe.

Metal and rhinestone slipper buckles are mounted on strips of velvet the color of the gown with which they are to be worn. Some of them are arranged on tongues of plaited velvet.

Slipper buckles made of pale blue, pink and yellow satin and chiffon roses are worn on light colored satin evening slippers.

Shoe trees for brides are wound with white satin ribbon and decorated with bunches of small scented orange flowers. They are dainty and easily made.

Belts and sashes of Roman striped corded ribbon are more and more used. The belts close with buckles covered with ribbon. The sashes end generally in a fringed tassel of black.



# How Do You Handle Phone Orders from Customers

**Do Not Be Impatient, Impolite or Inaccurate in Your Statements—Be Sure That You Know the Sizes and Widths of Shoes About Which Inquiries are Made—Telephone Salesmanship is Often as Real and Valuable as Personal Service—Concentrate Your Attention on the Conversation**

Nearly every shoe dealer has a telephone. He would not have such an instrument installed in his store unless he felt assured that it would bring him in some business, or, in other words, yield a return for the annual rental that he pays for it.

As a means of shopping the use of the telephone is steadily growing. This is particularly the case in the larger centres of population. In wet, cold, or disagreeable weather the phone is often employed by busy women customers, especially to order walking shoes, rubber footwear, school shoes for the children, etc. Or a woman sees some bargain in footwear advertised. She cannot leave the house on a busy morning and go down town. She, therefore, flies to the jingling wall instrument to give her order for a pair. How do you or your sales force answer her inquiries? This is an important matter in your store policy and discipline.

While the need of courtesy and intelligence, when dealing with customers over the telephone, may not be so obvious as when meeting them directly and personally, the very fact of their entire dependence on you to meet their wishes and endeavor to satisfy their needs, should impel you to exert every effort to give satisfaction.

Your responsibility is the greater because of the fact that your identity is not so easily detected, as when dealing personally with customers. To them you are the representative of the store and you should be fair, courteous and accurate.

While you cannot see the customer, and cannot yourself be seen, the telephone reflects your attitude through the voice quite as accurately and as quickly as a personal interview would do. The voice is a more sensitive index to the manner with which you approach a customer than is the personal appearance when face to face.

## Don't Be Abrupt in Replies

Concentrate all your attention on the conversation engaged in. Failure to do this will inevitably result in loss of respect on the part of the customer. Do not be abrupt in your replies, but try to speak pleasantly and endeavor to ascertain exactly what is required.

Answer the telephone call with promptitude. Do not forget that courtesy is due as soon as the bell begins to ring.

Do not say "Hello," but identify yourself with the men's women's or childrens' department at once. In this way time is saved by not waiting to be asked or having to reply to a question as to who you are.

If you are not the person required, take trouble to explain how the person required may be reached.

Speak clearly and distinctly with a rising inflection of the voice and listen carefully for the reply. Have your order book or writing pad always at hand so that instructions may be received and noted accurately. Acquire all the knowledge possible of the footwear about which you will have to talk. The customers who telephone expect that the person replying to inquiry will be one competent to talk to them of the style, price and make of shoes that they may wish to purchase. Information given promptly and with confidence will produce business far in excess of a hesitating, halting reply. Before the day's business commences, familiarize yourself

with the lines specially advertised for that day, and be prepared to give intelligent information with regard to them.

## Know What You Have on Hand

Special attention should be given to the correct spelling of name and address. Repeat name and address, and if necessary, spell them to customer. Only thus can orders be filled and delivered promptly and correctly. Ascertain posi-

## He Does Not Favor Special Sales

"Advertising special sales every now and then demoralizes trade. The best method to get rid of odds and ends is by means of the bargain table. The most effective way to get over the dull season is to keep quiet unless you get the sale mania which I do not think is good for any one-pried shoe house," declared W. J. Honeyford, of Collingwood, who had been in the footwear business in that town for eight years. He is a native of Stayner, being born in the year of Confederation, 1867. His first position was with Laidlaw & Nicol, in his home town, and he afterwards gained extended experience in the shoe line in North Dakota. Mr. Honeyford does a strictly cash trade and says that the credit busi-



ness is a failure and not much good to any man at the present time. He thinks it is necessary to grant a certain amount of approbation in a town and does not see how it can readily be avoided. Mr. Honeyford does not conduct a repair shop but he handles traveling goods and believes that they work in very well with the shoe business. He says that he has not found hosiery a remunerative branch, as it often takes as long to sell a pair of hose as it does a pair of shoes. This is the reason he went out of the line. Mr. Honeyford does considerable newspaper advertising and uses large posters on bill boards with cuts. His store is an attractive one, being located in the centre of the town with an inviting show window. The entrance is at the side and the premises are eighty-five feet deep by nineteen wide. Speaking of the style problem, Mr. Honeyford said the present styles change too frequently and are too extreme for the average retail merchant. He experiences no trouble in getting a reasonable price for good shoes as the people in the busy shipyard town of Collingwood, like those of other progressive centres, are buying better footwear today than they ever did.

tively the price of the shoes for which the customer is enquiring and if the desired size and width are actually in stock. Do not promise delivery other than the time you know it can be made. Failure to observe these instructions may result in actual loss of business to the store, and what is still more important, loss of prestige and confidence.

Remember the imperative necessity and importance of courtesy and patience in telephone transactions. Just as politeness in dealing with customers in the store is one of the most important factors in its progress and prosperity, so is the same qualification still more urgently required over the telephone, to supplement and strengthen the reputation of the business in the minds of its customers.

Your responsibility in this is not lessened but rather increased by reason of your distance from the customer, whose business you are transacting as the representative of the firm.

Your personality cannot be other than influenced by your manner in dealing with telephone business. Inevitably, the result will be that, if lacking in courtesy, truthfulness, promptitude, intelligence, and the capacity for taking pains when talking through the telephone, so will you show that lack of attractive personality in all other relations, whether business or social.

Adherence to the instructions and advice given here will assist in making your work more pleasant and satisfying to yourself and productive of satisfaction and profitable business to your employers.

## You Could Not Fool Him, No Sir

There is nothing like persistency and knowledge. A certain Toronto customer entered a shoe store on Queen Street last week and asked for a pair of tan button boots on a certain last. The dealer did not have his size and width in stock, but told the caller that he could get them for him from the wholesaler in a few hours. This would not answer, and so the dealer and his man went down to the jobber to secure the right fit.

The customer was waited upon by a warehouse man, and said that he would take the pair. The buttons were not moved to fit the instep as the fellow was in a hurry and refused to try on the footwear. Two days later he came back to the Queen St. merchant and showed where three button holes on one boot had pulled out through the fly. He demanded satisfaction. The dealer told him to go to the wholesaler. Down came the customer and requested a new pair. The jobber told him that the retailer would have to stand the loss.

"Now, see here," remarked the customer, "I am not a man to be trifled with. When I got this pair of shoes here, your warehouseman told me that they were all O.K. These shoes are rotten. That fellow out there said they were Goodyear welted and if they were they would have not given out at the button fly in this way."

The jobber gaped with astonishment.

"Oh, I know what I am talking about," added the irate caller. "Yes sir, the fellow told me they were genuine, simon pure Goodyear welts, and here they have pulled right out. No true Goodyear welts would pull through like that at the button holes."

The jobber tried in vain to explain that the welt process had nothing whatever to do with the uppers, that such an operation referred to the fastening of the soles, but the fellow would not listen.

"Then your man," he continued, "said that those tops were pure alligator and alligator leather never jerks out like that."

As a matter of fact the topping was what is known in the

trade as seal brown, but the now thoroughly enraged individual was not prepared to listen to reason or instruction. He flew out of the door in a fine frenzy threatening to consult his lawyer and have the retailer and the jobber both before the police magistrate for misrepresentation.

"I am going right off now to see my lawyer," he ejaculated. "No one can sell me a shoe under false pretences, I guess I know what a Goodyear welt shoe and alligator leather are. You cannot lie to me."

The irate citizen has yet to be heard from further, but meanwhile the shoe house staff have not finished laughing over the incident.

## Watford's Exclusive Shoe Store

The only exclusive shoe store in Watford, Ontario, is conducted by John White, who has been in business in that progressive town for some fifteen years. During the past eight years he has specialized in boots and shoes and travel-



ing goods. Mr. White carries a stock of about \$8,000, and his business is largely cash. He handles only the best makes of footwear, and keeps his stock in up-to-date style. Mr. White takes a great interest in the welfare of his town and for a number of years has been an influential member of the Board of Education.

## Barbaric Treatment of Footwear

A correspondent from Paris says: "I cannot refrain from speaking of the great variety of hosiery and shoes that the fashionable woman has been at pains to collect, so that whatever costume she dons, whether for morning, afternoon or evening wear, the pedal coverings will be in absolute accord with it.

"The Parisienne matches her footwear with the color of her gown or suit, and in the vast majority of cases the slippers must match the hosiery. This undoubtedly accounts for the somewhat barbaric evening slippers made of Oriental stuffs and embroidered with gold threads interspersed with mock jewels. At a recent evening affair one of the guests wore a beautiful frock of Oriental design. The materials were chiffon, stamped with Eastern colors and trimmed with a touch of dark fur. The lady wore a few gleaming Oriental stones, a turban of wonderful embroidery and footwear that seemed to have a bit of everything about it. The heels of the shoes were jeweled, the toes were embroidered to match the turban and a narrow edging of fur ran around the foot where the shoe ended. The stockings were the color of the groundwork of the dress, with fine embroideries to recall the printed design. Of course this unusual and semi-barbaric treatment of footwear has been brought about by the vogue of the slashed petticoat and slashed dress, which brings into particular view the ankle and foot."



# Look Well Into Location When Opening a Store

You Must Be Where Business Is to Secure Business—The Importance of Frugality, Prudence and an Open Mind  
—Capital Should Be Sufficient to Fit Out the Store Properly and Pay for Half the Stock Required to Start

*When a man is ready to go into business he must put all prejudice and partiality out of his mind and look at the proposition with a clear brain. He must be able to judge the whole undertaking with an unbiased mind. He must be free from preferences that will lead him astray. He must consider the whole proposition from every angle and be able to see its disadvantages as well as its advantages, be able to weigh the one against the other, and produce an absolutely impartial finding. Having done this and finding it to his advantage to go into business at that time, the next thing will be to find a suitable location. A poor location can bring disaster quicker than any other circumstance to the beginner. He should, therefore, be most careful in its selection.*

If the young man who desires to become a merchant will form the habits of business when preparing himself for the chosen work, he will meet with a greater measure of success and have fewer heartaches and less difficulties to overcome during the first few years of his mercantile life. These habits may be summed up in the following: punctuality, perseverance, prudence, industry, system, study, frugality and temperance.

The young man who has cultivated these habits will find them of far greater value than mere dollars as assets of his business. But it is not the possession of any one of these more than another, nor the occasional exercise of them, that will lead a man to success. The difference in men and their success may be attributed in a measure, to a difference in their business habits. The practice of these habits at all times will give a man a reputation for that business ability which he must attain through the application of these habits to his thoughts and actions throughout his whole business career.

## Much Also Depends on Capital

Capital is a necessary possession these days if a man would enter the mercantile field with any hope of success. It need not be great, but the measure of success at the start depends largely upon its amount. Many men succeed in business who start with but small capital, but it will be found that those who do are able, through a good business training obtained early in life, to make the most of it. These men will not try to do a million dollar business on a thousand dollar capital. Nor will they expect a great success in a short period of time, but rather with care and forethought build up on a solid foundation for the future success that is sure to follow such a plan.

One of the first things a young man should do is to open a bank account and begin saving his money in a systematic manner. There is nothing that helps to form character in a young man so much as frugality. If he sets out to save so as to provide that capital he will require when he is ready to go into business, he will find it a hard thing at all times to exercise that attribute of temperance which will aid him to set aside the temptations to be a good fellow with the boys, to stand in well with the girls, and to indulge his own whims and fancies, and his desire for popularity with all.

It takes some men a number of years to acquire a saving

habit, to train themselves to have money, and keep it, without wanting to spend it. The embryo merchant must acquire this habit and, while doing so, he secures a training of character as he accumulates a capital for use in his future business. The first \$100 and the first \$1,000 are the hardest to accumulate. After the young man has saved his first hundred dollars he will have little difficulty in saving the second, finding that each additional hundred is easier to save than the previous hundred.

A bank account, no matter how small it is, is of greater value than the mere dollars represented to the man of business. It not only helps him to form habits of frugality, but promotes habits of regular and systematic savings. This the banker considers when the time comes for him to assist the young man in getting into business. If he has kept an "active" account at the bank the banker knows him to be a man of regularity, perseverance and determination. These qualifications recommend a man as being fit for a mercantile life and it is not hard to secure the necessary aid from the banker to get into business for himself.

Some of the greatest merchants have started with less capital than most men will deem necessary to-day. It is

## Getting Into the Shoe Game

Why does a young man start to learn the shoe business? What influences him to seek a position in a footwear establishment? These questions are answered by Frank Halbert, of Shelburne, Ont., who has been in the business just one year, and so far, likes it very well. He was for a couple of years in the general store of J. A. McFadden, at Mono Centre, Ont. While there, he got an idea that he would like to devote his attention to the shoe end alone. Coming out



of the general store, this department seemed rather slow at first, but interest in it was soon awakened. Mr. Halbert says that you do not have to be selling as steadily at shoes to be making a good profit, as you do in groceries, etc. He is well satisfied with his first year in the shoe game and feels assured that he knows a little more about the art of fitting, styles, the needs of customers, etc., than he did a few months ago, although he admits there is much to learn yet. Mr. Halbert is engaged with Geo. F. Halbert, shoe dealer, Shelburne.

safe to say that few men are equipped for business unless they can show a sufficient capital to fit out the store to be occupied in a proper manner and have enough money to pay for half of the stock required to start with. In exceptional cases it may be safe to make the venture with less; in all cases it will be better to wait a short time longer and save more capital, or to start on a much more modest scale.

### Committing Business Suicide

A man must be where business is to secure trade. If he is away from the business district and from other stores he will find it impossible to secure enough business to pay his rent. He must, therefore, secure a location in a business district. His capital and his particular line of business will dictate the best locations in this district. It may be in the midst of the largest stores, and should be if capital will warrant for that is where the most of the trade is to be found, or it may be on the outskirts of the district. In either case the best location it is possible to secure will be the cheapest in the end. The man who, to save a small amount on rent, selects a poor location, commits business suicide.

Some merchants have tried to overcome a poor location by spending a large amount in advertising, and while some have secured satisfactory results, it has been found that the extra cost of advertising has equalled the amount that has been saved in rent.

In the moderate sized city there are many localities that are waiting to be developed by some enterprising merchant. There are many corners where there is a large amount of traffic, where an unusual number of people pass and repass every day. Such localities are good for the young merchant who has only moderate capital. Often a few merchants with limited capital open these cross street localities and form a new trading centre of it.

### Consider the Class of Trade

A small store is suitable for some business ventures, but it is a foolish thing for a merchant to open a business requiring a large space to make it profitable, in a small store. He had better go elsewhere or bide his time for a better opening.

The class of people who trade in any locality should be considered by the merchant before he opens his business there. If it is a high class district and he opens a popular price store he will not secure the trade necessary to make the venture a success. On the other hand, if it is a popular price district he will find it hard to get the high class trade to come to the district, no matter how fine his wares are.

## Parcels Post on the Way

It is expected that the parcel post system will be in operation on the first of January next. This announcement was made by the Postmaster-General in the House of Commons recently. The main features of the system, as announced, are:

The addition of the zone system.

The first zone will extend for twenty miles around the office where the parcel is posted.

The second zone is the Province.

The third zone is outside the provincial boundary.

The 20-mile zone is not affected by provincial boundaries. The three Maritime Provinces are to be regarded as one zone.

Each of the other provinces will be a zone by itself.

Hon. Mr. Pelletier stated that the rates had not been definitely decided, but they would be framed in the simplest and most intelligible manner. The bill provided that parcels must not weigh more than eleven pounds or have a combined length and girth of more than 72 inches. These are the size

and weight provided for within the Postal Union. The Bill empowers the Postmaster-General to fix the rates. Two inspectors are to be appointed to supervise the system. The new rates would come into force by acclamation.

The department, said Mr. Pelletier, had tried to adopt the best features of the American system. The entire system could not be adopted for local reasons, such as distance and population.

The zone system had been adopted, but not on the same lines as the United States. There were nine zones in the United States, one on rural mail routes, and eight others, based on distance. This system was admirable, but complicated.

The Canadian zone system was based on the province as a zone. Each province was to be a separate zone, except that the three Maritime provinces were to be included as one zone. There was also to be a local zone of twenty miles about each post office.

Mr. Pelletier said that he had been waited upon by a deputation of retail merchants. When they understood the provision in regard to the local zone, however, they had withdrawn their objections and were satisfied.

The department, said the Postmaster-General, did not intend to run the system at a loss. The parcel post must be self-sustaining. He believed, however, that the service could be made self-sustaining at low rates.

Mr. Pelletier said he was opposed to a flat rate. In the first place, the zone system was necessary for the protection of the small merchant. The flat rate, too, was unsuitable for a country with such great distances and such sparse population.

A recent despatch from Cookshire, Que., explains itself. Application of parcel post rates in the United States is serving to cut off the influx of goods into Canada from mail-order houses, according to information received by persons here. One of the largest concerns in the States—one whose business each year runs into the millions, is refusing even to send its catalogues into Canada, and frankly announces that its increase in business in the United States is such that it cannot now accept orders from outside. A card, written from the company's head office in Chicago, to A. L. Woolridge the American Consular Agent here, says:

On account of the increase in our business within the United States, we cannot accept orders for shipment to foreign countries, or to the detached possessions of the United States, such as Alaska, the Philippines, Hawaii, and Porto Rico. We do not, therefore, believe our catalogue or any special information could be of any service to you.

We thank you for your inquiry, and regret that we cannot serve you.

Yours very truly,  
SEARS, ROEBUCK & CO.

Passage of the parcels post bill in the Congress of the United States was bitterly opposed by smaller merchants, on the ground that it would serve to develop the mail order houses into gigantic corporations, and would hurt the business of small merchants in interior towns. The mail-order houses, by buying in huge quantities, and through the peculiar system of acting only as intermediaries for manufacturers, would, they urged, permit them to far undersell the little men who were able to carry only limited stocks, and who had to sell on wider margins in order to live. Apparently, their protest was founded on a good basis.

Not only has the parcels post had the effect mentioned, at home, but its application is now being felt in Canada. The rates of transportation under the parcels post law do not exceed 12 cents per pound, arranged according to what is known as the "zone system," the rates outside of certain zones increasing with the distance.



# Who Was to Blame, the Dealer or Manufacturer?

Order Given Was Followed Two Months Later by Inquiry Regarding Financial Status—Retailer Declined to Give Firm the Information and Sent Warm Reply—Order was Cancelled and Now Each Party is Censuring the Other

A young man, representing an Eastern firm that was desirous of opening up accounts in the West, walked into a Winnipeg shoe store in March last and took an order from a retailer amounting to about \$180 worth of shoes.

It was stipulated that the goods were to be shipped on July 1st and were to be paid for in 60 days. Now, remember the dates, March 18th was when the order was taken and delivery was to be made on July 1st.

On May 15th, nearly two months after the day of the order, the manufacturers sent a letter to the retailer stating that they had been inquiring into his financial condition quite carefully; that these inquiries had led them to learn a great deal about the good character and social standing of the retailer, but they did not get the information regarding his financial status that they required before opening an account with a new customer.

## Got His Dander Up

The letter concluded, "we are therefore enclosing you a statement that we ordinarily send to a new customer, and would kindly ask you to fill out the same just as thoroughly as you know how. This statement, you understand, will be held strictly confidential and will in no way prejudice your credit with any other person in case we do not care about granting you credit ourselves."

Now, this aroused the ire of the retailer. He said that he was expecting the goods about that time, which was two months after the order was given, and instead of that he was required to fill out a form. This, of course, he did not do. He got a little irritated under the collar and sent a sizzling rejoinder to the Eastern firm. He called attention to the fact that the order was taken on March 18th and it had taken the firm two months to send the letter. He went on to state that he had had a lot of travelers in the meantime trying to sell him sample orders and that he had waited two months for the goods.

"I notice your man put 60 days on the order. I did not

ask him for 60 days. He made his own terms. I also notice on your stationery that no countermand will be accepted after 10 days, and yet after two months you do not seem to know where you are at and I consequently do not know either," he replied. "I do not think it was necessary for you to go nosing around the country about me when I gave you a little sample order of about \$180. You had the chance to set the terms two months ago. Why did you not say cash with opening order? You would have given me no offence, and it would have been quite satisfactory to me, but no, instead you make it sixty days. I have looked up Dunn's and I see they have me booked as being worth between \$10,000 and \$20,000. This should be doubled. I am nearer the \$40,000 mark than \$20,000.

"I have lived here for 40 years and no man can say I owe him a dollar. I have never missed taking a discount since I have been in the boot business. I might refer you to a bunch of houses that I have dealt with for 15 years, but I feel too ugly, after two months, to do so; but I will say this for myself—you cannot show me any man that was ever sorry he met me or that I ever cheated out of a dollar, although I came to this country without one.

"In regard to the form that you sent, I do not feel disposed to fill it out for \$180 at this late date. I do not feel like dancing every time someone wants me to. I want the inspiration first, and as for your granting me credit, I want no favors extended to me at all."

## No Need for a Nasty Reply

To this the manufacturer replied: "Now, Mr. Man, as stated, we have gone over your letter very carefully, and certainly the contents do not, to our way of looking at it, declare the writer to be a very good business man. Certainly the letter that we wrote you should not have called forth any such response as you make. We asked you as one business man asks another for a statement of your affairs. You answer in a way that indicates that you are

## A TRIO OF REPRESENTATIVE SHOEMEN



E. G. McCOLOUGH

Maritime representative of the Thompson Shoe Co.



HARRY RICH

A popular Merchant of Chatham, N.B.



C. A. DUNKLEY

A progressive retailer of Ridgetown, Ont.

not in the habit of making statements to the trade. That is all right, but there are different ways of answering a letter of that description. We asked you in a gentlemanly, straightforward manner and in a business way a business question. You have not seen fit to answer us in what we consider a civil manner. We are, therefore, cancelling your order and would kindly ask you to place your order for shoes elsewhere."

#### Appoints Journal as the Referee

Thus the deal was off and the retailer sat down and enclosed his order and the correspondence to the SHOE AND LEATHER JOURNAL, in which he makes some interesting observations. He adds: "The question to decide is which one of us used poor business ability? It must have been one of us because one party had the goods to sell and the other party had the money to pay, waiting for the goods and yet we could not do business together. Where was the lack of business ability? Is it just, fair or reasonable that one party cannot cancel after 10 days and yet the other party did not come to a decision until after 60 days as to whether they would accept or reject an order placed two months ahead?" The writer adds that had the inquiry come within a reasonable time he would have given the manufacturers all the information they could wish and would have had them draw on him on demand, just as soon as they had the goods ready or sooner than they had wished to.

"Now, what do you think of the situation?" asks the retailer. He says that the order was to be made up and delivered as soon as possible. "As my order was about the first taken my goods should consequently be made and shipped about the middle of May with July 1st dating."

Accompanying the letter was a carbon copy of the original order. This order shows clearly that the goods were to be *shipped on July 1st* and the terms were 1 per cent. 10 days, net 60. The order, as already stated, was taken on March 18th, or about three months and a half before delivery was promised.

The foregoing instance is one of many similar cases that crop up from time to time in selling goods.

#### Should Have Filled Out Form

With respect to the misunderstanding between the manufacturer and the retailer, and the former not asking the latter to fill out a financial form until May 15th, it may be pointed out that the firm were possibly busy in the meantime making financial inquiries. These evidently not being to their satisfaction, they wrote to the retailer direct, who was apparently expecting the goods, although his order did not call for delivery until July 1st.

Now, in this particular instance, the SHOE AND LEATHER JOURNAL thinks the retailer is clearly at fault. In the first place he was a stranger to the manufacturer and it is usual for the latter to require some assurance of financial strength or satisfactory evidences of credit rating before filling such an order. They possibly tried to get special reports in the meantime and these not covering the ground they required, they made application direct to the retailer. He sat down and wrote a hot letter which he should not have done under the circumstances.

It would have been better to have thought the matter over and cooled off a bit before he rushed off to the post-office. Most retailers, who are not known to a manufacturer and are located several thousand miles away are naturally asked to fill in certain statements and practically all of them are ready to do so. There is no indication that the dealer in the present instance was not able to pay for the goods, or that he intended in any way to get ahead of the manufacturers, but they could not know this and in ask-

ing as they did for a certain statement they were only taking the usual business course.

#### Recapitulation of the Details

The outstanding facts are these:

Order given March 18th.

Delivery promised July 1st.

Terms, 1 per cent. 10 days, net 60.

May 15th.—Inquiry regarding retailer's financial standing and asking him to fill out statement.

May 28th.—Letter from manufacturer cancelling retailer's order in response to rejoinder sent by the latter on May 21st, declining to give the information.

It would seem that the retailer was to blame. In the first place he might better have given the information cheerfully, and in the second place it does no good to sit down when one is "worked up" and rip off a scorching letter. There is much reason in the statement of "Write your letter to-day but wait until to-morrow before posting it." In any event, if the order was not to be delivered until July 1st, when inquiries were made a month and a half ahead of the time, it would appear that the retailer should cheerfully comply with any reasonable request. The SHOE AND LEATHER JOURNAL does not agree with the manufacturers that this retailer was "not a very good business man." He is well rated and is thoroughly honest so far as this paper have been able to learn. He merely showed lack of judgment in not filling out the financial statement desired, especially as he was a complete stranger to the firm and was separated from them by a distance of many thousands of miles.

### Patience is the Best Asset

Anxiety to make a sale is a good asset, but patience is unquestionably a characteristic to be cultivated. Two competing salesmen were traveling together and they reached a certain town just before noon. "Let's have lunch first," said one of them. "No, sir," replied the other, "I'm busy." And thereupon, while the other smiled after him, he rushed off to see a customer with whom he had had frequent dealings in the past.

His customer was about to start for lunch, and was wearied and bored by the salesman's talk. At that moment he wanted food rather than stock. He gave no order for the latter.

The second salesman enjoyed a good lunch, a good cigar and then strolled to see the same customer, who by that time had digested an excellent meal. He found him in good humor and sold him a large order.



INTERIOR OF SHOE STORE OF C. SOFIO, 1053 ST. JAMES STREET, MONTREAL



# More About Jimmy Biggs and His \$3.50 Boots

## QUALITY COUNTS EVERY TIME

After a discussion I have come to the conclusion that the son is right. I will therefore show in what ways I favor the son.

In the first place, take the name of the shoe, Goodyear Welt. To every mind it ought to suggest that the shoe is wholesome and durable. As the Goodyear Welt shoe is known so extensively and worn by so many, why shouldn't this boy be given a chance to wear it also?

On the other hand, the one is a dollar cheaper, but the dearer shoe is the better in the end.

Put yourself in the position of this boy, wearing an old fashioned shoe, coarse and perhaps not pure leather, and then mingle with other people. They, of course, will notice your shoes. You have to stand in the background and feel ashamed.

If a shoe is in style, neat in appearance, you can go with people and be proud of your gunmetal button. Naturally you will talk of this Goodyear Welt shoe and so the shoe dealers and manufacturers will gain by it.

The boy, if he would have to wear the cheaper shoe, will likely not take care of his shoes, and they will soon be scuffed. Whereas, he will be careful of the dearer ones.

As the better boot adds to the appearance of the people, so we should all try and do justice to ourselves by wearing, if possible, a Goodyear Welt shoe.

I hope that cases like these will be settled in favor of the boy, as I have tried to show—Ruth Bornhold, 80 Cedar St., Berlin, Ont.

## LOOK TO HIS FUTURE PURCHASES

In answer to the question, "Would you decide with Mother or Jimmy, and Why," I would decide with Jimmy.

He is a young man who will soon be earning his own money or given an allowance to buy his own shoes and clothing, and if you were to displease him he is not very likely to come back to the store where he had to take a shoe he didn't like.

Talk to the mother explaining the superior quality in the \$3.50 shoe beginning at the outersole, the innersole, the upper stock, the care taken in making the better shoe, and finally tell her it is only \$1.00 difference.

More than likely if you use these arguments she will buy the better shoe, then when the shoe has been worn a while and she notices the extra wear she will forget all about the price. Then the boy is satisfied, the mother will be satisfied, and I will be satisfied because I am sure to see both return.—J. H. Carkner (with The 2 Macs Limited), Ottawa, Ont.

## JIMMY HAS DEFINITE IDEAS

Yes, decide with Jimmy, but don't do it too quickly. Carry the mother along with you in your reasoning. Jimmy is just at the stage when he thinks he is a man. He has definite ideas of the place he fills in this world, and is associating with boys who in their manner and dress are loudly proclaiming that they have passed the "small boy" stage.

The boy has definitely decided on a button boot or nothing at all, and as the shoe you are offering at \$3.50 is of

substantial make, it should give satisfaction in wear. Bring before the mother the fact that you were once a boy yourself, and how greatly you disliked being different from the rest of your class mates. Try and picture to her the boy's feelings every time he would gaze at his own wide toed, plain quarter shoes, and contrast them with the nice, neat, short vamp, button boots of his fellows. Tell her how keenly a boy feels in these circumstances, and to be odd in any way is not conducive to sound study, and as no mother likes even to think that her boy is inferior to others, you will generally gain your point.

Bear in mind also that Jimmy's influence with his mother is greater than yours, and is extending day by day. The time will come when he can dictate the style of shoe he desires, and if you were so unfortunate as to practically force an undesirable shoe on this boy, you may rest assured you have sold him his last pair.

Besides, Jimmy would see to it that these shoes did not give him good service. He detests them, and would find a hundred and one different faults with them. They would hurt at the heel, they were too stiff in the shank, etc. We all meet with Jimmy's type, so sell him the button shoe, and retain a profitable customer.—Jas. Harley (with W. J. Orr), Vancouver, B. C.

## HAS THE SUPPORT OF THE GIRLS

I am only 14 years old, but as my father carries a line of shoes in his store I thought I would enter the "Competition," "Whom I would favor to close the sale." Of course, I would decide with "Jimmy," as the more you pay the better the quality of goods you get. For instance, the \$3.50 pair are Goodyear welted soles, while the \$2.50 pair are not, and the latter wouldn't last as long, although they are coarser.

I know by experience as I used to get cheap, tough boots for school wear, and they wouldn't wear long, but now I wear the better grade and they last twice as long as the others.—Sarah Moscovitz, Edmunston, N. B.

## "JIMMY" IS A SPOILED BOY

To close this sale I would favor the son. I would size up the situation in this way. The case is one of those regrettable, but nevertheless common, ones, in which "Jimmy" is the spoiled boy. My reason for thinking so is that if he had been properly trained he would not dare to question his mother's opinion, and especially raise such a fuss.

Therefore, if I were to side with the mother we would still have "Jimmy" to reckon with, and he would evidently have nothing but the good boots. The mother would have a vision of another "scene" at home if she took the cheaper boots, so that she would be open to convincing arguments which I would bring forth. I would also use these arguments in such a way that she would feel that she was not "falling down" to "Jimmy."

Every shoe salesman has had incidents come under his notice wherein the higher priced boot was the better buying. Therefore I could truthfully relate to Mrs. Biggs how "Mrs. So and So" had purchased such a boot last year for one of her boys and was so well pleased that she came back this year and bought the higher priced boot again.

I would also appeal to her mother's pride in her boy by

showing her how inadvisable it would be to send "Jimmy" to the Collegiate feeling embarrassed at not being as well dressed as the other boys, especially when he promises to take such good care of the shoes.—G. H. Scott (Scott Bros.), Pakenham, Ont.

### BOY GENERALLY WINS OUT

Mrs. Biggs enters the store one day accompanied by her eldest son Jimmy, aged fourteen, who has just started to attend the Collegiate Institute. She informs me she wants a pair of shoes for Jimmy. I place before her several styles; one pair she holds up, which is a kip blucher, wide toe, plain quarter, slip sole, standard screw, price \$2.50. Noticing the wearing qualities of this boot she thinks it would be just the thing for him, as he is so hard on his shoes. Jimmy does not like this shoe at all. The boys in his room are wearing gun metal buttoned and he wants a pair also. Our price for the kind of shoe the boy wants is \$3.50, and the mother and son have an earnest discussion.

Taking into consideration the lack of responsibility the average boy of his age has, and the mother gradually giving into the boy's wishes, I would cater to the boy's wants and proceed to sell him the shoes that are to his taste, and one dollar higher than the shoes his mother chose. In nine cases out of ten, the boy wins the argument, and the salesman is only there to sell the shoes, not to discuss the reason.—J. H. Flaherty (Amherst Shoe Co.), Amherst, N. S.

### HELPING HIM ON TO SUCCESS

In serving Mrs. Biggs, my previous knowledge would aid me in deciding. Could she give the extra dollar? If so, I would advise her to let "Jimmy," have the better ones, pointing out that among a different set of class-mates she would be really helping him on to success, by letting him appear on their level. I would also point out that he would surely take pains to keep them up to the mark of the others, and, if his mind was at rest regarding his attire, it would give him self reliance and courage in his new sphere to rise to the top of his class. I would tell Mrs. Biggs that she would find the quality and fit of the shoes much more satisfactory and more desirable in every way. If, on the other hand, the price was beyond her means, I would tell "Jimmy" he was quite a new boy at the Collegiate, and doubtless the other boys had to start with the same heavy ones, but that I was sure if he kept the box kip nice, and studied his appearance, his mother would see that he was not the rough boy he had been and would get him the light ones as soon as she could.—Thomas Wells (with R. Neill), Peterborough, Ont.

### HIS REQUEST IS REASONABLE

After listening to the discussion between mother and son regarding the suitability of the shoes to be purchased for Jimmy, I would decide in favor of the son.

As the boy is attending the Collegiate Institute, where his associates are wearing the shoe of his choice, it is a most reasonable request that he be attired in shoes of at least equal quality and style to those worn by his companions.

Jimmy is to wear the shoes, and quite naturally his ideas of comfort, style and durability should be of paramount importance.

More especially would I cater to Jimmy's well-grounded argument when he proffers to take such good care of the shoes of his liking, by wearing them only on special occasions. Again, a most clinching argument is brought forward with Jimmy's declaration, "that he wants a gun metal button, or nothing at all." I immediately realize, from a business stand-

point, that the proposition has only one side, and that I must side with Jimmy or there will be "no sale."

Apart from the reasoning of immediate gain, and considering the condition (as laid down by the boy), that will surround the better shoes, I feel safe in anticipating that this purchase will, ere long, reflect credit upon my decision, will also satisfy Jimmie, and eventually be most gratifying to the mother, and finally the good-will and patronage of both mother and Jimmy will be assured.—(Mrs.) M. E. Cook, 576 College St., Toronto.

### A BOY'S VIEW OF QUESTION

I would favor both if I could, and try to sell Jimmy the boots he liked. I would tell the mother that Jimmy is a good boy and he will be careful. Now, I know she will get the button boots for him, and Jimmy will feel satisfied and come in again and buy everything he needs here.—J. W. Reimer, Jr., Steinbach, Man.

### SATISFY THE BOY EVERY TIME

I have decided to agree with Jimmy who wishes the best pair of shoes. Because the boy will be well satisfied, therefore, he will take good care of them and not scuff them as much as though he disliked them. Had the mother bought him the cheaper shoe he would scuff them and make them look as shabby as possible in a very short time, so that he would have to get another pair very soon, making the mother think the cheaper were not as good as she had thought they were. It would also be a very poor advertisement for the \$2.50 shoe.

Jimmy will be very proud of his new \$3.50 shoes and will show them to all his friends, praise them, and thereby he will convince some of his companions to get their mothers to buy the same shoe thereby gaining trade for the merchant and also for the manufacturer of that make of shoe.

The better shoe no doubt will wear better, have better style, better fit, and will also look well as long as one wears them.

Jimmy will always look neat because a good shoe will make a big difference in the appearance of any boy.—Mrs. H. Graber, 127 Church St., Berlin, Ont.

### APPEAL TO MOTHER'S PRIDE

I would quietly favor the boy, at the same time being very careful not to go too far.

In learning that the boy was going to the Collegiate Institute, I would take a special interest in his welfare, telling his mother how nice it would be for him, saying that I thought it very wise of her, as no doubt it would do him a lot of good.

While this conversation was going on, I would have the boy try on a shoe, such as he wanted. I would suddenly change my conversation to the shoe and explain to the mother, that this boot was what all the school boys were wearing, and it would be very nice to have her lad looking just as nice and up-to-date as the rest. I would also explain to her that it was only natural for him to want something the same and be as up-to-date as the rest.

In finishing up I would explain to her that the price \$3.50 was only a little more than what she had intended to go, but the style and quality were easily worth the difference; besides it would wear and keep its shape much longer than the \$2.50 shoe. I think in this way I would sell them the dearer shoe and also make them a permanent customer. I have a number of customers of this class and I have found the above plan satisfactory.—George E. Berwick (manager, Shoe Department, E. Berwick Co. Shelburne, Ont.



# HAVE YOU Ever Photographed Your Store Interior or Window? If Not, You Should Do So At Once.

You have observed in every edition pictures of bright Canadian shoe stores and windows in the SHOE AND LEATHER JOURNAL. They have been useful to you.

Don't you think an illustration of yours would benefit others?

## THEN SEND IT ALONG

The SHOE AND LEATHER JOURNAL is continually on the lookout for good photographs of attractive, well-arranged store interiors and original window displays that you or your clerks have designed.

You benefit yourself, as well as others, by having them reproduced in the SHOE AND LEATHER JOURNAL, which pays the cost of all engraving. There is no expense to you whatever beyond sending the photograph, which will be returned promptly.

We want your co-operation. May we count on it?

## THE SHOE AND LEATHER JOURNAL

13 Coristine Building  
MONTREAL

1229-31 Queen St. W.  
TORONTO

# STRAY SHOTS FROM "SOLOMON."



"Hear me now, therefore, O, ye children, and depart not from the words of my mind. Remove thy way far from her and come not nigh the door of her house. Lest thou

give thine honor unto others and thy  
**HE PONDERETH** years unto the cruel; lest strangers be filled with thy wealth, and thy labors be in the house of a stranger, and thou mourn at the last when thy flesh and thy body are consumed, and say, how have I hated instruction, any my heart despised reproof, and have not obeyed the voice of my teachers, nor inclined mine ear to them that instructed me. I was in almost all evils in the midst of the congregation and assembly. Drink waters out of thine own cistern and running waters out of thine own well. Let thy fountains be dispersed abroad and rivers of waters in the streets. Let them be thine own and not a stranger's with thee. Let thy fountain be blessed, and rejoice with the wife of thy youth. Let her be as the loving hind and pleasant roe, let her satisfy thee at all times and be thou ravished with her love. And why wilt thou my son be ravished with a strange woman and embrace the bosom of a stranger? For the ways of man are before the eyes of the Lord, and he pondereth all his goings."

It is better to be wise than rich. We do not see this because we have all got a touch of ophthalmia with the glare of modern get-rich-quick conditions. We see people flying about in automobiles and taking trips  
**BE WISE** around the world, and we are seized with the fever for money-getting and money spending. There are thousands of people getting more satisfaction out of their quiet daily round of business and social life than any of these birds of paradise with their flitting to and fro upon the face of the earth. One of the most fatal things for the peace and happiness of any man is to be caught in the swirl of discontent that is caused by this envy of these so-called successful people. "The wise shall inherit glory but shame shall be the promotion of fools." The country would go to the dogs in a month if it were not for the quiet, steady, stay-at-homes who form the bone and sinew of our business social, and spiritual life. Learn the wisdom of being quiet and content where you are and leave boomsters and promoters to their game of chance.

Most of us put off more or less till tomorrow what we should do today, and when it comes to unpleasant things we are quite cheerful and conscienceless about it. Especially with regard to giving or helping our  
**DON'T PUT OFF** neighbor do we feel little compunction in "getting under the barn." The man who drops in to borrow a dollar from us or the collector who represents the orphans' home, will often drive us to abject lying. And oftener still to the most contemptible dodging to get away from the question, "Who is my neighbor?" Every day is the priest and Levite act done of passing by on the other side instead of getting down to the needs of those who block our busy pathway. "Say not to thy neighbor, go and come again and tomorrow I will give, when thou hast it by thee." A gift promptly and cheerfully made, an act quickly and kindly done is worth ten times as much as grudging, ill-willed, delayed help. When you give a dollar or two to charity, don't throw it at the collector or tell him

to call next week. When you promise to help a neighbor don't let him bring a wagon and team to get you away from affairs.

In these days of money-getting, not money-making, for that is growing less common, the temptation with many of us is to envy some their ill. or, at least, quickly gotten gains.

**ENVY NOT** We are coming more and more to overlook the means of acquiring as we are taken with the glitter of large fortunes. It is quite "respectable" today to pile up wealth by means that a generation or two ago would have been thought peculiar, and thus we find that those who put through "big deals," far-reaching in their sinister as well as their other effects, are held up to a certain amount of admiration and emulation. Some of these big men or "magnates" as they are called, would have been given in earlier periods of the world's history, other names. The question is a very real one whether a man can get together in such time amounts such as some have amassed within a few years without doing serious injury to a great many in the process. At any rate we need the warning. "Envy not the oppressor, and choose none of his ways."

"What can I get out of him," is the attitude of some men towards everyone they meet. They size up their neighbors and make all their friendly arrangements with the idea of "profit and loss" always in clear view.  
**BLOOD SUCKERS** They join the lodge, take a pew in the church, or get elected to the council for what it means to their pockets rather than to help humanity or themselves toward higher and better things. But this, common as it is, is not as bad as the deliberate scheming of some men to profit by the unsuspecting faith of their neighbors. One can respect the Ishmaelite whose hand is against every man and every man's against him, but the sneaking cut-throat who shakes hands with you and tells you funny stories when he is trying to locate your jugular vein is one of Satan's masterpieces. "Devise not evil against your neighbor seeing he dwelleth securely by thee." With all his vindictiveness the man of the far east holds sacred the relation of neighbor and friend. In our western life it is all too common for a man to prey upon those who are nearest to him.

Some of us seem to think that praise is a sign of weakness and we scold where we should show a little more appreciation. The best and strongest of us are helped with a little encouragement. You say you are "Jack Blunt" and speak of things as you find them.  
**SAY IT** Well see to it that you speak well of what you see when it deserves it. It will pay you to see more of the good and less of the evil around you. It will do you good in your own soul and make those around you more faithful and efficient. "Withhold not good from them to whom it is due, when it is in the power of thine hand to do it." The man with a "grouch" never gets as much out of his help as he who gives them frequent pats on the back. Another thing, don't wait until your men squeeze out of you reluctant wages for their services. Words go a long way, but an extra dollar or two a week will do more good in the way of appreciation than all the "flub-dub" you can give an employe. "Withhold not good from them to whom it is due."



## Do Not Be Too Optimistic

A. R. Clarke, of A. R. Clarke & Co., leather manufacturers, retired from the chairmanship of the Toronto branch of the Canadian Manufacturers' Association at the annual meeting held recently. He is succeeded by R. D. Fairbairn. In his address to the members on the present business situation and outlook, Mr. Clarke said in part:

"Nothing is further from my mind than to sound a discordant note, nor do I want to be classified as a panicmonger, but I would like to suggest to you as manufacturers the necessity of restricting your business operations to a proper relationship to the capital invested over which you have control. It is a dangerous practice to embark upon more or less permanent undertakings upon the basis of money borrowed for shorter periods than the lifetime of the undertaking itself. It so often happens when financing on borrowed capital that the other fellow is most anxious to collect when we are the least able to pay.

"It must be recognized that the banks have to borrow in turn what they lend to us, and their ability to borrow for us depends largely upon the nature of the securities we are able to offer. I would like to suggest, however, that were it not for the fact that banking money is so frequently drawn into speculative channels, particularly so when real estate is appreciating in value with such rapidity, there would be ample to provide for the temporary requirements of both industry and agriculture.

"It has been a peculiar year; factories have been taxed to their capacity, and in many cases capacity has been increased; money has been scarce, the cost of living is still high. The country is prosperous, optimism prevails, yet with all this there is a feeling of uncertainty which appears to cloud the atmosphere and suggests conservatism for the time being," said Mr. Clarke.

## He Is a Well Seasoned Westerner

From a small shack away back in 1897 to one of the most up-to-date and imposing shoe emporiums in the west in 1913 is, in the common parlance of the day, "traveling some." In brief, this is a story of the expansion of the shoe business of W. E. Sinclair, of New Westminster, B.C. At the age of nineteen he opened a shoe shop in Kaslo, B.C., and after one year's experience sold out to Burdick & King. Mr. Sinclair then returned to the coast and located in a



place on City Hall Square, that being the spot where all the business houses were situated, Columbia Street the business artery of the city having been wiped out by the conflagration in September, 1898. Mr. Sinclair later moved into a small store on Columbia St., which he occupied for five years. He then secured larger quarters but it was in Novem-

ber last, when he took possession of thoroughly up-to-date quarters in the big Westminster Trust Block, the finest in the city. The store is 136 feet deep by 16 feet wide. The shelving is 8 feet high, so that no rolling ladders are needed. One striking feature of his business home is the handsome shoe windows which are 16 feet deep. Parcel and cash carriers and every up-to-date equipment are to be seen in this establishment. Although a thoroughly seasoned westerner he is a "Bluenose" by birth. Bridgetown, N.S., is his



INTERIOR OF SINCLAIR'S NEW STORE, NEW WESTMINSTER

natal spot, and there he first saw the sunrise on July 20th, 1877. He was educated at the local and high schools and taking Horace Greely's advice of "Go west young man, go west," Mr. Sinclair picked up his grip and started out at the age of nineteen. He handles several well known lines of shoes, among the leaders being Dr. Reed's Cushion, the Hartt, the Derby, manufactured by the Murray Shoe Co., and the Sinclair shoe which is his own special and his biggest seller. It is made by the three previous firms. Mr. Sinclair has also sole control of the Dr. Jaeger's Pure Wool Slippers for the city, "Classic" shoes for children, the C. A. Ahrens' school shoes, etc. He keeps a shoemaker in connection with the store at 611 Columbia St., and makes this department pay a handsome revenue.

## New Thing in Tap Soles

Something new is being placed on the market which is known as right and left shape tap soles. In answer to requests from dealers, one leather firm in Toronto are putting out a line of right and left tap soles in addition to their regular stock and prices on the new shapes are fully ten per cent. lower than on the straight taps. The advantage of the new kind of tap soles mainly is that, being right and left shapes, they can be used with a minimum of waste and will satisfy customers for repair work. They are specially adapted for city trade.

Another firm announce that they have obtained the opinions of a number of leading repair men on the desirability of the right and left tap sole as against the straight die, and they find that the great majority favor the straight die. They are, however, putting on the market the revised straight tap sole, which is somewhat reduced in size and this is accompanied by a corresponding reduction in price, which is about ten per cent. less. Top lifts remain at the same figure as before. This firm announce that they are prepared to supply right and left tap soles, which will be cut to order.

The news of the drop in price in tap soles will be welcome to the repair trade generally, as prices charged by them for work have not been at all commensurate with the high figures repair men have paying for tap soles and top lifts.

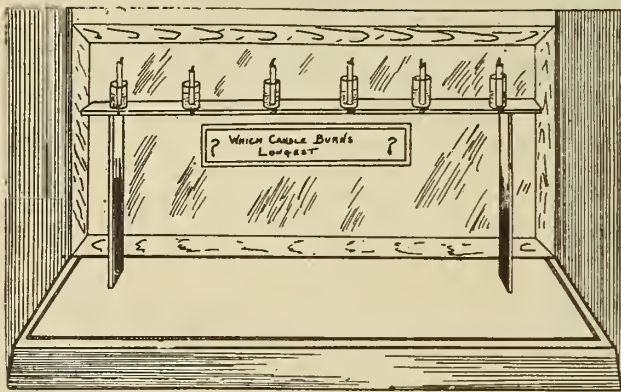
# Some Novel Plans to Stimulate Summer Shoe Sales

How Many Hours will the Candles Burn—Getting Descriptions of a Model Life Partner and Printing the Replies—Donating a Bicycle to Boy or Girl Bringing in Most Trade—A Few Live Suggestions

As one visits the retail trade and sees the similarity of efforts to sell goods he is surprised to find so little originality. The number of merchants who actually get hold of a new idea (or an old one worked over) are very few, when it is compared with the large number who are content to simply advertise a "midsummer sale" and let it go at that.

To many the habit of cutting prices seems incentive enough, but results prove that they do not clean the old stock off the shelves. About the time the average shoe dealer realizes his plight he is ready to take up almost any old plan and usually the one he tries is the least applicable to his business and fails. Forever after he is an enemy to special sales and demonstrations.

The following plan calls for nothing elaborate and the details here will enable you to go right ahead and do the



whole thing yourself. Get a dozen cheap tumblers and a dozen long wax candles. Place a strip of inch spruce board around the back of your windows and glue these glasses on to this strip as shown in the illustration. This is done to prevent any possibility of their tipping over and setting fire to anything.

Next drop a little wax into the centre of the tumbler and fasten the candle upright in it, afterwards filling the glass with water. Now paint a number on the front of each tumbler, or on the edge of the board under them and you are ready for the "stunt."

## Three Prizes for Winners

Prepare three prizes for the three winners and then procure about a hundred smaller and less expensive souvenirs. All customers who purchase goods at your store during this event will be presented with coupons which they must fill out and drop into a sealed box. The idea is to guess which candle will burn the longest, and all patrons have to do is to designate it by the number appearing beneath it. There should be a first, second and third prize for these guesses and they should be valuable enough so that persons should have a desire to purchase in order to get a vote. The other prizes are really gifts to keep the public interested in the sale and to provide publicity. They might consist of some bit of household goods as a small household utensil with your name stamped thereon, a pocket memorandum book, or any similar novelty.

Probably you could arrange to give tickets to a moving picture show, or to a summer park. These prizes are given to all who guess correctly and these guesses are entirely free whether one buys or not. There are plenty of variations

which may be made in this plan, but the suggestion herein is sufficient to get you well started in the matter. If you will advertise some special bargain at this time or some special lot of shoes marked down, you will find that an extra incentive will be imparted to the sale if you mention this guessing contest. Placing these candles in the background offers a chance to put the advertised footwear immediately in front, where it will attract attention easily.

Of course, it must be understood that the candles are only to be lighted at a certain hour each evening and extinguished at a certain hour. This must be plainly stated on the window card and in all your circular and newspaper advertising. If they were blazing continuously, the candles would soon be burned out, but by lighting them at 6 p.m. and extinguishing them at 10 p.m. they should last for quite a few days. It will be found that as the candles begin to burn down, the guesses will be found that the candle which looks the shortest-lived when half burned out is quite likely to be the last to die.

Great care must be taken to have this trim arranged so that no fires can occur. Keep decorating materials away from candles. This plan may be varied by having contestants guess the number of hours, minutes and seconds a single candle will burn.

## Why Not Try One of These Plans

With all the ideas and store helps which are furnished by the various trade press it would seem as though there ought to be more of them adopted and put into actual use by the retailers. It is a fact that very few, comparatively speaking, ever get away from the cut and dried regulation mark-down sale. Whether or not this is the fault of the description we cannot state, but one is inclined to blame the retailers in many instances because they will not put forth greater efforts to work out such a plan as they see it. There are many good bright retailers in the field, but when it comes to their adopting ideas for their own business, they often lamentably fall down. With this knowledge of conditions we shall try and make our descriptions as simple as possible, and indicate how to proceed about matters with the least friction.

## The "Ideal Husband and Wife"

Recently a dealer held an amusing contest wherein he solicited a description of the necessary qualities for idealism in a husband or wife. The contest was advertised in the local papers and several of these went so far as to reproduce some of the replies. All this advertised the merchant and gave him a splendid mailing list for future direct campaigns. He gave shoes as prizes and the expense of the whole thing was not very heavy.

## Sealed Shoes in Package

Another dealer sealed a pair of \$4 shoes up in a package and asked all to guess the size and width of them. These two ideas are simple, but it will be found that they will pull a lot of publicity. As a means of compiling a mailing list they are superb and many people will respond to them because the conditions of the contest require no purchases at all. If you do impose this condition in the contest it will not be so successful, but even then you will get many interested ones.

The beauty of a list of this sort is the fact that each



one of the persons whose name you have is more or less familiar with you and your store. Consequently any appeals you might make to them would have lost that atmosphere of the "rank outsider" and therefore should be more productive.

Such a list as this was used by a Western Ontario dealer to send out fall catalogues of a line of specialty shoes which he carried. The catalogues were furnished by the manufacturer of the line and had the dealer's imprint on them. They looked as though he had gotten them out himself and they pulled a lot of new trade, besides stirring up some of the old customers.

#### Calling Attention to Side Windows

Quite often we find a store with undesirable window space, or rather with a window facing on a side street. Such a window as this is valueless for it is almost entirely lost unless some special plan is devised to draw attention to it. One shoe dealer got around this trouble by placing a card 11 x 17 in his front window announcing that "Each day they would show a special bargain in the window on side street." He carried out this idea by mentioning it strongly in his advertising. Those persons who walked a few steps out of their way were rewarded by seeing some extra bargains displayed, and many sales were thereby effected. This particular dealer bought some short line jobs and sold them at nearly cost, figuring that the advertising value of the plan was worth something and moreover it left him his most valuable window frontage for the display of regular goods.

#### Arouse Interest of the Children

Any plan which enlists the aid of the children will surely succeed. But you must be sure that you have the actual co-operation of the youngsters before you bank much on the returns. An eastern Canada retailer advertised that he would give away a bicycle to the boy or girl who would send the most trade to his store. The children were given a lot of cards which they endorsed with their names and addresses and these they were asked to distribute among their friends. When these friends called and made purchases the amount of the transaction was marked on the card in indelible ink and the sum was credited up to the child whose name it bore in endorsement. In order to keep the interest up, no results were published the first thirty days but after that, and during the remaining thirty days of the contest, the respective standings were totaled each day and posted on the window of the store.

#### Three Days of Secrecy

At that time also the dealer announced that he would give a gunmetal watch to each of the next five successful boys and girls. This was done in order to keep the competition alive up to the very last minute. The last three days were "secret days." No totals were published and each contestant was advised that they could now go at full speed and boost their record ahead of their nearest competitor. On the strength of this, several put forth such efforts that they outdistanced their superiors and captured prizes instead of some who were ahead up to this time.

On the closing day of the contest enthusiasm was at a fever heat. The store was crowded all day with anxious purchasers. Many of them bought for future needs as well as for the present and friends, parents, strangers and all united to swell the account of their juvenile solicitors.

The prizes were awarded at 10 a.m. from a little platform in front of the store and a little speech went with each one. Photographs of each contestant winning a prize were made as the winners received them and these pictures were afterwards mounted and placed in the window. Needless to say the scheme paid splendid dividends in actual sales,

a fine mailing list was compiled as the name of each purchaser was taken, and the field was left in good shape for another contest the following year.

## A Go-ahead Western Shoeman

A man who knows the west like a book and has covered it from Winnipeg to the Pacific Coast for the last quarter of a century as a shoe traveler, is A. McKillop, of the wholesale shoe firm of A. McKillop & Co., Calgary. He got into the game early in life, and spent many years at the beginning of his career with the Thos. Ryan Co. of Winnipeg, and was for six years with Sequin, Laline & Co., of St. Hyacinthe, Que. For the last four years, Mr. McKillop has been in



the wholesale footwear business in Calgary. He has steadily forged to the front and now has a wide connection throughout the west. He employs five travelers, who thoroughly cover the trade in Alberta, British Columbia, and Saskatchewan. Mr. McKillop is an enthusiastic curler and a loyal resident of Calgary. He is never tired of sounding the praises of his city, and the wholesale house of which he is the head is one of the solid, substantial institutions in that centre.

## Reasons for Buying at Home

Because this is the place where I make money and this is the place to spend it.

Because my interests are here.

Because I believe in transacting business with friends.

Because the community that is good enough for me to live in is good enough to buy in.

Because I want to see the goods.

Because I want to get what I pay for.

Because every dollar spent at home stays at home and works for the development of the city.

Because the man I buy from stands back of the goods.

Because I sell what I produce here at home.

Because the man I buy from pays his part of the city and county taxes.

Because the man I buy from helps support my school, my church, my lodge, and my home.

## Retail Merchants are Awake

**Windsor Dealers Will Give No Free Donations—Violation of Trading Stamp Act Reported—Wholesalers Must Not Undermine Retail Business in Local Town—Four More Places Organize Local Branches**

A meeting of the merchants of Windsor was held recently when about thirty-five business men were present. It was certainly a splendid turn-out for such a hot night, the thermometer having registered one hundred and three in the shade during the day. Quite a number of matters came up for discussion, after which the following officers were elected: President, A. D. Bowlby; 1st vice-president, G. E. Copeland; 2nd vice-president, A. B. Peddie; treasurer, J. M. Lord; secretary, G. H. Nairn.

With the above executive officers the success of the branch is assured. Two resolutions were unanimously adopted, that of refusing to give donations to various local bodies for picnics, games, etc., and the other adopting the "Credit Reporting System" now being used by the Association.

A membership committee has been formed with secretary Nairn at the head and a branch of one hundred members or more is expected.

One of the provincial officers of the association inspected this port of entry, so as to get information at first hand as to how smuggling is being carried on. This report of course, will be laid before the Provincial Board of the Retail Merchants' Association before any information will be given out.

### Wallaceburg Merchants Organize

A very enthusiastic meeting of the merchants of Wallaceburg was held on June 9th, when practically every merchant in the town became a member.

Some time ago two manufacturing industries began to handle groceries and meats, which they were distributing to their employes at wholesale prices.

The matter had been reported to the provincial office, which was immediately dealt with, and these concerns have been forced to discontinue the practice.

The following officers were elected: President, E. Zavitz; 1st vice-president, W. Cousins; 2nd vice-president, W. Howard; treasurer, F. C. Burgess; secretary, E. B. Snively.

### Petrolea is Also in Line

An organization meeting was held in the council chamber, Petrolea, on June 11th, when a unanimous resolution was passed to form a local branch of the Retail Merchants' Association.

Several very important matters were discussed. One merchant openly accused his neighbor with using "trading stamps." This matter was brought to the attention of the provincial officer, who was present, and his decision is that it is illegal and the dealer using them will be notified to discontinue the plan. There is a very heavy penalty prescribed by law for using trading stamps—a fine not exceeding two hundred dollars and six months' imprisonment.

Nearly every merchant has joined and another meeting will be held very shortly to elect officers.

### Sarnia Is Very Much Alive

The retail merchants of Sarnia met on June 19th and elected the officers of their branch. A meeting had been held about three weeks previously, in which the merchants decided to form a good strong organization. T. H. Maher and R. C. Doyle, representatives of the Provincial Board, of the Association, spent a few days in the town in order to increase the membership roll and they succeeded in enrolling

a large number of business men. The following officers were elected:—President, R. E. LeSeur; 1st vice-president, J. D. Mills; 2nd vice-president, J. McAllister; treasurer, Homer Robertson; secretary, J. Gammon.

## A Shoeman Who Can Shoot

He was born in Nova Scotia. He stayed in Nova Scotia, and as a result his home province has treated him kindly.

This is the record of Oscar J. Killam, who represents the Kaufman Rubber Co. in the Maritime Provinces, as well as being sales manager of the A. A. Durkee Company, Limited, of Truro, N.S. Mr. Killam has full charge of the Kaufman business in that territory, having a resident manager at both Truro and Fredericton.

He is an enthusiastic sportsman, taking a great interest in motoring and is an expert rifleman, participating every year in the prize meetings of rifle associations held in various parts of Canada during the summer months. On these occasions terrible execution takes place, as Mr. Killam has a reputation of living right up to his name during the different meets. He is a fine shot. Mr. Killam is no stranger in that part of the country covered by himself and sales staff, as the Kaufman Rubber Co.'s business in that terri-



tory has increased so fast the last few years that it was necessary to engage a sales force to cover the ground adequately and also appoint resident managers at Fredericton and Truro.

Born in Yarmouth, N.S., in 1879, he entered the shoe game in 1893 as clerk in the retail store of W. H. Dane, of Yarmouth. In 1899 he accepted a position with the St. John branch of the old Ames-Holden Co., Limited, of Montreal, remaining with them for five years. In 1904 he became manager of the Robinson & Lindsay Rubber Co.'s maritime branch, with offices in Halifax. When the Kaufman Rubber Co., of Berlin, Ont., started operations he was offered the management for the Maritime Provinces and has been with them ever since, and later joining the A. A. Durkee Co., which firm has been in business about two years. He says that this line is going well and that orders are increasing all the time. Mr. Killam is an untiring worker, takes much interest in the manufacturing end of the rubber footwear business and looks personally after the wants of his customers, which results in better service to them in every way.



## Shoe Company Breaks All Records

The Hartt Boot and Shoe Company, Limited, of Fredericton, N.B., have again broken all their previous records for volume of business. At the annual meeting held at Fredericton a few days ago, the largest business since the "Hartt" shoe was placed on the market was reported and the usual dividend of seven per cent. was declared.

It might have been expected that, owing to the adverse conditions of the money market, the output of this concern, which enjoys its largest market in the West, would have been considerably curtailed, but on the other hand a very satisfactory and substantial increase in business was shown, the output last year amounting to over half a million dollars.

The meeting re-elected the old board of directors as follows: John D. Palmer, John A. Reid, J. W. McCready, Edward Moore, and John Kilburn. At a subsequent meeting the same officers were re-elected as follows: John D. Palmer, president; John A. Reid, vice-president; J. W. McCready, secretary.

President Palmer and Vice-president Reid are the active management and the controlling ownership of the company. They are familiar with every detail of the shoe business and

factory indeed and is fully up to our expectations," declared the president.

## Believes in a Repair Shop

Wm. Badour, who some time ago opened up in the shoe business in Parkhill, Ont., is doing a nice trade and conducts a progressive establishment. He is a brother of J. B. Badour, shoe retailer of Stratford, and was for some time engaged with him in the "Classic City," where he secured his



experience. Mr. Badour, who is an earnest, thoughtful retailer and likes the shoe business, was born and brought up in Drysdale, Huron county. He runs a first-class repair shop in connection with his store, which he says pays him well.

## A Team That Can Play Ball



Aurora, Ont., has a lively local baseball league, and one of the leading teams is that of the T. Sisman Shoe Co., who have lost only one game so far. This athletic looking lot are—Left to right, top row: W. Mannall, P. Brodie, C. Pringle, Roy de LaHaie, G. Wilkinson, Geo. Griffith, W. J. Sisman. Bottom row: Frank Rowe, A. Clarke, B. Griffith, W. Mufford and Bert Sisman.

are responsible for the placing of the company in the enviable position that it occupies to-day in the shoe market of the Dominion. Not only are they boosters of the "Hartt" shoe, but they are also active members of the Fredericton Board of Trade and are always ready to speak a word of the advantages of the city. They have been as successful a managing team as can be found in Eastern Canada.

Your correspondent enjoyed a few minutes conversation with Mr. Palmer and discussed with him the state of the shoe industry in Canada generally.

"What has been the effect of the apparent stringency in the money market?" he was asked.

"Of course," said Mr. Palmer, "I can speak with accuracy only of our own business, and I am glad to be able to say that the stringent conditions existing have had no material effect on our business. This week we shipped a carload of goods to Winnipeg, while other cars are in progress. In fact our business has shown a substantial gain during the past year, notwithstanding the unfavorable conditions that have been prevalent."

"Do you think that fall trade will suffer?"

"Our business already booked for the fall is very satis-

## Twenty-four Years in Business

Edwin Chapman has been for 24 years in the shoe business in Ailsa Craig, Ont., and during that time has built up a very large trade. He was born in the county of Rutland, Eng., which is the smallest in the land. For nearly a



quarter of a century Mr. Chapman has been a subscriber to the SHOE AND LEATHER JOURNAL. He carries a well selected stock and his name is one that stands for honesty and stability in Middlesex county.



# Miner Rubber Co. Agents Hold Fine Gathering

Representatives Present from All Parts of the Dominion—Inspection of Model Factory at Granby was Rare Treat—Social Features Consisted of Banquets, Automobile Drives, Parlor Cars, and the Famous "Miner Yell"

On June 16th and 17th the first annual sales convention of the Miner Rubber Co., Limited, was held at Granby, Que., where the manufacturing plant is located. On Monday morning, the 16th, the agents of the company, with only one or two exceptions, from Brandon as far east as St. John, gathered at the Windsor Hotel in Montreal, where a hand-shaking and general "love-feast" of the Miner men ensued. Afterwards all sat down to a sumptuous lunch at the Windsor Hotel, W. H. Miner presiding at the festive board. At the conclusion of the luncheon, the boys were placed in autos and a trip to Mount Royal and other points of interest was made. To cap the climax of a most enjoyable day, a special parlor car attached to the regular afternoon train conveyed the bunch to Granby after a few hours ride. They were quartered in two parties at two of the best hotels any large town in the province of Quebec can boast of—the Windsor and the Granby. Visits to the local moving picture show, a song festival in the parlor of the Windsor, and an enjoyable stroll around town closed the eventful day.

On the next day the more serious side of the convention was undertaken. First the members were split up into several smaller groups, each under the guidance of an official or foreman of the company, and every part of the vast plant was systematically visited, and its workings explained in as much detail as time permitted. From the receiving of the raw material down in the basement, from one floor to another right up to the finishing room on the top storey of the big factory the visitors were taken. In the shoemaking department first a woman's light rubber was made, then a man's light rubber and a rubber boot, knee length. Every step in the process was intently followed by the gathering, and needless to say this part of the inspection tour was especially interesting to the onlookers, because they realized

as probably never before, the infinite pains, the skilled labor and A1 quality of the raw materials required to turn out a first-class rubber shoe.

Such a visit of inspection as this gave those present a pretty fair idea of the operations involved in making rubbers, and they received this information in consecutive order, and in this way it is retained much more easily. To see the various machines in this plant doing their work with almost human precision under the guidance of skilled workmen is a lesson not soon to be forgotten.

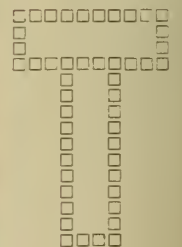
## Visit to the Box Factory

The box factory, a valuable adjunct to the main plant, was next visited, and here every process in the manufacture of both paper cartons and wood packing boxes was inspected. It is easy to see how such a department as this facilitates the work of the company in shipping orders on time, as there is absolutely no time lost due to the late delivery of cartons, as is quite often the case in shoe and other manufacturing concerns. The warehouse lies right alongside the spur track, which saves all teaming and further facilitates delivery. The plant is run mainly by water power, being situated on the bed of the Yamaska River. There is also a full power auxiliary steam plant which can be coupled up with the water power plant for joint use if necessary; or either can be used independently. An electric power plant is also ready for use, so that the company is never in danger of shut downs through loss of power from any cause whatever. In fact it would be hard to conceive of a more thoroughly equipped and carefully arranged plant.

After the visit to the factory a staff conference was held and at 1.30 p.m. an adjournment for what was termed a "light luncheon" was made. The term proved a misnomer,



THE JOLLY GATHERING OF THE MINER RUBBER CO. AT GRANBY, QUEBEC





as both the appointments, the service and the eight course dinner were not only beyond criticism, but also such as one might expect in a high-class New York hotel. After a jolly time around the festive board the boys adjourned to the factory to finish the conference, and when this was concluded the Granby Board of Trade very hospitably treated the party to an automobile drive around the town, which was duly appreciated, as Granby is one of the prettiest towns in the province, if not in Canada.

### The Toasts and Speeches

After a short cessation in the whirl of activities (probably to enable the boys to get their breath prior to the banquet later on) the party assembled at the Windsor Hotel about 8.30 p.m. and sat down to a banquet which, if anything, outdid the array of toothsome edibles assembled at the Granby Hotel at the noon dinner. After the trencher men had nobly done their duty, toasts were drunk to the King, the Miner Rubber Company, its vice-president and officers, to the Town of Granby, to the Granby Board of Trade, to the Press, and last but not least, to mine host, Thos. Lynch, who had so courteously and painstakingly looked after every desire of the visitors.

The speech of Mr. Macaulay, secretary of the company, in recalling the early struggles and triumphs of the late S. H. C. Miner, founder of the company, was especially noteworthy and would well bear printing if space permitted. Two or three other oratorical efforts about local subjects by local men were also included in the program, and the latter provided both gentle "fireworks" and comedy for the listeners. At this dinner were also the various department foremen of the Miner Co.

### Living on Good Things

Here is a fair sample of the way they lived for a few hours:

Celery (Leather Tops)	Olives (Caucho Balls)
SOUP	
Mock Turtle (Reclaimed from the Mill Pond)	
FISH	
Soft Shelled Crabs, Breaded (in Cartons)	
Duchess Potatoes (Vulcanized)	
Compote of Pigeons (Duck Linings)	
Chicken Croquet (Canvas Back)	French Peas (Boy Scouts)
Roman Punch'd (15 per cent. off, no Returns)	
Larded Fillets of Beef (Fine Para)	
Mushroom Sauce (Pure Gum Cement)	
Mashed Potatoes (from the Mill Room)	
French Peas (Friction Plugs)	
Asparagus Tips (from Rubber Market)	
Fresh Lobster Salad Mavonnaise	
(Made to Order in Case Lots only. Two weeks required)	
Fresh Strawberries (from the Banks of the Amazon)	
Ice Cream (from the Compound Room)	
Assorted Cakes (Obsoletes and Seconds)	
Cheese (Self Acting)	
Fruit (Selected from the Stock Room)	
BEVERAGES	
Coffee (Boiled in Varnish Room)	Shefford Mountain Ale
Pure Milk (No Whiting)	
FREIGHT—Charges paid on 100 lbs. or over	

### Members of the Party

Those present at the convention were: R. A. Coates, R. Coates, D. Coates; W. K. Wanless, of Coates, Burns & Wanless, London, Ont.; G. C. Yearsley, of Toronto; C. F. Stanley, C. Leullier; R. T. Jenkins, of the W. A. Marsh Co., Western, Limited, Winnipeg; George C. Murray, of Messrs. Finney & Murray, Winnipeg; W. A. Marsh, of the W. A. Marsh Company, Quebec; R. R. Dowling, of Messrs. Dowling & Creelman, Brandon, Man.; F. Maranda, J. St. Laurent, of Quebec; C. P. Humphrey, R. Boun, J. Connell, C. Leblanc, all of St. John, N.B.; R. L. Savage, A. E. Jackson, F. W. Hill, W. N. B. Jackson, of Messrs. Jackson

& Savage, Limited, Montreal; R. R. Macaulay, F. H. Meinzer, of Montreal, and representatives of the trade press.

Bright and early on Wednesday morn the party left for Montreal and after a pleasant trip to town inspected the company's warehouse in the city before dispersing. All agreed that it had been probably the most eventful meeting of the kind they had ever attended, this being due to a great extent to the unfailing courtesy and consideration of vice-President Miner and Secretary Macaulay, ably assisted as they were by every other official of the company. Everything went off as planned without a hitch.

### Echoes of the Convention

W. A. Marsh, of Quebec, was present and was one of the "youngest" members of the party.

Everyone agreed that W. H. Miner was a model host, and in this respect he was ably seconded by R. R. Macaulay.

It didn't take friend Stanley long to change tables when he was requested to join the fair sex at the opposite table.

That Miner slogan improvised by the party going out on the train woke the old town up. It certainly was a classy yell.

Mr. Humphrey missed his train from St. John. As a result, he enjoyed a fine 6-mile auto drive from West Shefford in the early a.m.

R. L. Savage shuns the limelight. This is probably the reason he got up at 5 o'clock for a morning stroll along the deserted main street.

Fred. Meinzer, formerly of the Toronto staff of the Miner Rubber Co., was present, and helped materially in making the guests feel at ease.

Ed. Jackson, of Jackson & Savage, has a nice sense of balance. With his partner at one end of the row, he chose the other. Note how the effect works out in the photo.

F. W. Hill, the veteran shoe traveler for Jackson & Savage, was the "dean" of the assembly in years and experience. But he was just as young in spirit as any of the boys.

It is rather rubbing it in when you tell a town newspaper that "he is only a job printer, anyway." The editor's retort was particularly apt, even though courteously worded.

We wonder if mine host of the Granby Hotel has yet got to the bottom of who the wrestlers were in the midnight tournament in his hostelry. Just a friendly bout, you know. Honors even.

Supt. Stapleton was a host in himself. His throat must have been sore from answering questions after that factory trip. All agreed that Granby was "some" town, and especially that the hotels should be rated "extra A1."

Both the dinner and the banquet on Tuesday were served on David Harum's principle, viz., "A little too much is just right." As a proof of this note the menu card printed on this page. Note also its clever adaptations (in brackets) to rubber making processes.

A local spellbinder (who, if he were a follower of the stock market, would be a consistent "bear") assured friend Murray that as a Winnipeg man he could instantaneously tell the interest on \$2.49 for 9 years, 11 months and 20 days to the tenth decimal point. Some flow of rhetoric, eh?

More rhetoric from the same party: "Three men left Granby; one became a minister, one a doctor, and one a politician. The latter subsequently went to hades. Will my young friend across the room (the M.P. for Shefford county) please note and beware?"

For successful "hoe-down" artists commend us to "Papa" Coates and friend Leblanc. There is some nimbleness to the pedal extremities of this pair when they get fairly started. (Note that we say "Papa" Coates. His two stalwart sons who were also there are no mean performers when it comes to a song or dance.)

## Had Year of Steady Progress

**Gratifying Reports of Increased Earnings Presented to Shareholders of Ames-Holden-McCready—Extension to St. Hyacinthe Plant—Advance in Sales is Over Million Dollars—Leather Market Keeps Firm**

A net profit of \$351,390.10 was reported for the year ending April 30th last at the annual meeting of Ames-Holden-McCready, Limited, held at the head office in Montreal on Thursday last. This profit was after providing for administrative, selling, and other expenses. As compared with the year previous it represented a gain of \$70,042, or approximately twenty-five per cent., which is a very satisfactory showing.

D. Lorne McGibbon, president of the company, presided at the annual meeting and in the course of his report said:

The net earnings for the year were \$351,390.10, which, after deducting interest on bonds, leaves a balance of



D. LORNE MCGIBBON, PRESIDENT  
Who presided at the meeting

\$291,390.10, equal to about 11 2-3 per cent. on the Preferred Stock. After providing for the Preferred Stock dividends for the year, the balance amounting to \$116,390.10, is equal to about 3 1-3 per cent. on the Common Stock.

On the first of April last we paid the first instalment of \$20,000.00 on account of sinking fund. After writing off the sum of \$10,817.62 from alteration and organization accounts and appropriating \$15,000.00 for depreciation reserve account there remains \$70,572.48, which with the profit and loss surplus on April 30th, 1912, of \$168,716.80, makes a balance to the credit of profit and loss account at the close of the current year of \$239,289.28.

### Output Increased Largely

The output of the three factories for the past year was almost 400,000 pairs in excess of the previous year, and the increase in sales amounted to over \$1,000,000.00.

The equipment and all other general appointments of the three factories in Montreal, St. Hyacinthe and of warehouses in Montreal, St. John, Toronto, Winnipeg, Calgary, and Vancouver are in excellent condition.

Considerable additions have been made to the St. Hyacinthe factory during the past year, giving us an increased capacity of one-third over our previous normal output.

A large warehouse for our St. John, N.B., branch has been completed during the year, giving us the desired facilities for a very largely increased business. The building is a credit to the company and the city of St. John.

### Assuming Increased Efficiency

A number of economies have been effected by the general manager during the past year, ensuring increased efficiency and reduced expenses, and the improvement in style, finish and general up-to-date character of our goods under

the able direction of our general superintendents, has been very marked.

A convention of all our managers was held in Montreal in March last and a joint convention of managers and travelers of head office and branches will be held in July. These conventions give an opportunity of assimilating ideas and are of great value.

The leather market still keeps firm with no apparent indication of any reduction in price. The management have anticipated their wants in this regard for the fall trade at satisfactory prices and terms.

No further expenditure for manufacturing facilities is necessary for some years, the capacity of our three large factories being ample for a greatly increased business.

The continued monetary stringency may retard to some extent an aggressive policy of increasing sales, but with our thorough organization and up-to-date goods we look forward to satisfactory results for the coming year.

### Profit and Loss for Year

The profit and loss account for the year ended April 30th, 1913, stood:—

April 30th, 1913—	
To interest paid on bonds.....	\$ 60,000.00
Dividend on Preferred Stock .....	175,000.00
Sinking fund on bonds .....	20,000.00
Reserve for depreciation .....	15,000.00
Amounts written off—	
Alterations .....	\$2,008.02
Company organization .....	4,123.51
Factory organization .....	4,686.09
	10,817.62
Balance carried to balance sheet.....	239,289.28
	\$520,106.90
May 1st, 1912—	
By balance carried forward last year.....	\$169,568.61
Deduct expenses applicable to last year....	851.81
	\$168,716.80
April 30th, 1913—	
By net profit after providing for administrative, selling and other expenses.....	351,390.10
	\$520,106.90

### The Officers for Ensuing Year

The following officers were elected for the coming year: D. Lorne McGibbon, president; Clarence F. Smith, H. B. Ames, M.P., A. L. Johnson, R. C. Holden, vice-presidents;



CLARENCE F. SMITH  
General Manager of the Company

Hon. Nathaniel Curry (who replaces J. W. McConnell, resigned), W. R. Allan, Shirley Ogilvie, W. S. Louson, J. H. McKechnie, Victor E. Mitchell, K.C., Fayette Brown, J. C. Holden, Fleetwood, H. Ward, Arthur Congdon. Clarence F. Smith, general manager, and W. A. Matley, secretary-treasurer.



## SHOE NEWS IN PARAGRAPH

J. A. McCaughan & Sons, shoe dealers have registered in Montreal.

The Sunlight Shoe Co., wholesale shoes, Montreal, has recently registered.

P. Chouinard, of Regina Shoe Co., Montreal, has left on a fortnight's vacation.

F. J. Eveleigh, of J. Eveleigh & Co., Montreal, spent a few days in Toronto recently.

E. H. Scarrow, shoe dealer, of Owen Sound, spent a few days in Toronto last week.

H. P. Ostresser, of Schumacher, Ont., was in Toronto last week calling upon the trade.

C. S. Corson, of the Regal Shoe Co., Toronto, is spending a few days in Montreal on business.

The Preston Co-operative Association, Preston, Ont., have installed a shoe department in their store.

W. A. Marsh, of the W. A. Marsh Co., Limited, Quebec, spent a few days recently in Montreal and Toronto.

John C. Hafey, representing Warren Beardsley, shoe manufacturer, Haverhill, Mass., was in Toronto last week.

McKay Bros., of Renfrew, Ont., have sold their dry goods stock. They will still handle groceries, shoes, etc.

J. Eveleigh, of J. Eveleigh & Co., Montreal, has gone to Great Britain and Europe on a trip.

J. A. Cyr, general manager of O. B. Shoe Co., Limited, of Drummondville, Que., is in Toronto on a business trip.

Joseph King, superintendent of the Regal Shoe Co., Toronto, returned recently from a business trip to Boston.

Mr. Day, buyer of the shoe department of the Scroggie Co., Limited, Montreal, spent a few days in Toronto last week.

Ed. Farmer, of Farmer Bros., shoe retailers, Arnprior, Ont., was in Toronto last week calling on the wholesale trade.

T. D. Dadford, representing Bryan & Son, Limited, shoe manufacturers, Kettering, Eng., spent a few days in Toronto.

C. O. Shaw, of Huntsville, Ont., general manager of the Anglo-Canadian Leather Co., was in Toronto last week on business.

E. Gendron, of the Gendron-Penetang Shoe Pack Co., of Penetanguishene, was in Ottawa and Montreal last week on business.

In a fire which visited Bank street, Ottawa, Max Friedman, shoemaker, suffered a loss of \$700, partially covered by insurance.

Chas. Newton, buyer for Robinson's Winnipeg, formerly of Toronto, is spending a few days at various points in Ontario on business.

W. C. Myers, of Toronto, western representative of the Rideau Shoe Co., has returned from spending a few days in Montreal on business.

Dufresne & Galipeau, Montreal, recently added the building next door to their warehouse, which practically doubles their capacity.

J. R. Van Haarlem, shoemaker, has moved into new premises in Lethbridge, Alta. He has leased a store at 311 Seventh street south.

L. B. Hutchison, manager of the Toronto warehouse of the Kaufman Rubber Co., is spending a few days at his home in Penetanguishene.

W. G. Damer, of F. J. Weston & Sons, Toronto, is back from his fall selling trip through the Western Provinces. He went as far as the Coast.

The Fit-U Shoe Co., 1167 Bloor street west, Toronto,

have enlarged their store, making it one of the most attractive in that section of the city.

J. J. Connor, of the selling staff of McLaren & Dallas, Toronto, returned last week from a business trip to Calgary, Edmonton and other cities in the West.

Alfred Winn, western representative of the Williams Shoe Co., of Brampton, Ont., got back last week from an extended trip throughout the Prairie Provinces.

A. T. Cuyler and son have embarked in the boot and shoe business in Medicine Hat, Alta. They have put in a representative stock and expect to do a large business.

The many friends of R. H. Partridge, Toronto, city traveler for Ames-Holden-McCready, are congratulating him on the advent of a son and heir, which arrived last week.

Lieut. William McLaren, of the 91st Regiment, Hamilton, who is a son of J. A. McLaren, of Toronto, has been spending a few days in camp at Niagara-on-the-Lake.

J. Heffering, Toronto, representing the Tetrault Shoe Manufacturing Co., the Macfarlane Shoe Co., and the Regina Shoe Co., is spending a few days in Montreal on business.

W. T. Fegan of the Big 88, Queen street west, Toronto, together with his wife and family, have taken up their residence at his summer home on Jordan Harbor, near St. Catharines.

H. Dallas, of Toronto, who represents several Old Country shoe firms, left this week on an extended trip through the Maritime Provinces with a fine range of samples.

Ed. Lynch, who has been traveling through the Western Provinces for several weeks in the interests of the Minister-Myles Shoe Co., has returned to Toronto, after a successful trip.

M. L. Savage, Western Canada representative of the Tetrault Shoe Manufacturing Co., Montreal, was in Toronto last week on his way east after an extended trip through to the Coast.

R. H. Greene, manager of the footwear department of Gutta Percha & Rubber Limited, and Mrs. Green, have gone to Lake Minnetonka, Man., where they will spend a few weeks' holiday.

L. McBrine, of L. McBrine Co., Berlin, and W. E. Woelfle, of the Woelfle Shoe Co., motored to Ottawa recently. They were accompanied by their wives and had an enjoyable trip.

L. S. McKindsey, W. H. Jardine and Wallace Roberts, Western Canada representatives of the W. B. Hamilton Shoe Co., of Toronto, have returned from spending several weeks in the West.

F. P. Myles and H. B. McGee, of the Minister-Myles Shoe Co., Toronto, spent a few days in Boston recently picking up all the latest ideas in lasts, patterns, etc., for spring styles.

H. E. Wettlaufer, of Berlin, Ont., who is with the Canadian lawn bowlers in England, writes from London that they are having a fine trip. "Played our first game to-day and our rink was seven up."

R. E. LeSueur, of the firm of Callum & LeSueur, shoe retailers of Sarnia, Ont., has been elected president of the branch of the Retail Merchants' Association which was recently organized in that town.

A serious fire visited the village of Merlin, Ont., recently and did \$10,000 damage. Among the sufferers was Wm. Trott, shoe retailer, whose place of business was wiped out. A portion of his stock was saved.

W. G. Fallen, who covers British Columbia and Alberta, and H. Gibbins, who looks after Manitoba and Saskatchewan for Getty & Scott, Limited, Galt, Ont., have returned from their fall selling trips to the West.

Frank Dell, who was interested in the retail shoe business in Chatham, Ont., becoming despondent, committed suicide on June 17. He was fifty years of age and came

to Chatham from Otterville about twenty years ago. His body was found in a field by some boys playing near by. He had taken carbolic acid.

Mr. Arbuckle, manager of the Moyer Shoe Co., Limited, Winnipeg, is in Toronto and other eastern centres on a buying trip. He is a son of George Arbuckle, shoe retailer, 930 Queen street east, Toronto.

John A. E. Turney, successor to Turney & Barrett, leather dealers, New York, spent a few days in Toronto during the past week with the Canadian representative of the company, Ed. R. Lewis, 50 Front street east.

Imprisonment for six months was meted out to John Scott by Judge Bazin in the Court of Special Sessions Montreal. Scott was convicted of having stolen leather in sides to the value of \$30 from the Ames-Holden Company.

J. A. McLaren, of McLaren & Dallas, spent a few days last week at the military camp at Niagara-on-the-Lake, where he was the guest of his brother, Lieut.-Col. John I. McLaren, Officer Commanding the 91st Highlanders, Hamilton, Ont.

Alos Hennessy, who is a shoe traveler covering Northern Ontario for P. K. Dayfoot & Co., Georgetown, Ont., was painfully injured in a wreck which occurred last week, when a C. P. R. train was derailed 19 miles north of Mat-tawa, Ont.

W. F. Martin, sales manager of the Kingsbury Footwear Co., is spending a few days in Toronto with a fine range of spring samples, which are the most complete and attractive ever turned out by this widely known firm. Mr. Martin expects to do a record business.

Fred. R. Foley, of Bowmanville, has been spending a few holidays in Toronto, Niagara, and other points. He has recently issued neat colored post cards of green and red which are similar to the label that he has on the cartons in his new shoe store. The unique cards have made a hit.

The International Boot and Shoe Workers' Union heard a stirring appeal in Montreal on behalf of union-made tobacco. President McAndrews, of the International Tobacco Workers' Union, spoke on the progress made against the tobacco monopolies, and urged his hearers to make use of union-made goods wherever possible.

W. J. Heaven, manager, and D. Wiley, superintendent of the Anglo-Canadian Leather Co., Toronto, have returned from spending a couple of weeks fishing at Holland Lake, in the Lake of Bays District. They were successful in catching a number of good sized fish and are able to show several photographs to support their assertions.

Several persons connected with the leather and shoe trade have been in camp at Niagara-on-the-Lake during the past few days, among them being Lieutenant W. Alfred Moore, of the 9th Mississauga Horse; Lieut. John McLaren, G Company, 2nd Battalion, Toronto, and Corporal F. S. Cronk, F Company, 2nd Battalion, Queen's Own Rifles.

The new store of the Brockton Shoe Co., which has been opened at 440 St. Catherine street west, Montreal, under the management of T. R. Trudeau, is one hundred feet deep and most attractively fitted up. Uniform cartons add to the inviting appearance of the premises. The store is a credit to the concern and has a well selected stock.

Jobbers report that there is a big demand for white goods of all kinds. In fact, there is a scarcity in women's white button boots, pumps and oxfords. Many dealers have run out of sorting sizes and are unable to obtain what they require from the wholesalers, who have completely run out of stock. There has also been a lively sale of tennis shoes of all kinds. The Consolidated Rubber Co., Gutta Percha and Rubber, Miner Rubber Co., and Independent Rubber Co., all report that business this year in sporting shoe lines has been so far in excess of last season.

George W. Cowan, whose shoe store in Chatham, Ont., was wiped out by fire some weeks ago, has removed into his new and enlarged premises. He held a very successful

opening last week. Mr. Cowan now has one of the brightest, most artistic and admirably planned footwear emporiums in Canada. It is a credit to himself and to the shoe trade in which he has been engaged for twenty-six years.

Shattering a rear window frame and all, entrance was gained by burglars to the Slater Shoe Store, corner of College and Yonge streets, Toronto, last week. The interior of the shop was disturbed but no goods taken. This makes the second time in three months that this store has been broken into by the same means. On the first occasion over \$100 worth of shoes were stolen.

A. Wellwood, late shoe retailer, 1250 Bloor street west, who sold out some time ago to the McCall Shoe Co., Toronto, and who has just completed an addition to the store, making it seventy feet deep, has taken out a permit for the erection of a three-storey moving picture and office building at the corner of Gerrard and Redwood avenue, Toronto. The structure will cost \$18,000.

The new warehouse of the Canadian Consolidated Rubber Co., at North Bay, is nearing completion, and it is expected will be opened in September. John Jamieson will be manager of the new branch at North Bay. He is a brother of R. E. Jamieson, general sales manager of the company and has for some time been in charge of the mechanical goods department in the Toronto warehouse.

A. M. Stewart, representing the Syracuse Shoe Manufacturing Co., Syracuse, N.Y., was in Toronto last week calling on a number of friends. Mr. Stewart travels throughout the Middle West States for the company and was for a number of years in the retail business in Utica. He is a Canadian, being born a few miles below Montreal, and has established a strong connection in his territory, his sales each year showing a gratifying gain.

The annual outing of the staff of the four stores of the McCall Shoe Co., Toronto, was held to Grimsby on June 18th. A most enjoyable time was spent and a seven innings game of baseball was played with the Euclid Avenue Methodist team. Alf. Bawden, city traveler for Garside & White, did the twirling for the McCall Co., while Ryan was behind the bat. The score was 9 to 4 against the shoemen, but they vow that they will yet have vengeance on their rivals and would like to meet them in a return engagement.

H. D. Wing, manager of the Parry Sound branch of the United Shoe Dealers, was in Toronto last week for a few days on business. The managers of the six stores of the United Shoe Dealers' store have a delightful resort on Comfort Island, Georgian Bay, on which is erected a large summer home called "Bienvenu." They own several gasoline launches and during the holidays have very pleasant times. Mr. Wing makes the trip from Parry Sound to Comfort Island by means of a gasoline launch every day.

Bouthillier & Tetreault is the name of a new shoe jobbing firm recently formed in Montreal, having offices and warehouse at 324 Amherst street. Mr. Bouthillier has had 27 years' experience in Montreal, while Mr. Tetreault was for six years office and sales manager of F. N. Charbonneau. They are handling a full line of medium priced McKay's and are at present confining their efforts to Quebec province. Both members of the firm expressed themselves as well pleased with the volume of business done by them since they have started.

A meeting of the boot and shoe section of the Retail Merchants' Association, Toronto, was held last week, at which there was a good attendance. A committee was appointed, with T. H. Bigwood as chairman, who will confer at an early date with the travelers of the Toronto wholesale houses in reference to holding a joint picnic at which the dealers and road men expect to have a royal time. The date will be fixed shortly. The report of the committee, who have been waiting on the various wholesale houses and manufacturers in regard to them abstaining from selling any shoes by retail and the dealers refraining from sending any customers with orders to the wholesalers, was presented. The petition has been very largely signed.



## HAPPENINGS IN FACTORIES

Additional machinery is being installed by the U. S. M. Co. in the new factory of Underhills, Limited, at Barrie.

James Valentine, of Valentine & Martin, shoe manufacturers, of Waterloo, Ont., was in Toronto on business last week.

W. J. Ellingwood is now the superintendent of Dunford Elk Shoes, Limited, Stratford, and reports business as very satisfactory.

John A. Reid, superintendent of the Hartt Boot and Shoe Co., Fredericton, N.B., was a recent visitor to Boston on business.

Ivan Clewly and Frank Rowan, of Fredericton, N.B., were the delegates from that city to the Boot and Shoe Workers' meeting in Montreal.

A leading shoe firm in the Eastern States has written the Industrial Bureau of Calgary stating that they would locate in that city if given a large bonus.

Stanley Redding, formerly with the Hartt Boot & Shoe Co., Fredericton, N.B., is now with the Murray Shoe Co., London, Ont., in charge of their making room.

The United Shoe Machinery Co. are installing several new machines in the enlarged factory of the T. Sisman Shoe Co., Aurora, Ont., which will double the capacity.

J. S. Ritchie, of the John Ritchie Co., F. W. McKeen and A. E. Marois, Quebec, were among the recent visitors to Boston on business.

Ed. Vaisey, who has been foreman for R. Dack & Son, Toronto, has resigned and is now devoting all his attention to his retail shoe business on Bloor street, near Bathurst street.

William O'Brien, foreman at the Niagara Shoe Company, Buffalo, N.Y., has resigned and accepted a position with the Nursery Shoe Co. of St. Thomas, as finishing and packing room foreman.

The new four-storey shoe factory of the Galt Shoe Manufacturing Co., of Galt, which is admirably laid out is now completed and the firm are moving into their large quarters, which will greatly aid their facilities and output.

The new factory which is being erected in Tillsnburg by the Snedcor & Hathaway Co., has been roofed in. Good progress is being made on the interior of the structure and it is expected that manufacturing will begin early in the fall.

The large addition to the present factory of Charles A. Ahrens, Limited, Berlin, is well under way. The brick work is about finished. The extension will double the floor space and the capacity of the firm.

Geo. W. Chubbuck, formerly with the Commonwealth Shoe & Leather Co., Gardiner, Me., in charge of the treeing and dressing department, has accepted a similar position with the Murray Shoe Co., London, Ont.

The National Leather and Shoe Findings Association will hold their ninth annual convention in Philadelphia July 22nd to 24th inclusive. The members of the trade in the "Quaker City" have provided an elaborate programme.

Harold Heath, who has charge of the stitching department of the Ashby Crawford Co.'s plant at Marlboro, Mass., has resigned and taken a similar position with the Regal Shoe Co., Toronto. He succeeds L. W. Forbes who has returned to Boston.

Aubrey J. Davis, general manager of the Davis Leather Co., Limited, Newmarket, Ont., has returned from an eastern trip to Montreal and Quebec. Mr. Davis says he found the trade down there rather quiet generally, but prospects for a good fall business are bright.

A by-law will be submitted to the ratepayers of Orillia at an early date to grant a free site and a loan of \$25,000 for twenty years, without interest, to the C. N. W. Shoe Co., of London, Ont., who, if the measure passes, will remove to

Orillia, where they will erect a three-storey factory 80 x 160 feet and employ 75 hands. Mayor Goffatt has already received the agreement signed by the company.

Frank Patton, formerly with the United Shoe Machinery Co., of Toronto, is now residing near Havana, Cuba, on a large orange and grape fruit plantation. He has written to a number of friends in the trade and states that he is enjoying life immensely in the south.

The R. B. Johnston Boot and Shoe Co., Limited, who began business a few months ago, in Port Coquitlam, B.C., will shortly enlarge the plant and increase the capacity to 350 pairs a day for miners, loggers, prospectors, etc. A nine-foot dieing out and other machines have recently been added.

A despatch from Montreal says: "It has been learned that one of the largest boot and shoe manufacturing houses in Quebec city contemplates closing down and transferring its base of operations to Montreal. The reason for this change is largely the labor troubles at the Ancient Capital. It is not known yet whether this firm will buy out an existing plant here or establish a new one."

Gourlay & Fogelberg, Limited, shoe manufacturers, have secured temporary quarters in the Star Whitewear Co., Berlin. Mr. Bauer, formerly of Galt, has been appointed foreman of the cutting room. The stitching and cutting departments are now in operation and machines are being installed. The company will later on occupy a large new structure which is to be erected. The building will be three storeys, 150 feet long by 40 feet wide, and built of brick and stone.

Nearly all the shoe factories are now busy getting out their spring and summer samples, which they expect to have ready in the near future. Some of the factories in Ontario are busy, while others report business as only fairly brisk. Conditions in the West have not improved a great deal and collections are reported to be slow. It is expected, however, if the present harvest is a bountiful one, that matters will speedily right themselves and trade in that section of Canada regain its normal status.

Boot and shoe workers from Toronto, Hamilton, Quebec, London, Fredericton, Amherst and various cities in Canada and the United States, wherever the industry is carried on, have been meeting in convention in Montreal for several days. About three hundred delegates have been in attendance. They were given a warm welcome by the civic authorities. Several important matters have been legislated upon, one of the greatest interest to the trade being that the workers by unanimous vote decided that the present system of fines must be abolished. No new agreement is to be signed with employers unless they consent to this condition. Heretofore any foreman had the right to condemn to a fine any workman whose work he had adjudged to be defective. The convention was one of the most successful and satisfactory in character that the International Boot and Shoe Workers' Union have ever held.

Toronto is about to lose one of its shoe factories in the near future. The J. W. Hewetson Co., Limited, 88 Teraulay street, will remove to Brampton. A by-law to authorize the issue of \$20,000 debentures so that this amount might be loaned to the company, to be repaid in twenty annual installments, with interest at five and one-half per cent., was voted upon by the ratepayers of Brampton on June 26th and carried by a large majority, the ballot standing 422 for and only 26 against. The Hewetson Co. have plans well advanced for the erection of their new factory in Brampton, work on which will be started at an early date. The structure will be of brick, two storeys high, and in dimensions 250 feet long by 45 wide. The premises will ultimately have a capacity of 1,500 pairs a day. Brampton will thus have three shoe industries. The Williams Shoe Co. have been located in that town for the last fifteen years and have built up a large trade which extends all over Canada. A few months ago the Elkman Shoe and Supply Co., of which Frank Williams is manager, began business and this industry is also making fine progress in boys', youths' and little gents' nailed and McKay work.



**ASHPLANT BUILDING OPENED**

The new building which has been put up by H. Ashplant & Sons, shoe retailers, London, Ont., for the benefit of travelers, is a credit to the builders in every way and will supply a long needed convenience to the many selling representatives visiting that city. The structure is a fine, three-storey brick one which was formally opened last week. It



H. ASHPLANT



W. J. ASHPLANT

contains thirty-eight sample rooms, all well lighted and admirably arranged. The walls, woodwork and fixtures are white. The edifice, which is located near the corner of Carling and Dundas streets is right in the heart of the business section. It is provided with electric lights, elevator service, electric bells and every modern device. Several Toronto firms are taking permanent sample rooms on the ground floor. The Ashplant building will likely be largely patronized and all travelers speak highly of its first-class appointments.

**LEATHER FIRM VISITED BY FIRE**

A disastrous fire occurred on June 16th in the tannery of Wickett & Craig, Limited, Toronto, on the Don Esplanade at the corner of Eastern avenue. Damage estimated at \$75,000 was done to their building, and \$150,000 to the stock. The greatest loss was through water. There will, of course, be some salvage. Before the conflagration was over the entire central section of the building was totally destroyed, and valuable machinery and a large stock of leather in that portion consumed. Luckily there was a fire wall between the centre and south wings of the building, or some very valuable skins and much more machinery would have been lost. The blaze, which was first noticed by a policeman, who gave the alarm, started among the chemicals stored on the top floor of the four-storey building and used for treating leather before it is tanned. From this point it quickly spread to other points of the structure.

The departments suffering most were the curring shop and the drying room—parts of these being completely wiped out. The fire, however, left the splitting, finishing and wetting branches practically undamaged.

Fortunately the warehouse in the new building contained an exceptionally large stock of leathers, and the main drive was still capable of operating the beam-house, which was not damaged. The company have since got the tanyard under way, so that no serious interruption was experienced in the usual business of the firm. The loss is covered by insurance. Plans have been made in the rebuilding to make the factory much larger and better equipped than before the fire. Ald. S. Morley Wickett, managing director of the company, says that all orders are being filled as usual and that plans are already well advanced which will make the leather factory, when completed, bigger and more commodious than ever.

**NEW MEN'S SHOE STORE OPENED**

A new shoe store has been opened at 249 Yonge street, Toronto, and F. A. Taschereau, formerly employed with Johnston & Murray, of London, Ont., is the manager. The store is seventy feet deep by 14 feet wide and is being remodelled generally. The double row shelving is in sections, being seven feet high and runs the full length of the establishment. Across the front part of the premises is a glass showcase in which findings are neatly displayed. The interior fittings are of oak and the floor is covered with

linoleum and carpet runners. The "Cut-rate American Shoe Store," as it is called, will carry men's shoes only, ranging in price from \$3.50 to \$5.00, but specializing on \$3.50 shoes. They will stock such well known and popular lines as "Nabob," "Mogul," "Pennant," "Stadacona," and "Boston Special." This is the second branch store opened, the first being on Notre Dame street west, near McGill street, Montreal. It is expected that other branches will be started at various points in the Dominion at a later date. Mr. Taschereau, the manager of the Toronto establishment, is a bright and aggressive young shoeman who has many friends in the trade.

**BREEZY BREEZES FROM QUEBEC**

J. A. Scott, leather merchant, was in Montreal on business last week.

Ulric Cantin, manufacturer of patent leather, was in Montreal last week on business.

O. Bisson has opened a shoe shop and will make a specialty of children's and infants' shoes.

Marier & Trudel, Limited, have completed the installation of a wetting and other machines and have some very nice samples for the coming season.

The recent trouble between the manufacturers and certain shoe workers is definitely settled and everything is now working smoothly in all the factories.

Alfred Garant, of Dupere & Garant, is spending his vacation in the Lake St. Joseph district. He is accompanied by Luciene Borne, Alfred Pouliot & Alfred Magnau.

The spring and summer samples of the manufacturers are pretty nearly all finished and jobbers have started to order their samples. It is expected that a number of wholesalers will visit Quebec during the first few days in July to inspect styles for the coming season.

Among the visitors to Quebec during the past few days were L. S. Odell, of Fisk, Limited, Montreal; E. A. Jones, of the E. A. Jones Co., Brockton, Mass.; Ed. Whitley, of Fred. Whitley & Co., Montreal; F. J. Minjes, of the Narrow Fabric Co., Reading, Pa., and H. Seely, manufacturer of working man's gloves, Waverly, N.Y.

TRAVELER, with connection in Western Canada, desires a side line of shoes to cover from Port Arthur to Coast, on salary or commission. Write to 202 Sparks street, Ottawa, Ont.

FOR SALE—Singer button-hole machine, in perfect order. Has been run only a few months. Will be sold at a greatly reduced price. Also National Wax Thread machine, Foot-power Heel Breaster, and Singer Left-hand Cylinder, at a bargain. Box 114, SHOE AND LEATHER JOURNAL, Toronto.

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, Ont.

**MACHINES FOR SALE****The Hurlbut Co., Limited**

PRESTON - - ONTARIO

2 Singer Button Hole Machines (good condition)....	A
1 Lufkin Folding Machine (new).....	A
1 Hubbel Staple Machine (new).....	A
1 Star Levelling Machine .....	A
1 Foot Eyletter .....	A
1 Fudge Wheel.....	A
1 Amazon Skiver.....	A
1 Welt Stripper.....	A
1 Peerless Cementer (new).....	A



If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

**United Shoe Machinery  
Company of Canada**

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.

### MANY WEARING WEDDED MEN'S SHOES



Fred P. Beemer has taken unto himself a bride. On June 18th he was married in the Church of Epiphany, Toronto, Rev. Canon Bryan officiating, to Miss Mabel Hill, daughter of Edmund Hill. Mr. Beemer is favorably known to the shoe trade of Canada. For the past seven years he has represented H. E. Guptill, of Haverhill, Mass., the widely known slipper manufacturer, and during the past year has also handled the Sorosis Shoe, made by A. E. Little & Co., of Lynn, Mass. Mr. Beemer and bride have been spending some time in New York and Boston, and he is now receiving the congratulations of his friends. Mr. Beemer was literally speaking, born in the footwear trade, his father being one of the earliest wholesalers in that line in Toronto.

George C. Williams, jr., son of G. L. Williams, head of the Williams Shoe Co., Brampton, was married on June 26th, at Meadowvale, Peel county, to Miss Viola Orr, daughter of Mr. J. D. Orr. The ceremony was performed in the presence of several friends by Rev. A. Ward. The young people are spending a few weeks at Lake of Bays, where they are enjoying excellent fishing and boating. Mr. Williams, who is head of the Goodyear department, has resided in Brampton ever since the Williams Shoe Co., began business in that thriving town some fifteen years ago. He is a young man of quiet but affable disposition and is well known to the shoe trade.

Sidney Brock Tupper, who for several years has represented the M. Langmuir Manufacturing Co., of Toronto, in Western Ontario, has joined the ranks of the benedicts. Mr. Tupper, who calls on all shoe retailers in his territory

handling traveling goods, is very popular with the trade. He was married on June 18th to Miss Eva Irene Roberts, daughter of the late George Roberts, of Eglinton. The ceremony took place in the Methodist Church, being performed by the Rev. M. J. Balfour. Mr. Tupper and bride, after spending a few days in New York, Boston and Atlantic City, have returned to Toronto to take up their residence.

Herbert Sisman, a son of T. Sisman, and foreman of the cutting and fitting departments of the T. Sisman Shoe Co., Aurora, Ont., was married in that town on June 25th to Miss Myrtle Ough, by the Rev. J. W. Stewart. Mr. Sisman and bride left immediately on their honeymoon for a trip East and will be gone a couple of weeks, after which they will reside in Aurora.

The wedding took place on June 30th at Jones avenue Baptist Church, Toronto, of E. J. Kew and Miss Evelyn Alice Bond, daughter of Mr. and Mrs. H. E. Bond, 53 Shudell avenue, Toronto. Mr. Kew, who is connected with the wholesale shoe house of McLaren & Dallas, Toronto, and was for a number of years on the road, was presented by the staff with a handsome cabinet of cutlery, while the firm also remembered him in a substantial way. The many friends of Mr. Kew will wish him and his bride long years of happiness and prosperity.

### NEW VOLUME OF INTEREST

Bearing the title, "The Foot Specialist," the initial volume of a new journal has appeared from the press of The Scholl Mfg. Co., Chicago. The editor of this live house organ is Dr. W. M. Scholl. "The Foot Specialist is a magazine of education and instruction in the art of treating foot ailments and fitting Scholl's foot appliances to assist in their relief." The publication is graced with an attractively drawn cover printed in two colors.



## In rough country

Everyday High Cut Sporting Bluchers are built to stand the roughest usage in the roughest country. Best of leathers, best of workmanship, and remarkable fit make them most serviceable as well as most comfortable.

The T. Sisman Shoe Co., Limited, Aurora



Established Over Half a Century



## Our Brands of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better  
Shoe Findings, Etc.

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - - ONTARIO

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

Manufacturers of CHROME SIDE LEATHER

Box Sides

Velours

Matt and Waterproof Sides

Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
**ST. HYACINTHE. MONTREAL**

### J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

— REPRESENTING —

**Tetrault Shoe Mfg. Co.**

Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**

Exclusive Children's Line

**Regina Shoe Company**

Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370

## 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.

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.



## SPHINX Shoe Cement Paste

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.  
It is a quick, strong and clean adhesive, ready for use.  
It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.  
It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.  
Best for sock linings, as they never loosen  
There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

## Women Labels

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL

## 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.

## 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

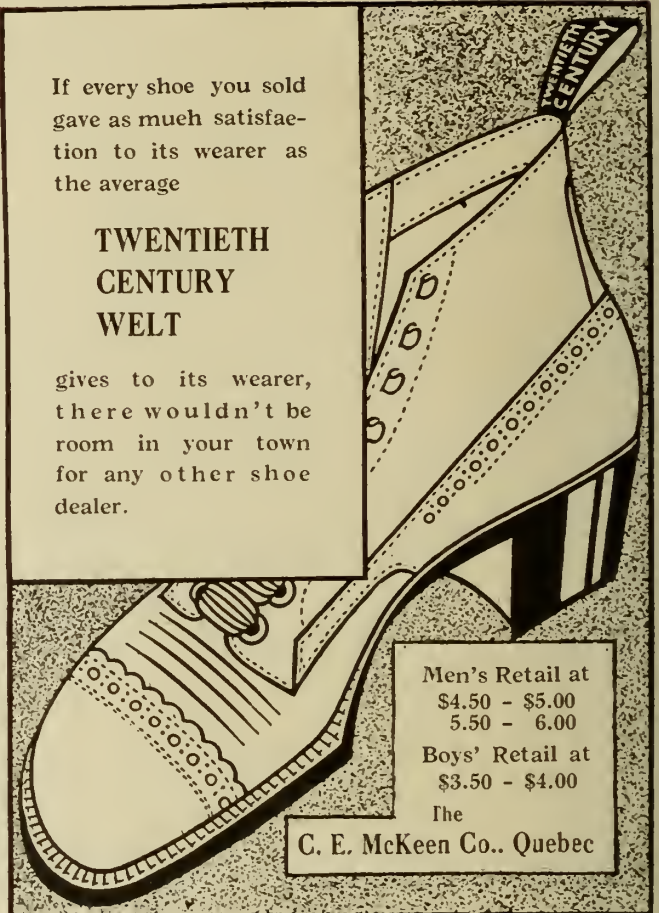
OPEN TO REFERENCE BOOK SUBSCRIBERS.  
Subscription and Collection Rates on Application.

Over Seventy Years' Record of Efficiency

If every shoe you sold gave as much satisfaction to its wearer as the average

### TWENTIETH CENTURY WELT

gives to its wearer, there wouldn't be room in your town for any other shoe dealer.



Men's Retail at  
\$4.50 - \$5.00  
5.50 - 6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
**C. E. McKeen Co., Quebec**

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.



**"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**



**The Bonner Leather Co.**

— *Manufacturers* —

**GLAZED KID**  
(Black and Colors)

**CHROME LAMBS**  
(Glazed and Dull)

---

**1060 Notre Dame St. W., Montreal**

THE **AHRENS** SHOE

EVERY PAIR SOLID LEATHER

Charles A. **AHRENS** Limited

BERLIN, ONT  
Manufacturers of—  
Solid Leather Shoes



**McKay Specialists**

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

**DUPONT & FRERE**  
301 Aird Ave.  
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

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

**Cheaper Satisfaction**



YOUR customer's customer will pay less for more satisfaction if you put **GUAY ALL-LEATHER COUNTERS** in your shoes. It pays.

Prices and Samples on application

**Eugene Guay**  
230 St. Marguerite St.  
MONTREAL

We also make Union, Standard and Leather Board Counters

All Leather Fair Stitched

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



**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

**"La Duchesse" Shoe Co.**  
REGISTERED  
"Successors to B. Vaillancourt"  
40 Grothe St., MONTREAL

INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A., & Co.....	53	Doyle, Thos. C. (reg'd).....	21	National Cash Register Co.....	24
Aird & Son.....	19	Duclos & Payan.....	51	Nugget Polish Co.....	14
Ames Holden-McCready, Limited... 3		Dun, R. G. & Co.....	52	Packard & Co., L. H.....	20
Anglo-Canadian Leather Co.....	18	Dupont & Frere.....	53	Penman's Limited.....	10
Appelbee & Neuman.....	22	E-Z Walk Mfg. Co.....	22	Perth Shoe Co.....	15
Arabol Manufacturing Co.....	52	Guay, Eugene.....	53	Pfister & Vogel.....	20
Beal, The R. M., Leather Co., Ltd... 51		Harney, P. J. & Co.....	23	Rideau Shoe Co.....	4
Donner Leather Co.....	53	Heffering, J.....	51	Robinson, James.....	8
Brantford Showall Window Fitting Company.....	6	Hurlbut Shoe Co.....	18	Sisman, T., Shoe Co.....	50
Breithaupt Leather Co.....	51	Independent Rubber Co.....	7	Staynes & Smith.....	51
Canadian Consolidated Rubber Co... 11		Kent & Smith.....	22	Tanning Research Laboratory	52
Chicago Tanning Co.....	21	La Duchesse Shoe.....	53	Tebbutt Shoe & Leather Co.....	9
Clarke & Clarke.....	52	Logan Tanneries.....	22	United Shoe Machinery Co., of Can- ada.....12, 49, Inside Back Cover and Inside Front Cover	
Colonial Weaving Co.....	52	Marden, Orth & Hastings.....	17	Wickett & Craig.....	16
Cote, J. A. & M.....	21	McDermott Shoe Co.....	17	Williams, Walter & Co.....	54
Davis, A. & Son.....	19	McKeen Co., C. E.....	52	Wood-Milne Co., Limited.....	16
Davis-Leather Co., Limited.....	5	Miner Rubber Co....Outside Back Cover		Young, Richard.....	51
Dominion Die Co.....	53	Moenus Mach. Co.....	52		
Dorothy Dodd Shoe Co.....	13	Montreal Box Toe Co.....	53		

**THERE ARE OTHER GOOD SHOE LACES, BUT  
ORIENT ARE BEST**

Best for Wholesaler, Retailer and Consumer.  
A Soft Silk Finish Lace for Boots.  
Also Wide Flat for Oxfords—Black, Tan and White.



One Gross Boxes

- FOR MEN
- FOR WOMEN
- FOR BOYS
- FOR GIRLS
- FOR BOOTS
- FOR LOW SHOES
- NARROW SHOE TIES
- WIDE SHOE TIES

Orient Laces are made of best Egyptian cotton, strong and supple, soft, lustrous, silk finish, and always fast color 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

**BROUGH, NICHOLSON & HALL, LIMITED**  
LEEK, STAFFS. 112 WOOD ST., LONDON, E.C.

Complete Line now in Stock by Canadian Agents

**WALTER WILLIAMS & CO.**

**YOU SHOULD HAVE A NICE CABINET**

in which to keep your stock of Orient Laces. Let us supply your want.

DIMENSIONS: 16 ins. high, 15¼ ins. wide, 9¼ 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.

20 Wellington St. W., TORONTO  
517-525 St. Paul St., MONTREAL

Phone M. 2994  
Phone M. 7012-7013



# 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**

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



Yachting Oxford



Sporting Oxford

# Miner Tennis

*What you want will be promptly shipped*

Your wants in Miner Tennis will be shipped immediately on receipt of your order. We have well-filled stocks at all our agencies, so that as little time as possible will elapse between the sending of your order and the shipping of it.

Do not miss any sales through low stocks, when it is so easy to have them filled. Order what you want to-day.

## The Miner Rubber Co. Limited

Granby Montreal Toronto Quebec

### SELLING AGENCIES:

Jackson & Savage, Limited, Montreal R. B. Griffiths & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B. F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



Yachting Balmoral



Sporting Balmoral



JULY 15th

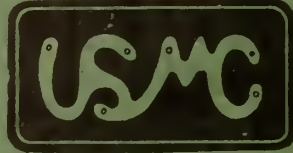
TORONTO

1913

**THE**  
**SHOE & LEATHER**  
**JOURNAL**



**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**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



No Superior



in the World

## PATENT LEATHER

The greatest economy you can effect in making patent leather shoes is to use A. R. C. Patent Leather. This is the line that cuts to the very best advantage and whose quality assures a perfectly finished shoe.

A. R. C. Patent Leather is made in

### The Largest and Most Modern Patent Leather Plant in the British Empire

Its quality is known throughout the Dominion as being as near flawless as any human product can be. You cannot better it. A. R. C. Patent Leather represents the basic standard of value and quality. Use it and you will get the results you are looking for.

**A. R. CLARKE & COMPANY**  
LIMITED

Toronto

-

Ontario

*Branches: Montreal and Toronto*

# Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

## Boot and Shoe Workers' Union

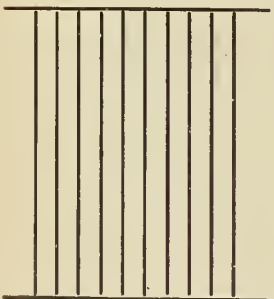
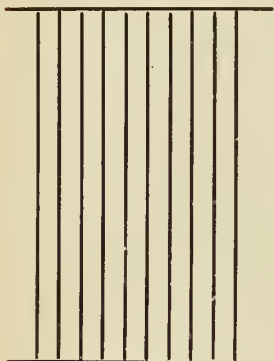
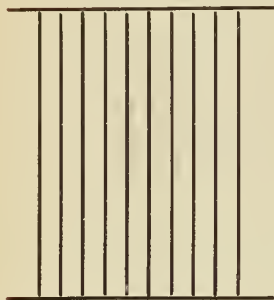
Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN  
General President

CHAS. L. BAIN  
General Sec. Treasurer





**To know where you  
can get the best  
Calf Leathers in  
Canada, and get  
them when you  
want them.**

*When orders for spring styles begin to pour in on you, Mr. Manufacturer, don't be caught looking around for calf leathers that will make your business permanent. Don't be worrying about where you can get the prompt service you will so much need.*

*Know now! Sample Davis Calf Leathers, and Davis service.*

*If Davis calf leathers weren't of the very highest grade, in fact, if they weren't of exceptional quality, we would not have been rushed off our feet last year.*

*We certainly were busy last year. So busy that we couldn't give the service we wished to give.*

*But we'll give it this year. We'll link up the best calf leathers in Canada with the best service in Canada.*

*Three times as much Davis calf leather as was made last year can be made this year. You know what that means to you. No worry, no long waits for stock, no hold-ups in the cutting room, no disappointing of your customers. That's what it means to have behind you the most complete and up-to-date tannery in the country.*

*Test Davis quality and Davis service now, so that you may know in the busy season. Use Davis leathers in your samples for spring.*

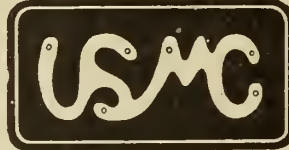
*Davis leathers in your fall styles repeats will enhance greatly the reputation of your shoes. Try them there, too.*

**THE DAVIS LEATHER CO., LIMITED**  
NEWMARKET, ONTARIO

# Shoe Machinery

For Every Department  
FROM  
Lasting to Finishing

TRADE



MARK

GOODYEAR  
WELT and TURN  
SYSTEMS

Consolidated  
HAND METHOD  
Lasting Machines

MODEL=C  
IDEAL CLICKING  
MACHINES

RAPID STANDARD  
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

MONTREAL = = QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



# MR. RETAILER

---

---

- ¶ We have always been jealous of our product and have told you that Astoria and Liberty on shoes means something.
- ¶ When you sell either of these brands of footwear for men you have our guarantee that they are right in every respect.
- ¶ In order that you should be protected we have never permitted any violation of our copyright.
- ¶ We have pending a suit against the Bachrack Bros. of Toronto, for a flagrant misuse of the name "Liberty."
- ¶ Spurious imitations will not be tolerated.

The Cook-Fitzgerald Co., Limited  
LONDON, ONTARIO

*Makers of "Astoria" and "Liberty" Shoes*

YOUR TRADE DEMANDS THE BEST

**FLEET FOOT**

Tennis and Sporting Shoes are now more popular than ever.

Everyone who is planning their vacation for August will want a pair of *cool, comfortable* Sporting Shoes.

Keep your stock in shape to meet the demand that is sure to come.

"Fleet Foot" advertising is increasing sales all over Canada. More people than ever in your locality are asking for this brand.

Large stocks at all branches for quick delivery.



**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, North Bay, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria





## The Doctors Shoe has Individuality

Individuality is a sales help that can hardly be equalled.

Just run over in your mind a list of the world's most foremost products, and you will see that it is individuality that has placed them where they are.

The market is surfeited with foods, clothing, soaps, underwear, shoes, in fact, with all manner of products, whose only excuse for existence is, people need goods of their general description.

Products that are different from the general run of their kind soon rise to a place of eminence because the public wants individuality, and because merchants want to handle what sells most readily.

The Doctors Shoe has a sole construction that no other shoe has—a construction that serves a definite and valuable purpose; it has a patented waterproofed upper that you won't find on other shoes; and it has a foot-fitting, sensible shape that other shoes have lost in the race after style.

There's individuality in the Doctors, and plenty of it. And it's the individuality that your customer can see, and will appreciate.

Make individuality a working force in your store. Stock the Doctors Shoe.



**The Tebbutt Shoe &  
Leather Co., Limited**

Three Rivers - - Quebec

# P. J. Harney Shoe Company

LYNN, MASSACHUSETTS

## SEASONABLE SHOES

IN STOCK—READY FOR IMMEDIATE DELIVERY

*All Shoes Illustrated are Women's Goodyear Welts*

HIGH IN QUALITY - - - - - LOW IN PRICE

ORDER BY STYLE NUMBER



Style No. 806	Tan Russia Calf. Button Boot.....	44 last, 15-8 heel, Price, \$2.60
900	Cloth Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price, 2.25
923	Cloth Top Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
940	Mat. Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price 2.25
941	Mat. Top Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
954	Gun Metal. 3 Eyelet Sailor Tie.....	33 last, 14-8 heel, Price 2.25
955	Tan Russ. Calf. 3 Eyelet Sailor Tie.....	33 last, 15-8 heel, Price 2.25
960	Patent Colt. 3 Eyelet Sailor Tie.....	99 last, 15-8 heel, Price 2.25
962	White Nubuck Seamless Pump.....	67 last, 14-8 heel, Price 2.25
963	Gun Metal Seamless Pump.....	67 last, 14-8 heel, Price 2.25
964	Gun Metal Seamless Pump.....	84 last, 12-8 heel, Price 2.25
966	Mat. Top Patent Colt Button Oxford.....	44 last, 15-8 heel, Price 2.25
967	Mat. Top Gun Metal Button Oxford.....	44 last, 15-8 heel, Price 2.25

Carried in sizes 2½ to 7—A, B, C and D widths

SEND ALL ORDERS TO LYNN, MASS.

# P. J. HARNEY SHOE COMPANY

*Manufacturers of Women's Fine Shoes*



## FREAR'S BAZAAR TROY, N. Y.



# Queen Quality

Frear's Bazaar at Troy, N.Y., is the largest retail store in that city.

William H. Frear, the proprietor, starting in the year 1865 with a small general store, has built a business that today has the highest financial rating of any retail concern in Troy.

About fourteen years ago Mr. Frear installed a women's and children's Shoe Department, with Mr. O. C. Maxon as buyer.

Today this successful company do the largest business in Troy, and their Shoe Department is one of the biggest profit-producers in the establishment.

QUEEN QUALITY Shoes were, from the start, the principal line handled. In an interview on April 4th Mr. Maxon said:

"Yes, the QUEEN QUALITY line has been a leading feature of our Shoe Department from its very start, and every one of us here knows how important this factor has been in building up our extensive shoe business.

"We have had to study carefully the various strong features of many competing trademarked lines, but to us there is no question that QUEEN QUALITY Shoes give the greatest measure of seasonable style, comfortable fit and general quality of any line at the price.

"You know, the way a line of shoes brings repeat sales is a very strong and significant feature. QUEEN QUALITY cannot be excelled in this respect. The trade-drawing strength of the line, created by its quality and increased by its wide national advertising, simply builds big business, and you can't stop it. That, at least, is our experience.

"Reputation of the store, quality of the store service and quality of goods are fundamentals in building retail trade. QUEEN QUALITY Shoes fill their part of these requirements perfectly.

"We have demonstrated to our complete satisfaction that a reputable trademarked line like QUEEN QUALITY gives a retail dealer the assurance of highest value for the money and the benefits of sound, productive advertising of the trademark. What enterprising dealer could ask more?"

If you, the reader of the above interview, have read our previous interviews this season with prominent and successful department store dealers in QUEEN QUALITY Shoes, or if you are studying closely the progress of high-grade trademarked lines, you must have been struck with the following three facts:

First. A store handling QUEEN QUALITY or other good trademarked shoes controls an excellent class of retail trade.

Second. Such a store enjoys a constant and rapid growth in retail sales.

Third. Such a store is not constantly changing either its merchandise policy or personnel of its staff. And what surer proof of merchandise success is there than stability of policy?

Get into closer touch with the real facts about the right trademarked shoes.

A post card request to us will bring you the QUEEN QUALITY catalogue, trunk of samples, or traveling salesman.

## THOMAS G. PLANT COMPANY

101 Bickford St., BOSTON, MASS.

Branch "in Stock" Departments

NEW YORK CITY  
248 Duane St.

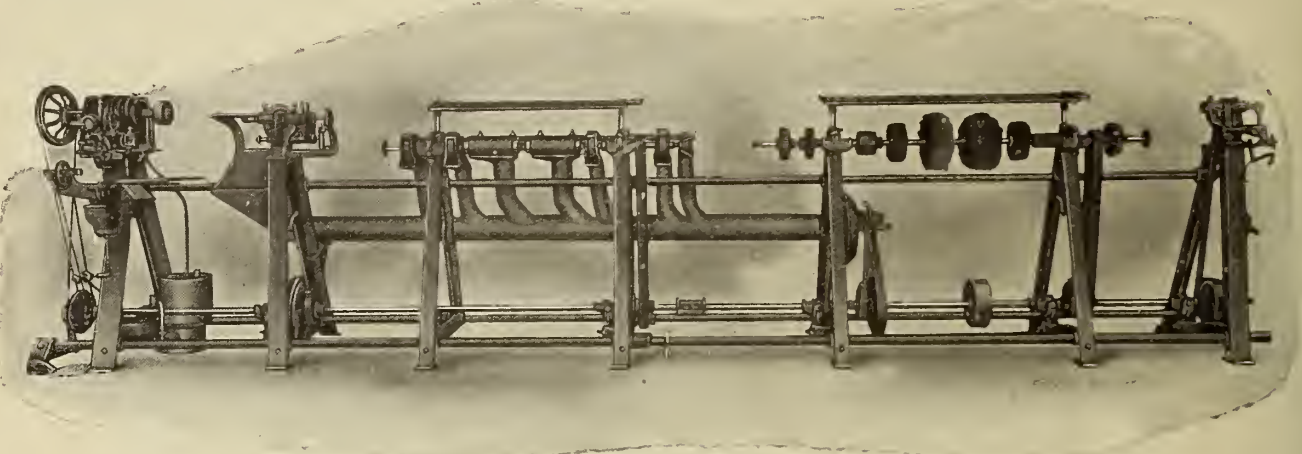
CHICAGO  
308-312 So. Jefferson St.

ST. LOUIS  
1424 Washington Ave.

MORTON W. MURDOFF & SON, Box 478, TRENTON, ONTARIO, Canadian Representative



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# **B.T. & B.** Baggage is as good as it looks



Appearance plays the biggest part in first sales of baggage. Strength and real quality are the bringers of repeats.

B. T. & B. Baggage is not attempting to exist on first sales. It is building up a steady business for the merchants who handle it, by backing up its fine appearance with a degree of service that is truly wonderful.

A perusal of the description of No. 015 Steamer Trunk, shown below, will convince you that strength and sturdiness, as well as fine appearance, are features of B. T. & B. goods.



Is your name on our list for our new catalogue? We expect to commence distribution by the First of August, and wish to make sure that you will get a copy. Will you send us your name and address to-day?

## **Berlin Trunk & Bag Co., Limited** BERLIN - ONTARIO

Your order to any of these selling agencies will receive immediate attention :

C. H. Griffiths & Co., Calgary, Alta.; Thos. J. Spence, 559 Banning Ave.,  
Winnipeg, Man.; H. T. Johnson, 253 St. James St., Montreal, Que.;  
Harry Magee, St. John, N.B.; H. McLeod, Sudbury, Ont.



No. 015. Fibre bound steamer with straps.

No. 015—A very neat design. Built on a strong, standard size steamer box, covered with heavy painted canvas, bound throughout with heavy vulcanized fibre angles. Hardware is brass plated of bumper design, valance clamps are flat plated steel. Hardwood slats are extra heavy and saddle nailed. Metal bottom. Tray has covered till. Lined with fancy paper lining. Made in sizes 32, 34 36 and 40.

# Kant Krack

# Dainty Mode

## Know these rubber facts now



Sales of Independent Rubbers grow amazingly each season. And why? Because they offer a great variety of styles—a rubber for every shoe. Because they fit snugly. Because they are made of the very best materials. Be-

cause they give perfect satisfaction. Because they are sold and recommended by the best jobbers in Canada.

These are facts that are well worth knowing before the big rush comes in the fall.



**Independent Rubber Co., 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.
- A. W. Ault Co., Limited - - - Ottawa, Ont.
- Garside & White - - - Toronto, Ont.
- Kilgour, Rimer Co., Limited - - Winnipeg, Man.
- The J. Leckie Co., Limited - - Vancouver, B. C.
- The London Shoe Co., Limited - - London, Ont.
- McLaren & Dallas - - - Toronto, Ont.
- James Robinson, Esq. - - - Montreal, Que.







*Perfect Fit  
holds more custom  
than anything else*



**P**ERFECT-FITTING shoes have done more for the shoe business than all the fancy styles and clever salesmanship in existence.

Rideau Shoes are built on the knowledge that style supplies the attraction that helps first sales, but perfect fit gives the cause for future business. Because of this, Rideaus are given a style that places them on a par with the best, yet does not interfere with their comfortableness and perfect-fitting qualities.

You can fit a customer quickly and satisfactorily with a pair of Rideaus, and know that he or she has good reason to remember favorably your store.

Get in line with the other dealers who have proven what a big factor fit plays in repeat business—by selling Rideau Shoes.

*The Rideau Shoe Co.  
Limited*  
*Montreal*

**H**OW many sales did you lose yesterday because you were out of some particular line? How many sales will you lose to-day? How many sales will you lose tomorrow because you didn't send in that sorting order when you first saw stocks were getting low?

Don't lose sales when I have a full line here for you to order from. Tell me what you need. It'll be money in your pocket.

**JAMES ROBINSON**  
182-186 McGill St., Montreal





## You must take pains with this woman

There is in every village, town, and city, a woman—or rather a class of women—who has taste, and the where-withal to gratify it.

She forms a rather large class—the class that brings you the worth-while trade.

She buys shoes not as mere foot coverings, but as dress accessories as well. She buys for style as well as for utility—and she knows.

This woman will not be fooled. You must take pains to please her. She wants service, and will pay for it.

An ordinary shoe will not interest her. She wants something that is “different,” individual—something with character.

She will appreciate the value, the style, the service, and the snap of Perth Shoes. She will appreciate the fact that they are made under special conditions, that they are products of a specialized Women's Goodyear Welt factory. She will appreciate, even more, the fact that they give good and sufficient evidence of their specialization.

The perfected Perth Shoe is the result of taking pains. It is always the latest approved style. It is always correct, and never freakish. It is proof of the value of specialization. It is the realization of the ideal woman's shoe.

Just think what you could do with such a shoe in your store.

Then order!

**Perth Shoe Company, Limited, Perth, Ont.**

Women's Goodyear Welts Exclusively

## Tapsole Prices Reduced

We beg to announce that while maintaining our high standard of quality and selection we have reduced our tapsole prices, and have added to our assortment rights and lefts, which we shall be pleased to supply when ordered, prices for these being the same as for our straights. Our numbers have not been changed but are the same as formerly. We shall be glad to furnish copies of our new price-lists upon application.

**Straights or Rights and Lefts  
at the one price.**

Brackley Shaw  
President

C. T. Shaw  
Vice-President

## Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager

T. de G. Stewart  
Sec'y Treas.

665 KING STREET WEST, TORONTO

The Largest Sole Leather Tanners in the British Empire



TANNERIES AT  
HUNTSVILLE and BRACEBRIDGE

WAREHOUSES AT  
MONTREAL TORONTO  
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.



**D**ID you ever notice that the big stores—those who have had outstanding successes—built their businesses, not on fancy styles at long prices, but on staple lines at easy prices? Sure sales and a quick turnover—that's their secret.

**Aird Shoes are popular in price, style and quality.**

**Aird & Son,  
Montreal**

Makers of Men's, Women's, Boys' and Youths' McKays and Turns



*Every woman can appreciate the snap and style of a McDermott Shoe*

The McDermott Shoe is a worthy production because it places within the reach of most women the style and "go" which they so desire.

Its dressiness can be appreciated because its price is not prohibitive.

Almost every woman who comes into your store will be satisfied with McDermotts from the

moment she sees them till the moment she discards them worn out.

This is the shoe for big business. Try it.

*The McDermott Shoe Co.  
Women's  
Shoe Specialists* *Montreal*

Established 1865

# LEATHERS

Four large tanneries, each under the supervision of a member of the MOENCH family, produce the MOSCO leathers. From the soaks to the shipping rooms the course of the MOSCO leathers is personally conducted.

We make a few lines well rather than many lines indifferently. Concentrated is better than scattering fire.

The cost of MOSCO leathers is lower than the price. Take the price and the quality of MOSCO leathers, square them with each other, and the result is low cost stock.

MOSCO leathers look right, feel right, cut right, cost right and wear right. Ask us for samples and prices.

## C. MOENCH SONS COMPANY

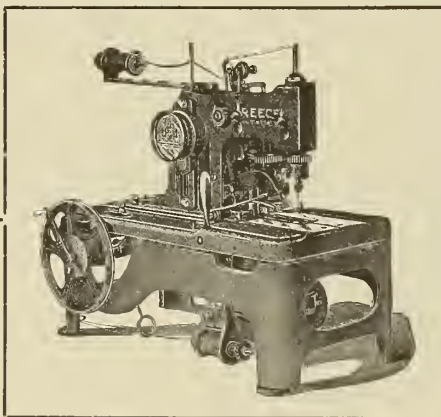
TANNERS

**BOSTON**  
GOWANDA, N.Y.

**CHICAGO**  
SALAMANCA, N.Y.

**ST. LOUIS**  
ALPENA, MICH.

Entirely  
Automatic  
in  
Operation



Runs at  
Very  
High  
Speed

Will  
Do  
Twice  
the  
Work

With  
One-  
Half  
the Up-  
Keep  
Cost

### The REECE High Speed Button-Hole Machine

† Is a revelation of efficiency and ease of operation. And the work it does is of the highest quality and durability.

† Their extensive use proves their exceptional value

MAY WE INSTALL ONE ON TRIAL?

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL**      **TORONTO**      **QUEBEC**  
L. D. Phone Up 2415      L. D. Phone Ade. 1033

Representing—

INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.

## DUCLOS & PAYAN

Manufacturers of CHROME SIDE LEATHER

Box Sides

Velours

Matt and Waterproof Sides

Chrome Sole

Factory and Office,      Store, 224 Lemoine St.  
**ST. HYACINTHE.**      **MONTREAL**

## J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING      -:-      TORONTO

— REPRESENTING —

**Tetrault Shoe Mfg. Co.**  
Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**  
Exclusive Children's Line

**Regina Shoe Company**  
Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370



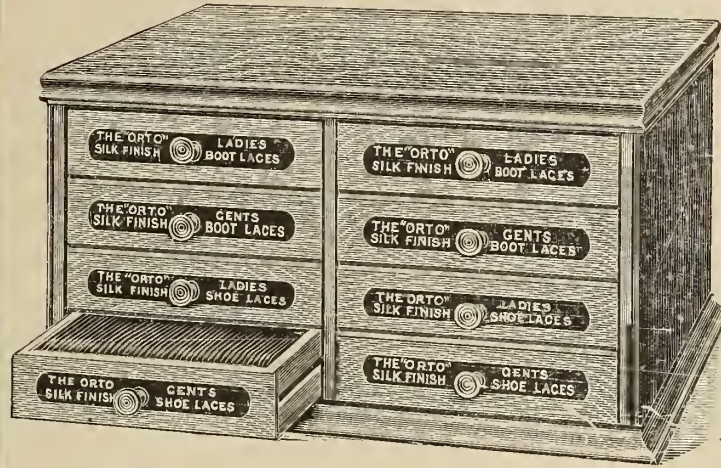
# THE ORTO SILK FINISH LACES

IN ALL LENGTHS AND WIDTHS

The BEST Lace MADE

Put up in the BEST WAY

Giving YOU the BEST PROFIT



The Orto Cabinet keeps *all* the laces clean and each kind by itself. Laces are sold in single gross of any length or width or in cabinets, assorted.

**L. H. PACKARD & CO., Limited**  
MONTREAL Canadian Distributers QUEBEC

## Cravenette Cloth for Topping

- ☞ Every manufacturer should write us for samples and quotations on above lines.
- ☞ This cloth will not **bag, stretch or crease**. Guaranteed **all pure wool**, firm, yet mellow, full rich black.
- ☞ Sells at a lower price than the grey-black **cotton** mixtures which in so many cases spoil fine shoes to-day.
- ☞ All weights. Stock in Montreal

**Solomon & Spielmann**

22 St. John St. - Montreal

## TWENTIETH CENTURY WELTS

do not hold custom on style only, or on quality of leather only, or on wearability only. It is the combination of these three good qualities with popular prices that is making them such big sellers all over Canada.



Men's Retail at  
\$4.50 - \$5.00  
5.50 - 6.00

Boys' Retail at  
\$3.50 - \$4.00

The

C. E. McKeen Co., Quebec

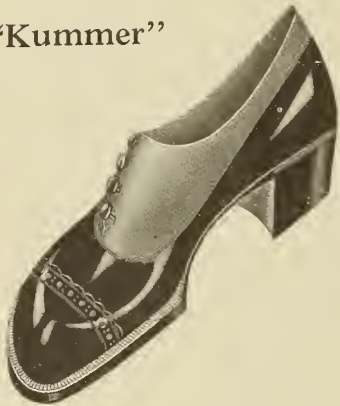
# The Big IN-STOCK Shoe House

"Pug"



Gun Metal Blu. Oxf. Pug Last

"Kummer"



Patent Calf Butt. Oxf.  
Kummer Last

Two of the many up-to-date lasts which our comprehensive IN-STOCK department always stands ready to supply at a moment's notice. We take special pride in the prompt filling of every order, large or small, and we can give you practically anything you ask for. Try our in-stock service and be convinced.

Remember that Ames-Holden-McCready shoes are made in 3 specialized factories, which means that skill and workmanship are evident in every shoe turned out.

Whether it is a dressy shoe for evening wear, or a heavy staple shoe, you can get it here. It saves trouble and expense to buy largely from one firm. Why not do so?

## Ames-Holden-McCready, Limited

Montreal - St. John - Toronto - Winnipeg  
Calgary - Edmonton - Vancouver



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng.) Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 14

TORONTO, JULY 15th, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Distinctive Features of New Spring Styles in Shoes

Changes Are Not Numerous—The Semi-English Last for Men Will Be Seen—Various Modifications of Toes—Button Shoes for Women Will Retain Favor—Button Oxfords, the Kidney Heel and Colonials with Cut Steel Ornaments Coming to the Front—Different Features in Width and Height of Toes

How rapidly the seasons fly and how early manufacturers have their spring and summer samples ready is evidenced by the fact that the first week in July sees many producers of footwear prepared to show the trade what they have to offer for the spring and summer season in 1914. Manufacturers in the east have had their new creations ready for some little time, and during the past few days, Toronto and Montreal have been visited by salesmen representing large concerns who sell to the wholesale trade.

It would seem that the selling for one season hardly lapses before representatives are out after business for the coming season. It is not unusual for travelers to take orders from retailers for spring and summer goods when, perhaps, some of the shipments ordered the previous season have not yet reached the dealer. Instances of this character crop up quite frequently.

Not many years ago one never thought of looking for spring and summer samples until late in August or September, or scarcely hoped to see fall and winter samples before April. Now, March and July are the months in which many come forward with what they have to present to the trade within the next few months: The question naturally arises, "What are the distinctive characteristics of the styles for spring and summer of 1914?" Buyers are all eager for information and the trade always awaits the new samples with considerable interest and expectancy.

There are not as many radical changes to record this season as in some previous ones, and it seems to be getting more and more so that certain priced footwear carries certain distinctive features.

### The Offerings for Men

In men's footwear it is learned that in the higher class goods the recede toe, the low heel and wide shank, and in many cases, the blind eyelets, will be seen. The toe, in most cases, is a little rounder and fuller than it was when first introduced a year ago, as then it was decidedly flat and pointed. Some call it the semi-English effect. Heels will continue to vary from 6-8 to 10-8 inches in height. There appears no doubt of the styles imitating custom shoes in flat tread, and receding toes will command a good trade with the high grade city retailer and the town dealer who caters to an exclusive class, but with the man who handles medium priced goods the semi-high toe and the military heel will, in all likelihood, still have the call.

The young man seems to have a decided penchant for

snappy footwear. Trousers with cuffs are so largely worn the shoe with a moderately high toe and smart, nifty appearance comports better with the trend of things than does the more sedate and conservative custom last. Ostensibly, so far as one can learn from inquiries, the moderate price shoes for the spring seasons of 1914 will be a sort of happy medium, between an extremely high and extremely low toe.

### The Toe for Dress Occasions

One manufacturer states that in his men's shoes he is going to make a rather full narrow toe for his better lines and for evening dress wear. He has tried to incorporate the same idea in a popular grade, but the success has been rather indifferent. The broad semi-high toes have shown many men what decided comfort and ease this class of boot provides. Some, who have changed from the roomy spacious high toe to the flat or receding toe, say they have had pedal trouble of one kind or another. They, therefore, welcome anything that is a go-between. During the past season, between the extremely high toe and the drop toe, many experiments have been made and all sorts of modifications suggested. Now, it would appear that the best popular price seller is likely to be a shoe with a medium high, well rounded forepart. Heels and arches will remain about the same. It is generally conceded that the lines of the favorite models for men for the coming season are the most sensible and comfortable that could possibly be presented. Of course, there are many variations and just exactly what will sell it is impossible to forecast.

Some manufacturers assert that the custom shoe on the English last will never gain any wider prestige or patronage, while others maintain that it is just beginning to win its way and is "arriving in fine shape." In the Western section it is reported that, outside of a few large cities, people still demand the high toe. Like the fold collar and the stiff felt hat, it has come to stay with many wearers and, while new creations may be presented, still nothing can displace it once the stamp and seal of safety, comfort and ease have been put upon it.

### Gun Metal Has Every Day Call

Gun metal will still prove to be a strong seller in men's, while patent and box calf, tan Russia calf, dongola, kangaroo, and other lines will be fairly well represented. While an attempt has been made from season to season to popularize



the button shoe in both low and high cuts, it has never made any decided headway on this side of the line. Of course, a number of button creations are bought each year. Those of refinement and taste who are really discriminating in their footwear purchases look upon the bal as the acme of art for the best dressed foot. As a general rule, styles in men's shoes, like fashions in men's clothes, do not change nearly as radically as they do in women's apparel and foot togery.

#### Features in Women's Shoes

The question naturally arising first in the minds of retailers and manufacturers is, "Is the button boot going to stay?" While predictions are heard that its demand is on the wane, judging by the number of samples shown, manufacturers do not think so. Retailers report that while all sorts of attempts may be made to supersede this type of shoe, no decided advance has been achieved. The average foot-filler does not prefer handling button shoes. He would sooner sell the straight lace. The former gives him all sorts of trouble. The buttons have to be moved, or they pull out; it takes longer to sell and fit, it generally costs a little more, and yet, in spite of all this, the great majority of merchants market the shoe for the same figure as a lace boot. Button shoes certainly have complete sway over footwear fashions.

The women declare they have a refinement and dressiness, a tone and fascination that is not possessed by the ordinary lace shoe. Manufacturers point out button shoes have the knack of being trim and practical for every day wear; that they are correct for all occasions; that the shoe has a lasting, clean cut appearance and above all, there is a neatness about it which many ladies declare will never be achieved by any other form of footwear.

Now, except for walking purposes, even in the highest class shoes, the recede toe for women has not caught on as well as it was at first predicted, though many good dressers like it. The most exclusive shoe is the one with the rather long vamp and narrow pointed toe. In fact, it would appear that some manufacturers are trying to get dangerously near the "razor" variety. Vamps will still continue to be short in the bulk of the 1914 models, and there will not be many freaks offered the Canadian trade. It is getting easier all the while for the retailer to buy, because, while toes may change frequently and leathers occasionally, gingerbread effects and eccentric combinations of leather or materials are being gradually eliminated. For high grade trade in women's colonials and shoes a narrow receding or medium full toe with  $1\frac{1}{2}$  to  $1\frac{3}{8}$  inch heel is likely to prevail. Moderate priced shoes may have a slightly wider and a little higher toe than will prevail in the costlier grade. These will likely carry a lower heel. There is likely to be a considerable demand for fuller toes in the medium priced lines with  $1\frac{3}{8}$  to  $1\frac{1}{2}$  inch heel.

#### Varied Types of Heels

Speaking of heels, they are commencing to make them a little lower this season, and the average height is from  $1\frac{1}{4}$  to  $1\frac{3}{8}$ . The kidney heel is well liked for both medium and high-grade footwear. This is declared to be a fairly easy heel to walk with, as it possesses a good tread, is practical and possesses style. Other heels that are being put out and may meet with encouragement are the French Louis with the kidney top and with the long lip at the heel seat which gives added support to the shank or arch of the shoe. There are also the Cuban Louis, kidney top Cuban, Cuban half Louis, etc., but not a great number of fancy heels will be seen in women's footwear.

The twelve and fourteen button boot is likely to remain as popular as ever. The tops are cut from 6 to 7 inches high and are straight or with a slant. Dull claf and patent still have the largest call, while shoes with cloth or cravenette tops are likely to prove exceptionally good sellers. It is not

reckoned that next season will be known as a tan season, but a fair amount of such shoes are now sold at certain seasons of the year, particularly in the spring. The summer period is more devoted to white lines which indicate as much popularity during 1914 as on any previous occasion. Perforations will be neat, edges will be fairly close and smooth shoemaking on graceful, neat fitting lasts will capture the fancy and the trade of "my lady."

In low cuts, of course, the pump is going to remain a pronounced favorite since there has been such a decided improvement in this class of footwear during the last three or four years. Pump lasts are now such that this type of foot togery will not slip up and down at the heel or gap at the side. Some of them will carry a little wider and fuller toe than last season.

The most popular ornaments will be cut steel, imitation cut steel and rhinestone, and many of the pumps will carry a small tongue or tab, while the regulation colonial with steel buckle and true flaring tongue is also bound to command a measure of appreciation. Gun metal, patent, tan, suede, white, grey buck and beaded satin will be liberally revealed. A number of manufacturers think that in the medium priced lines the biggest seller will be patent leather.

#### Showings in Button Oxfords

Another feature of the styles for 1914 is the preference of four and five button oxfords and one, two and three hole ties for women. Of course, in certain centres a number of lace oxfords and pumps with ankle straps are always sold. Button oxfords and strapless pumps and genuine colonials are regarded as more impressive and dignified.

Of course, a fair number of bals are being shown and an effort is being made every now and then to have them replace the button and blucher styles for women, but no great headway has been made.

Most women's popular priced shoes, as already stated, will carry a modified toe. Some have coin shape, others a dome, and so on. In the highest class goods the shoe with the long recede narrow toe will command a wide requisition. It seems to be getting more and more the custom for a retailer to study the needs of his trade and judge styles and shapes by the specific range of prices that he can secure in his locality. He will, therefore, have to be a close student in order not to make errors and guard against finding himself loaded up with a lot of unsaleable odds and ends. It is not advisable for any merchant to go too strong on high toes or on a long recede or pointed toe. It is more prudent to pursue a medium course. The average dealer will find the middle road is always the safest one and generally most profitable route at the finish of the season, and after all, it is the shoeman who is able to sell out the stock the cleanest before the close of each season who is making the most money to-day in the retail game.

Among the other showings in women's footwear for spring is seen a pump in various leathers with a round toe and tip and carrying about an inch heel. Another type of pump has a long, narrow toe, and noticed in the new materials is palm beach (cravenette) for low cuts, while some nice cloth designs are observed for toppings on high cuts.

It might be mentioned that one of the new buttons which will be on certain shoes with fabric tops is known as the zebra, a black and white stripe with a steel centre.

In men's a number of manufacturers will show a straight last and a toe which, while of the receding and rather narrow character, has a square effect. This is one of the decidedly new things. The cubist effect will also be seen rather pronouncedly on some men's lines and to a lesser degree on women's. This is a rather narrow drop toe with a diagonal square front and may catch on well with the trade. It will carry a fairly low heel.

The SHOE AND LEATHER JOURNAL will, in succeeding issues, present further detailed style information for 1914, which should be carefully studied.





Men's patent button oxford, fairly high toe, military heel, extension edge



Men's gun metal bal., receding toe, 7/8 flange heel, broad shank



Men's tan calf oxford, flange heel, sloping toe and blind eyelets



Men's tan calf bal., with recede toe, flat tread, custom last and blind eyelets

*Some  
Spring  
Offerings*



Women's gun metal bal., blind eyelets, recede toe, 3/4 fox, and 14-8 heel



Women's gun metal pump, full round toe, flat leather bow, medium high heel



Women's fourteen white nubuck button, receding toe, kidney heel



Women's patent pump, corded silk collar, with flat bow of leather and corded silk

# What In-Stock Department Can Do For Retailer

It Means an Increased Turnover of Capital and More Customers for the Store—Co-operation Between Manufacturers and Dealers Necessary—Sorting Facilities in Canada—What Some Factories Have to Say

"How large an order shall I give for this line so as to have just enough and not too many?"

This is a question which confronts every shoe dealer when ordering stock and those who can answer it correctly are as scarce as hen's teeth.

The summer months usually find the busy shoe store short on selling sizes on the proper lines of the season. Until comparatively recent years, all the retailer could do was to substitute short or ill-fitting shoes, or give his customer a line having some far-off resemblance to that which he had in mind, and try to convince him that he is getting what was asked for. This method, however, caused the dealer to lose ultimately, as shoes were either returned or the patron was lost.

## Manufacturers Take a Hand

There is where many manufacturers stepped into the breach, and devised a plan beneficial to both wholesaler and retailer, creating at the same time a very important branch of the shoe industry.

With the perfection of systems in shoe factories came the desire on the manufacturer's part to be of added service to the dealer by helping him serve his customer better. With this end in view, the in-stock department was established. Where formerly it required from one to six months to fill an order, the dealer is now enabled to give an order for a pair of shoes in mid-season and have them without any delay whatever.

In brief, the in-stock service means to the retailer not only increased service, but added profit by the augmented number of sales made and customers saved. It supplements the dealer's spring shipments, helps mid-season turnovers, saves emergency sales, lessens an investment, increases profit on selling sizes, insures rapid delivery from the factory, means that goods can be ordered by card or wire; a new store can open in mid-season. In short, it forms a valuable asset to the small capital store.

## Canadian In-Stock Houses

Although in the United States practically all the larger factories have up-to-date in-stock departments, Canadian manufacturers in general have not given this branch the attention it might have. It is to be said, however, that those who have in-stock departments certainly have gone the right way about it to ensure success. It is easily seen what added profits the manufacturer can secure by taking advantage of this opening.

Ask any progressive dealer what his chief trouble is these mid-season days, and he will tell you "keeping stock up in popular sellers." Many lines are popular one month and die out the next. This prevents the retailer, when giving his spring order, from getting too large an assortment on any line, no matter how popular it may be; whereas, when he can give an order on Monday and have goods delivered on the morrow, or Wednesday, he is able to keep in line with the ever-changing, fickle public fancy.

Manufacturers have to judge for themselves just how many lines and what quantity of these lines should be stocked. The "in-stock" styles are "tested styles," as manufacturers do not, as a rule, put anything in stock which has not been tested as to fitting qualities and popularity in the majority of parts of the country. At least four Canadian

factories have established in-stock departments in certain neat, conservative shapes during the past year.

An expert says: "It is reasonably safe for any retailer to order shoes from 'in-stock' departments, and he can be sure that the goods which he receives will fit well and will take in his community. The manufacturer does not want to stock a list of styles that are going to prove to be stickers for himself, so he gets in as close touch with the demands of the public as it is possible for him to do. By this method the retailer will very seldom or never make a mistake in re-ordering shoes from stock."

Of course, this means that only choice lines can be carried in this department by the manufacturer. One American firm which has tried the in-stock department and found it pays as a business proposition has a daily capacity of 5,000 pairs, with a range of over 200 styles shown to the retail trade. This concern carries in their in-stock department about 25 styles of men's high shoes and 12 styles of oxfords. In seasonable styles there are regular and special lines of oxfords in gun metal and tan on new lasts and patterns for quick delivery. This, of course, is only in the men's lines. Women's lines, to a great extent, have to be stocked according to the demand and no definite figures could be advanced.

## Large Turnover Accomplished

The practice of buying shoes from the manufacturer has resulted in merchants making a much larger profit on their mid-season investment. By taking advantage of these shoes ready to be shipped, they may buy one or a dozen pairs of any size and width, get them within two or three days, and have the whole lot completely sold out in a short time. It also permits retailers to do business on small stocks of shoes that can be replenished frequently. Thus they are able to do business on a small capital, and such other capital as they may have at their command they are able to use for the improvement of their stores and in aids to shoe merchandising.

The "in-stock" houses encourage dealers to turn their stock into cash frequently, each time at a profit, and then to re-invest their capital in a stock, fresh and new style shoes. It greatly facilitates sorting and is especially valuable for filling in on the middle sizes which go first.

Total savings through patronage of these departments, and the frequent turnover of stock accomplished thereby, have in many cases been sufficient to turn losing stores into profit paying ones. They also have enabled some retailers to carry on a small store in a first-class location at the same expense as a larger store in a second hand location.

Owing to the variety of opinions on the part of manufacturers and retail shoe dealers regarding the benefit to be derived from "in-stock" departments of the manufacturers, it is hard and almost impossible to express any opinion on this matter that would really be of any help, says a correspondent of the Boot and Shoe Recorder.

In talking with a large manufacturer last week regarding the benefits to be gained from running an "in-stock" department in their factory, some interesting points were brought out which might sow the seed of thought in the minds of some who are not looking with favor on this proposition.

Some of the manufacturers who are running "in-stock"



departments are not enthusiastic about them, and there is the answer to the question.

Any manufacturer who runs his "in-stock" department with the idea that all he must do is to put in the stock and the people will clamor to buy it, has started the wrong way.

In some of the large manufacturing businesses the only men who are what might be called merchandisers are the salesmen and they have to be so in order to hold their jobs.

A manufacturer who does not consider it necessary to hire salesmen in order to market his shoes is one who does not expect to be in business any great length of time, because he must realize that business is no done on faith and that the retailers of this country must be shown the goods you wish them to buy and the good points in connection with these goods must be forcefully and continually placed before them, also care must be given to the pleasing of the customer by making his shipments as prompt as possible and by looking after him with much care.

Because a manufacturer has sold goods to a man in one year is no reason why he should not have his salesmen call the next year, and no manufacturer for one minute thinks of the proposition in that light for he knows perfectly well that if he does not have his salesmen call some other man will and it is the man on the job who gets the business.

#### Must Be Enthusiastic

But why is it that so many manufacturers run "in-stock" departments, not in the way they run salesmen and general business, but merely with the idea of having shoes in stock for those who may ask for them? That is, having more faith than it is possible to believe, and the men who are running their stock departments in this way are the ones who find it necessary to sell a great batch of left-overs at a great sacrifice each year. If these men did not hire salesmen to travel and sell their regular line of goods practically their entire output would remain to be sold as left-overs at the end of the year, and the existence of these concerns would be short.

If these men believe, and prove that they believe by putting out salesmen, that it is necessary to continually keep their lines before the buyers and to push them at all times, then why don't they realize it is just as necessary to continually push in an up-to-date enthusiastic manner the goods which they carry in their stock departments?

If you're not enthusiastic about your own proposition how can you expect to make another man enthusiastic about it? If you don't show belief and enthusiasm in your "in-stock" department how can you expect to make the retail shoe dealer feel that yours is the stock department that can give him what he wants when he wants it?

You must hire salesmen to sell your "in-stock" shoes and you must hire good ones, and among these salesmen are the trade papers and circulars.

#### Advertise "In-Stock" Department

If you show but few shoes and advertise them in a half-hearted way you create the impression that you only carry a few shoes in your "in-stock" department and you destroy the confidence of the man who might have had faith, and to men who are running "in-stock" departments in this way, the only fair thing to say to them is, "You had better discontinue this department for you will surely have a great many left-overs at the end of the year."

There are many concerns doing tremendous business in their "in-stock" departments who have a small quantity of shoes left over each year, and who are getting higher prices for these left-overs than the man who is running

his "in-stock" department on faith. It is simply those who continually advertise by using large space systematically showing a large variety of shoes and also following their customers closely and often with good, snappy circulars which tend to create enthusiasm and belief on the part of the merchant.

The manufacturer knows that his salesmen must be even more enthusiastic about his goods than he is himself if he wishes to make a good showing in his sales, and the manufacturer must create in the minds of the retail shoe dealers the idea that he is full of enthusiasm about his "in-stock" department before he can expect to make it a paying proposition.

These thoughts are not idle ones, because they have worked out successfully in many parts of the country, and the man who pushes his stock goods systematically in a way that proves his confidence in his ability to take care of his trade in "in-stock" departments is the man who is making money on this department and who has nothing but a good word for this phase of the business.

### Could Not Drag Him Back East

"I like the West far better than the East and would not go back under any consideration," said A. V. Wright, manager of the shoe section for the Walter L. Joyner Departmental store, in Moose Jaw, Sask. He started in the shoe game about eight years ago with the McRobbie Shoe Co., of St. John, N.B. He first drove a delivery wagon and gradually worked himself up until he got an inside position. His next situation was with Percy J. Steele, of the same city, with whom he remained until he went West



some years ago. Mr. Wright was with the Regal Shoe Store in Winnipeg about a year and a half and took up his residence in Moose Jaw some sixteen months ago. Before Mr. Joyner took over the business he was with his predecessor M. J. MacLeod. The large store has been thoroughly renovated throughout and a new shoe department created of which Mr. Wright is very proud. He thinks there is none better equipped in the West. Mr. Wright was born in Cheltenham, Eng., and has been residing in Canada twelve years. He likes the Dominion, its people, and its prospects.

# A Few Constructive Retail Advt. Criticisms

The advertisement of Chas. E. Raven, of St. Thomas, Ont., is well worded and is calculated to arouse the interest of parents who should be concerned at all times in fitting their children with shoes that are both comfortable and durable, in preference to those that have nothing but style or flimsiness to commend them. The cut is not a particularly good one as nowhere is reference made to a sandal


is that more explanation is not given of the advantage of having one's shoes re-soled from toe right to heel, including the shank. The Balata Soling Co. have been making a feature of an entirely new bottom, but beyond saying that it makes the sole appear just like new, they emphasize no other advantages of such repair work. This should be done in order to set the public thinking regarding the new style of work.

**For the Protection of Your Children's Feet**

Any old shoe isn't good enough for your girl or your boy. The great number of crippled feet are due to too much lack of shoes? and attention to the requirements of the growing feet. The perfect protection of children's feet require two things—the proper shoe and a correct fit. We've made a study of this proposition and in both particulars guarantee satisfaction.

Prices are reasonable, and the shoes economical.

Boy's dress shoes in Button and lace styles, city leath. \$1.75 to \$2.50  
 Little Center Button and Hyster, \$1.25 to \$1.90  
 Boy's school shoes, \$1.50 to \$2.00, according to size.  
 Girl's fine shoes, in button and lace, Patent leather, tan, gun metal, violet and white canvas. \$1.50 to \$2.50.  
 Girl's school shoes, durable and nice looking, \$1.55 to \$2.00, according to size.  
 White Shoes for Misses and Children, in Pumps, Button Boots and Roman Sandals, \$1.50 to \$1.75.  
 Prepare the Children for warm weather with slippers for "Comfort's Sale."



**Chas. E. Raven**      655-659 Talbot St.  
 The Sign of the Big Shoe

boot. An illustration of a boy's or girl's school shoe, of a child's low-cut would have been preferable. Some good advice is given on the proper fitting of children's footwear. Prices are quoted, which is a good feature. One defect that might be pointed out is that there is too much matter crowded into a comparatively small space and it would have been better to have inserted less material and to have had the words referring to the different kind of shoes and the prices stand out a little more prominently.

### A Cut that Conveys Meaning

That repairers are finding it profitable to advertise and to make use of effective illustrations is shown by the fact that most of the leading firms in Toronto and other cities have for some-time employed space in the papers and driven home the fact that there is no necessity of buying new shoes when the old ones can be repaired at comparatively small cost and made look just as well as new. The Balata Soling Co., of Toronto, have an ad. on "Shoe Reconstruction" in which a new feature is emphasized, that of extending the sole all the way to the heel and making the entire bottom work not only look like new, but new in reality. The cut is a good one and readily conveys the idea to the reader of the kind of work done. It is a fine idea to mention the cost of a complete new bottom to a shoe. The one defect in this ad.

**SHOE — RECONSTRUCTION**



**Note:**  
Sole extends right through under heel—just like new

This is not the ordinary half sole or cobbled job, but shoe repairing of the highest order

Whole leather soles and heels complete.

**\$1.50**

We guarantee satisfaction.


**Balata Soling Co.**

62 RICHMOND E.  
 Phone A. 3108.  
 Called for and delivered.

### A Well Set Up, Attractive Ad.

The 1-col. advertisement of Fred R. Foley is well displayed. The heading is a rather catchy one and arouses interest.

**Look to the Style of Your Shoes Madam**



No matter how clever the cut of your suit or the hang of your dress, if your shoes are not stylish you do not appear at your best.

Button Oxfords are IT. We have them in all the popular leathers—white, black and tan.

**Fred R. Foley**

Parlor Boot Shop    Bowmanville  
 On the Sunny Side

The cut, however, is inappropriate as the caption would lead the reader to believe that women's oxfords were being referred to while the illustration is that of a man's button oxford. It would also have been better to mention the prices at which button oxfords are selling and to have given a short, meaty description of the features of such a shoe, explaining how cool and comfortable an oxford is in the summer time and that persons, who have never worn one, cannot appreciate the delightful sensation that come from low cut footwear during hot weather. Some of the reading matter under the cut is really superfluous and gives neither point nor effect to the announcement. Button oxfords are no doubt what Mr. Foley intended to talk about and he should

have been more specific at the outset in reference to this class of footwear. This, along with some data regarding prices, would have made the ad much more effective from the standpoint of both interest and sales.

### A Blotter that is a Good Reminder

Walter Burnill, of Toronto, Ont., who has the largest shoe repair works in Canada, has always believed in original and humorous announcements such as the one here presented, which are all right if they bring results. We presume that they must, in Mr. Burnill's case, or he would not employ this kind of publicity. Mr. Burnill was the first man who made use of—in fact he invented the expression, "We don't cobble shoes, we mend them." This happy phrase has been taken up by nearly every shoe repairer in Canada and the



United States. The cut shown is not a newspaper ad but a blotter which Mr. Burnill has designed in the nature of a sole and has freely distributed. The novel shape alone attracts attention and makes the man on whose desk the blotter lies, associate sole leather and repairs with the name



**Why  
Look  
Like  
This?**

Why should your footwear ever again cause you to wear this expression?

We feel a responsibility in repairing our own shoes which an ordinary cobbler cannot feel.

Our repairing works are the largest, our equipment the most modern, our workmen the most efficient, in Canada.

Remember this when next your shoes need repairing

**BURNILL**  
Shoe Store and  
Repairing Works  
75 Queen Street  
East

on it. A good point is thus driven home by this unique hot weather blotter. There is one thing about the announcements of Mr. Burnill. He takes a justifiable pride in referring to the high class character of the work that he does and he injects this thought in all his literature. In other words he talks quality all the time and backs up his statement with the fact that he has the equipment and the workmen to impart efficiency to every job that he undertakes. This is a good line of talk and appeals to a class of people who do not care whether a job costs 15, 25 or 30 cents more than it does somewhere else so long as they are assured of the best materials being used, the work being well executed and well finished and the greatest pains taken

in order to give the repairs a smooth and artistic appearance.

In conclusion, it may be said that Mr. Burnill attributes a large amount of his success in his repair works, not only to the standard and efficiency of his work but also to the fact that he believes in making a liberal use of printers' ink either through the press or by means of booklets, blotters, leaflets and other media.

**Should Give More Information**

The Anderson Clothing Co., Bowmanville, who recently opened a shoe department, have been doing some rather clever advertising. The composition and lay-out of this ad. is attractive, and there is really not much fault to be found with the announcement except that something more might have been presented in regard to the styles of shoes. The mere statement that the style is the latest and most comfortable scarcely conveys enough specific information. If it was pointed out that the shoes came in blucher, balmoral or button styles and a few words said about the height of the heel or toe, the character and quality of the sole, fitting facilities, etc., it would have made the ad more compelling. A good rule to follow in writing a shoe ad is to imagine that you have the customer before you and to really give a short description and informative talk on style, wear and fit—the same kind that one would to a patron. Most people when they read an announcement regarding a shoe, want

**BOOTS and SHOES  
That Will Please You**



**THE ASTORIA SHOE** is the last word in good shoes. There is no better leather used than is used in this shoe. The workmanship is the most up-to-date that money can procure. The styles are the very latest and most comfortable. We just have to sell you one pair and then you are a regular customer. Let your next pair be Astorias.

All the same price—\$5.00.

**The ANDERSON  
CLOTHING CO.**

PHONE 61 - BOWMANVILLE

to know why, how, when and where? It is well to keep these points in view and to always mention prices, except on some very high class lines. The cut in the advertisement is an admirable one and serves to catch the eye at first glance. The break in the border is a good idea and distinctly brings out the characteristics of the shoe.

**Gorgon Graham's Advice**

Real buyers ain't interested in much besides your goods and your prices. Never run down your competitor's brand to them, and never let them run down yours. Don't get on your knees for business, but don't hold your nose so high in the air that an order can travel under it without your seeing it. You'll meet a good many people on the road that you won't like, but the house needs their business.

# Shoe Dealers Should Not Carry So Many Styles

St. Thomas Firm Which Has Made Good—Some Profitable Side Lines—System Used in Store—Firm Believer in Advertising and Keeping the Quality Up

"Yes, I am sure the present day shoeman has to carry too many different styles of footwear to make the profits that a dealer should have. As a remedy I would suggest that both retailers and manufacturers get together and make some arrangement to eliminate 'freaks' and all-extreme styles."

This is the opinion of James Houston, of the firm of J. Houston & Son, St. Thomas. He believes in the shoeman keeping up-to-date and says that if the dealers of every community would only come together more, they would have much less trouble than at present. The accompanying

and as Mr. Houston says, are worth many times the expense incurred.

He finds that windows are very good for booming the sales of leather goods, trunks and bags, and, of course, general footwear.

When asked how he disposed of old stock and shelf-warmers, Mr. Houston replied that the firm held two clearing sales each year, newspaper and dodger advertising being used to advantage at these times. To keep tab on stock or to preserve a check on goods so as to tell which are the slow-moving lines, and which are the fast ones, the store has its own stock book and all goods are sold by number, thus showing what lines are selling best.

## Not Bothered This Way

From appearances, Mr. Houston is one of the few lucky ones who are not bothered with the approbation problem. He says very little trouble is encountered this way.

A sign of the firm's progressive-ness is shown in the fact that they believe better results can be secured all round by the half holiday given the employes. The store opens at 8 a.m., and closes at 6 p.m., except Saturday, when it is open till 11 p.m.

The store has been in operation continuously since 1879, being taken over by the present proprietors five years ago.

They believe that one of the greatest factors in the success of any retail shoe business is to see that patrons get a proper fit. Too much attention and study cannot be given to this matter for if there is anything which displeases a customer it is to

have a shoe which gives pain or foot trouble in the wearing. Service is also what counts, and by this is meant courteous treatment, reliable goods, sales efficiency, prompt delivery, and a study of the needs of each caller, and seeing that he or she goes away perfectly satisfied.

## Cothurn Shoe Revived

The last word in footgear is a dainty high-heeled shoe called the 1913 cothurn. This is generally fashioned in gold or silver cloth, and is laced across with bands of satin ribbon or metal cloth. It is worn with stockings to match. Cothurn shoe, as it was known to the ancients, had, we are told, a thick sole without a heel. As the two shoes were both fashioned exactly alike they could be worn on either foot.

The fashionable "cothurn" is now made with large eyelet holes—which, of course, carry the ribbons—and these eyelet holes are often rimmed with tiny precious stones; diamonds for the evening and seed-pearls on cothurns of white glove kid for wearing with lingerie frocks.

The correct thing is to have three large eyelet holes on either side of the shoe, and the ribbons must be crossed three times in front and then tied at the back of the leg. The genuine cothurn has no heel, but the Parisiennes are wearing these shoes in modified form, with correct ribbons, but with added heels of Louis XV. outline.



The interior of James Houston & Son's store, St. Thomas, Ont

illustration shows Houston & Son's establishment, one of the brightest in St. Thomas.

The store is located at 420 Talbot St., and is 27½ feet wide by 100 feet deep. The interior work is of solid oak with an individual carton system, this being 85 feet in length and 12 feet high with ledges.

The lighting facilities are of the best, both electrical and gas. The latter, however, are used only in cases of emergency when the electric lights fail.

## Sidelines that Pay

Although shoes form the bulk of the firm's business, quite an income is procured every year from the sales of such side lines as findings, trunks and bags, etc.

The last mentioned line, especially, Mr. Houston said, was a money-coiner, and a lot of business is developed in this department, particularly now, just as people are beginning to do their summer traveling.

Whatever repairs are necessary are sent out and this plan works out very satisfactorily.

Findings are shown in a case in the front part of the store near the entrance, as this has been found to be the best location for such a stand.

Mr. Houston is a firm believer in the power of advertising, carrying ads. in the newspapers as well as circulars. These latter are sent regularly to the young men of the town



# A Unique Method to Evade Some Credit Buyers

Veteran Shoe Dealer Tells How He Steers Clear of Some Pitfalls—Approbation Practice is a Bugbear—Trying to Please Several Women at Once is an Almost Impossible Task—Have One Price and Stick to It Rigidly

"We positively refuse to give credit." Such is a sign that does duty in the shoe store of W. H. Bartlett & Son, Brampton, Ont., and is in plain sight of everybody.

"Can you live up to that motto?" he was asked.

"Well, pretty near it, but not always," remarked Mr. Bartlett, senior. "Of course in a manufacturing town, where there are a large number of employes who get their pay weekly, a few will need footwear before the week is out and will ask you to extend them credit until pay day. You cannot refuse a steady worker very well. Now, the majority of them settle promptly, but a few let it go for two or three

who think that they are a bit more clever than others and can get a dealer to throw off a few cents on a pair of shoes. Now this store has stood for one price for years, and only this afternoon I lost three sales because I would not cut the price. One woman came in, tried on shoes for nearly an hour, and finally decided that she would take a \$2.50 dongola bal. and, after I had wrapped them up, she said that she presumed that \$2.00 would be sufficient. I told her no. She told me she could get a cut elsewhere.

"I said, 'I cannot help that, madam; our price is the same to one and all.'"

"She retorted: 'Very well, I will not take them.'"

"All right—we have to obtain a fair profit on our goods, and do not make fish of one and flesh of another," and at that out she went.

## In the Days of the Past

Referring to the past, Mr. Bartlett said that there was a great difference to-day in the method of retailing and the practice of 25 or 30 years ago, when very few goods were cartoned and the average dealer was in the habit of having two or three prices.

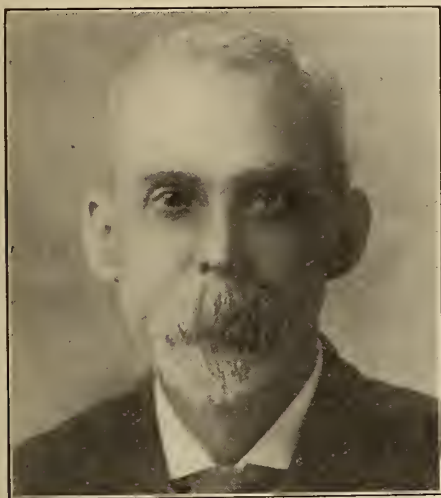
"It used to be a common occurrence," he added, "for some establishments to add 10 per cent. on to the figure when serving certain hagglers and then get the regular or fixed price by apparently reducing the figure 10 per cent. In other words, 10 per cent. additional was asked that the regular price might be obtained from these sticklers after a reduction, but business methods and conditions have greatly improved to-day. The people are educated to pay cash and one price now holds firm in practically every establishment."

Asked if he were requested to make many repairs free, he said, "No, the repair department of this business has to pay for itself." Because a shoe dealer happened to have a repair shop on his premises was no reason why he should be expected to do work for nothing. "Of course, if it is a new shoe in which there is a defect, we would gladly remedy that, but after a cheap shoe has been worn, we do not make good any shortcomings. In fact, we do not guarantee cheap shoes under any conditions whatever. We endeavor to sell a good article and get a reasonable price for it."

## Cannot Please Female Group

Reverting to selling methods, Mr. Bartlett stated that the hardest kind of a customer to please was where a woman entered accompanied by a couple of friends or her grown-up family. She possibly wanted to take one kind of a shoe which did not appeal to the other members of the party, and to reconcile the differences would require the wisdom of a Solomon. She likes a certain style of toe but Mrs. K., who is with her, thinks it is "horrible," and Mrs. M. believes that a different leather would be preferable. Another one loves the Louis heel, while a daughter thinks it should be a Cuban, and another relative favors a lower kind and so on it goes.

"Long ago I gave up trying to satisfy such a woman purchaser. I simply place the shoes on the floor and let them talk or debate until the matter is adjusted among themselves. Salesmanship does not count in a bevy like this. Now, it is a strange thing, but a woman who has a mind of her own and shows really good taste in the selection of shoes will, when she comes in with two or three friends, become



weeks, and some of them run into months. With others we have not much difficulty. When a man or woman comes into my store whom I do not know very well or about whose financial standing there is some doubt, I adopt a rather original plan. After they have intimated that they will not be in a position to pay me, or I think that they are seeking credit, nine times out of ten, I have not got the thing in stock that they want," and here he gave a knowing nod. "You know it is very easy for a retailer to be out of certain sizes, widths or styles, when he believes there is small prospect of his getting his pay.

"There is also too much of the approbation business in this town. Women want shoes sent up to the house and frequently they will return them in a soiled condition, in the wrong cartons, with laces taken out or some other damage done. The approbation practice is a first-class nuisance."

## Head of Shoemaking Family

Mr. Bartlett is the father of a family of shoemakers, which business he has followed for 42 years. One son, W. J., is associated with him in the store in Brampton. Another, W. C., conducts a business on Roncesvalles avenue, Toronto, while a third son, A. L., has two stores in the Queen City—one at 533 Queen street west and the other at the corner of College and Clinton streets. All the Bartlett shoe houses are doing well. Mr. Bartlett, senior, first learned the trade in Caledon East, where he spent two years and then removed to Brampton. He worked two years as a journeyman for one employer and three years for another, and at the end of that time bought the business.

He is a firm believer in the one price system. "Naturally," he says, "in all country towns there are some people

fussy and indecisive. She seems anxious to gratify them all and if they do fall in with their views then there is a medley of opinion and sentiment that would almost drive a man to distraction. I notice that young salesmen try to satisfy such customers and will devote a large amount of

time and attention to them. I adopt the method that I have already told you, of placing the footwear before them and letting them determine matters, and I generally make a sale, too," he added. "It is not always well to venture in, in even a mild sort of squabble."

## How to Gain the Confidence of Women Buyers

**They Need Instruction on Boot Topics—Selling Footwear Best Adapted to Female Needs in Wear and Style—Explain to Her the Difference in Price, Even Though There are Some Unpleasant Revelations—A Woman's Viewpoint**

The first step in the establishment of any business is the building up of public confidence. It is a trite saying that if you want friends you must show yourself friendly. Likewise, if you want the confidence of the community you must confide in them. Not that you should open up the secrets which belong to you individually; for it has been most truly observed that no one should intrust to another a secret which might give the second party undue advantage should he at some future time withdraw his friendship. The confidence here referred to is that which, though of a somewhat technical nature, may be used advantageously by the general public, says Bessie L. Putnam, in the *Boot and Shoe Recorder*.

Two women come to buy shoes. They each want something that will look well and prove serviceable. The one has the price to put up for an article which you can guarantee. The other desires something cheaper, and thinks she will be able to find it; if not in your stock she will look elsewhere. You may find the substitute which will satisfy.

### Explain the Difference Fully

But it is better to candidly explain just why the difference can be made in price, even though there are some unpleasant relations regarding split leather and other materials. Take her in to your confidence as to the ways which are being resorted to in order to make up for the constantly increasing price of good materials. She may still adhere to her first choice, but the wearing qualities of the goods will prove your sincerity and judgment.

You know, or, if a stranger in the town, you will soon learn, approximately what the needs of the various residents should be. The girl who can boast of but a single pair of "best" shoes in a season may be attracted to the novelties now so popular. Strive to impress upon her the fact that it will be more satisfactory in her case to make a selection among standard colors, black, white or tan, than to indulge in the "freaks" which may be relegated to obscurity speedily, and will at least be pleasing only with special colors in dress.

Advise as honestly as with one of your own family; and while there may be slight disappointment at first when the coveted red or blue is discouraged, in the end her good common sense will thank you for your help.

### Do Not Go to Extremes

Study the public trend in your own neighborhood, yet at the same time render it second to the contour of the individual foot. With few exceptions the medium high toe prevails. A little exposition on the value of following as a rule "the middle course" may prove of value to the average person with only a medium-sized pocketbook.

Emphasize the fact to the economical customer that extreme styles seldom linger long, and when past their prime they are exceedingly conspicuous. While there is occasionally a foot to which the long vamp, which the French models are trying to establish, is best adapted, the general preference is toward a medium toe and a short vamp. The Parisian

modist criticizes the American woman for not making what is becoming to her the individual choice; and this is quite as essential in the selection of footwear as in that of dressmaking or millinery.

The shape of the foot and the manner of walking have each an important place in the decision. And you can see this much better than the average purchaser. It is up to you to gain the public confidence so completely that this factor will be shifted into your own hands, where it most properly belongs.

### Exhibit Some of Your Lines

When no other customer is waiting and the one in hand seems willing to be entertained, show to the well-to-do customer some of your lines other than those asked for in which you think she might be interested, either now or at some future time. This should be solely as a matter of entertainment—made a subject of instruction. Any extras of this sort shown with the evident desire of trying to press a sale would be rightfully resented. Just show the goods as long as your visitor seems interested.

Point out special points of excellence, new features. Compare, if you choose, different styles, both in cut and in material. Explain why a higher price is asked for one than for another, and, incidentally, why it is worth it.

The general public need educating on shoe and leather topics, and as a rule they know it. Most of them will freely admit that they do not know one grade from another until they have given it the extreme test—wear. Yet these same people want to know. They see that it is to their advantage to know. It may make good bargains for them or save them from bad ones. Yet in so technical a matter they do not know how to go about it to learn. They will be glad to have you tell them, and the chances are that the single lesson thus volunteered will place you on their list for more.

It is the old, old story—this time found in leather. Education is the foundation of every move in this world of progress. The more the public know upon any topic the more they will become interested in it; the more satisfactory will future service be. Convince them that you are willing to serve faithfully, in the capacity of teacher as well as vendor. Prove that you are not only in earnest but honest in your advice, that while you are in the business for the money that is in it, you also appreciate the fact that the more you can get out of the thing for them, the more profit there will be to you. Get their confidence, and most of all, retain it by proving your sincerity.

Don't be afraid to rest if your health demands it. A strong mind needs a healthy body.

Don't be afraid to relieve your boss of cares and worries when you can.

Don't be afraid to work out your salvation. Every man must work out his own destiny.





## Materials and Tools in Card Writing

The Proper Methods to Employ in Using Them—The Best Way to Prepare Colors  
—Suitable Cards for the Usual Midsummer Sale—How to Test a Good  
Brush—Free Arm Movement is Desirable in Lettering—Review  
of the Interesting Series of Lessons

By R. T. D. EDWARDS, with The Robert Simpson Co., Toronto

Copyright by The Acton Publishing Co., Limited, Toronto

In view of the fact that so many people have recently started in to follow these articles in card writing and also that so many inquiries have been received as to the proper kind of material, tools, etc., to use, such as was explained about two years ago, it would not be out of place this month to give a short review on those lines. Even if those articles were read at that time, a brush up would not do any harm.

Recently the use of new kinds of pens has been demonstrated, but plain, everyday tools are mostly required.

### The Tools You Work With

The very first and most important of tools for the card writer is the brush. Without a good set of these, you cannot meet requirements fully and do yourself justice. The card writer can get along without pens and other tools, but let him leave brushes out of his outfit and he might as well stop. You can get along for a while on two or three brushes, but if you intend to be a master hand you must have the right assortment.

When the writer first started card writing and was half the time employed at that, and the other half throwing cases around, he was using an ordinary rigger brush that came to a round point. There was no one to give any definite information about it, but one day, strolling into a sign shop, one of Toronto's foremost card writers was seen at work. There was seen, for the first time, the chisel-pointed brush. Upon inquiring, the place was found where one could procure red sable brushes, set in quills. By experimenting with these brushes and watching other people's work in store windows, the brush stroke Roman letters were mastered, but, on continued use of these brushes, it was found that water softened the quills and let the hair come out, and, as soon as that happens to a brush, it might

as well be thrown away. One of Toronto's art stores then imported red sable brushes with a tin ferrule. These proved more satisfactory, as the hair did not come out so quickly, but the life of these brushes was not very long. Several

White Goods Sale

JULY SALE

Summer Sale

Mid-summer Sale

Clearance Sale

Semi-Annual Sale

Examples of cards for use during the mid-summer sale

other different makes were tried from the States, France and Germany, but the most satisfactory one was procured from a prominent Chicago card writer. These were made to his own design in Europe and have proved so successful



We specialize  
in men's  
Outing  
Suits

Mid-Summer Sale

Unprecedented Values  
in all kinds of  
White Goods

July White Sale

Special values in  
all deals where  
white goods are  
sold

Mid-  
Summer  
Sale of  
White Goods

that he is now importing them to supply other card writers. Some of them have been in use for nine months continually without shedding a hair. The price of these is, of course, above the average, but they are worth it in the end.

#### How to Tell a Good Brush

There are a great many different opinions as to what constitutes a good brush. Some people prefer long hair—others short, and it is all a matter of custom. The best is that one with which you can do the best work in the least time. When first starting at card writing, a long haired brush was given preference, but in later years, one with hair about an inch long has been found most satisfactory. A brush of this length of hair makes a half inch stroke, when filled with paint. It is hard to determine the size of the brush by the number, as nearly every manufacturer has his brushes numbered differently to any other. For instance, if you order a No. 8 brush from one firm, it will be entirely different to that size from another manufacturer. A standard set of pens would be a boon to the profession.

In connection with this journal, there is a column for the answering of questions on all subjects, and any difficulty which any of our readers encounters could be cleared up by sending in details.

The way to tell whether you have secured a good brush or not is to dip it in water and draw through the fingers, so as to make a flat, chiselled point. The points of all the hair must be even. If the brush splits and will not be drawn together easily, it is not a perfect brush. As brushes are expensive, they should have the very best care. The brush should be washed out thoroughly after using, in clear water, making sure to remove all paint from the ferrule. If the brush is left full of paint for any length of time, after it dries, it cannot be removed without loosening the hair.

#### Some Advice on How to Work

Some card writers of long experience use a brush like children hold a pencil when they first attend school—the fingers are cramped up and the work is made very hard by holding the brush in this manner. Never work with the right hand resting on the left hand. The best movement is the free arm, which was taught at school for writing. This applies to brush and pen alike. In holding the brush in the fingers, do not grip too tightly. Roll it in the fingers to get the curve.

To complete the outfit, the card writer should have a good set of pens beside the brush and should set about the work of thoroughly mastering every type of alphabet which is best adapted for each style of pen. For instance, with the Soennecken and "Brandauer" round writers, the letter can be made to resemble somewhat the Roman letter with one stroke, but with the music pen, the entire Roman alphabet can be made perfectly by the one stroke method, with the exception of putting on the spurs. This pen has been recently illustrated and needs no further discussion.

For fine line work a writing pen, with ink retainer, can be procured at any stationery store. For neat little block faced letters, use the Payzant pen. This has also been illustrated and need not be further described.

By the way, in using the round writing pens, it is well to always use a retainer on them. This is a small brass arrangement which fits over the point to keep the ink from running too quickly. A good carbon black ink is the best and it will not fade. The ink used for brush work should never be used for the pen.

#### The Most Satisfactory Colors

The next equally important material is the paint. The different paints used by card writers have been told of be-

fore. Some use dry colors and mix their own paints. Others buy it already mixed for use. The writer has used nearly every kind of paint on the market and has found, outside of white and black, the most satisfactory color that can be used is a good distemper. When red is wanted, it is red and not black in spots, like some prepared show card paints. Good distemper colors are clear, and dry out with dull finish. A shiny finish does not improve colors. These distemper colors come in glass jars, which can be easily opened. It should be moistened with body and if carried in stock for a long time will be dried out. It is not sized with body and needs the addition of liquid gum arabic, or good mucilage to keep it from rubbing off. It is best to mix a small quantity for immediate use in a separate vessel. The jars should be kept well covered and a little water added, if the paint becomes too dry. It will then always be ready for use when required. These colors can be procured in all the standard colors and from these, with the use of white, any shade required can be made. It is unsatisfactory to mix the dry colors by one's self, as it is almost impossible to grind all the lumps out of it by hand.

The group of cards shown this month gives some good suggestion for the midsummer sale. It is a good idea to start now before the rush.

### Is It Any Concern to You

The following is credited to Bill Nye: "A man may use a wart on the back of his neck for a collar button, ride in the back coach of a railway train to save interest on his money until the conductor gets round, stop his watch at night to save wear and tear, leave 'i' or 't' without a dot or cross to save ink, pasture his mother's grave to save corn, but a man of this sort is a scholar compared to the fellow that will take a newspaper two or three years and when asked to settle for it puts it into the post office and has it marked 'refused!'"



The men's furnishing and shoe store of A. E. Rae, 631 King Street East, Hamilton, who is doing a fine trade



# Why Not Offer Prizes for Long Wearing Records?

How One Firm Got In Scores of Testimonials from Old Patrons—A New Mark Set for Length of Service from Pair—An Advertising Scheme That was Worth the Money

"I want to get my boots half-soled, Mr. Edgar," said a man recently, who happened in the store of J. S. Edgar & Son, Windsor, Ont., when the SHOE AND LEATHER JOURNAL scribe was there. Mr. Edgar opened the parcel that was handed to him and found therein a pair of French calfskin, handsewn boots of a former vintage, but in a wonderful state of preservation.

The customer allowed Mr. Edgar to examine them without saying anything further.

"I guess I made these for you some few years ago," Mr. Edgar ventured.

"Yes; you made those for me to be married in twenty-five years ago, and I want them half-soled so that I can attend my son's wedding in them."

"I'll tell you what I'll do," said Mr. Edgar, "if you will exchange these for a pair of fine shoes, you can have the best pair in the store for nothing."

The customer thanked the generous storekeeper, but preferred the boots and willingly paid the price of half-soleing for the purpose of attending his son's wedding in the footgear he had worn at his own. The boots showed evidence of care and were in an excellent state of preservation. Had the dealer been able to secure these boots to show in his window, it would have paid him well at the cost of a pair of shoes.

## A Brainy Premium Offer

Hamilton Bros., of Berlin, Wis., used a scheme that proved so successful that it is worth recording here. The incident of the twenty-five-year-old boots recalls it to mind.

There are a great many trade schemes that are of questionable value, but the one that Hamilton Bros. used is not only a legitimate one but one that will prove beneficial to them for years to come.

Their idea was to offer prizes to the men and women, and even to the boys and girls, who could show that they had secured the greatest wear from shoes purchased at their store. To make plain their offer, we cannot do better than to quote from their newspaper advertisement:

\$30.00 in Special Prizes

to be awarded at the Berlin Fair by  
Hamilton Brothers

The following premiums will be awarded for the best recommendations as to the wear of our shoes:

To the man who has worn a pair of our \$2.00 work shoes the longest—1st premium, a new pair; 2nd, an allowance of \$1.50 toward a new pair; 3rd, an allowance of \$1.00 towards a new pair; 4th, an allowance of 50 cents toward a new pair.

To the lady who has worn a pair of \$3.50 shoes longest—1st premium, a new pair; 2nd, an allowance of \$2.00 toward a new pair; 3rd, an allowance of \$1.00 toward a new pair; 4th, an allowance of 50 cents toward a new pair.

## Appealed to All Classes

It is needless for us to give the full list of premiums offered as it would be a mere repetition of the above. Similar premiums were offered for the best recommendations from the boy, and from the girl who had the best wear out of their shoes. Other grades of shoes were included in the lists for both men and women, so that there were 22 premiums in all, amounting to \$30.00.

The concluding paragraph of the advertisement read

as follows: "You stand as good a show to win a pair of shoes as anyone. The letters received will show for themselves who the winners are. Your recommendation must be in by one o'clock Thursday, September 24th. You can mail it or hand it in to the booth at the Fair. No communication will be opened until after all are handed in. Send yours in now, before you forget it."

This advertisement brought in over 200 endorsements that are worth hundreds of dollars to them in their present and future advertising and selling. They have had the letters bound and placed on view at their store. When anyone complains about the poor wear of a pair of shoes these references are brought out to show that as a general rule these shoes are giving exceedingly good service.

They are constantly used. When a customer complains about the price of a certain make of shoes, and they have recommendations of that make among the lot, the objection is soon overcome by a showing of long service. There are a dozen other uses that will suggest themselves to the shoe dealer.

## Wore \$2 Shoes Over Ten Years

The winners of the first and second prizes in one class wore shoes for eight years, and for "nearly" eight years respectively. But the best testimonial came from a woman who wore a pair of \$2.00 shoes for ten and a half years. Now, just think of that! Four or five pairs of shoes will last these women a lifetime.

The men did not get quite as much satisfaction out of their shoes as the women. The best record was only six years from a pair of \$3.50 shoes. But strange to say the boys beat the records of the girls, showing how careful they are of such minor details as clothes. A boy actually wore a pair of shoes for three years, and perhaps they were not worn out then, but the best record the girls could scrape up was one of fifteen months for a single pair of shoes.

The names of the winners were announced at the fair and as much advertising secured from the publicity as was possible at the time.

## Why Not Try the Scheme

Referring to the contest, Mr. Hamilton said: "If we had it to do over again, we would offer fully ten 50-cent premiums in every class. In most cases this would not amount to the profit on the shoes sold and the advertising we would get from the prize winners' reports among their friends would be greater than the cost could be."

This is a trade scheme that any old established firm, such as the one referred to above in connection with the twenty-five-year-old boots could profitably use. It might be advisable that some very attractive prizes should be offered for cases where the shoes could be produced, and these could be used for window advertising. A showing of shoes that had worn for a long term of years is a good recommendation to others to make purchases.

Why not try out this scheme in some way?

Don't be afraid of utilizing an opportunity unless you receive orders. Waiting often results in failure.

Don't be afraid to watch the successes of your house. The fact that you are in its employ makes you a part owner.

# The Palatial New Shoe Home of Chatham Dealer

New Business Home of George W. Cowan is Fitted With Every Convenience and Display Accessory—Entrance is Imposing and Fittings Throughout are Mahogany—Fine Office Located at Rear—Artistic Wall and Show Cases



Phoenix—like the shoe store of Geo. W. Cowan, Chatham, Ont., has risen from its ashes. A few months ago his large establishment in the Maple City was practically wiped out by flames, but Mr. Cowan was not disheartened. He set about to build a bigger and better business home, and that he succeeded is amply demonstrated by the favorable reports

heard on all sides. He now boasts of one of the finest shoe shops in Canada which is a credit not only to himself, to the city, where he has done business in the same line for the last twenty-six years, but also to the trade in general.

Mr. Cowan is not only a representative shoeman, but he is also a far seeing and public spirited citizen of Chatham. For four years he sat in the city council and was in the Mayor's chair for one term. His business has annually shown a gratifying gain. His new store is marked by artistic taste and practical equipment, and the recent opening was signally successful. The place is more like a drawing-room than an ordinary boot shop.

## The Splendid Entrance

The entrance is thirteen feet deep making it of a vestibule character and on each side are splendidly lighted and well laid out show case windows. A large dome is placed in the centre of the approach outside the door and there are twenty four tungsten lamps to display the various lines of footwear. One window exhibits exclusively women's and children's shoes and the other men's and boys'

They are fitted also with British plate glass mirrors, and the backs are made of clear glass, so that it is possible to see the whole store from the street. The roof of the entrance is made of mahogany and finished in the most expert style. The floor of the entrance is Italian mosaic or Terazza. The base of the windows is marble, and the frame is made of copper. The flooring in the windows is of white tile with green border.

## Fine Harmonizing Effects

Everything in the interior harmonizes beautifully, and in order to appreciate the pretty effect, it is necessary to visit the store. To the right upon entering is a new style sliding plate glass show case with a huge mirror at the rear. This show case is decidedly new and was made especially to fill in the space that it occupies. The fittings of the store throughout are of mahogany, with a mahogany beam and paneled ceiling. The chairs, desks, and counters, all harmonize with the mahogany fittings of the store proper, and nothing has been overlooked to make the surroundings attractive and inviting. The cartons are all white with uniform monogram label and the shelving runs up to the paneled ceiling. There are also four wall cases in the shop two on each side, brilliantly lighted with electric lights.

Mr. Cowan's office extends over the whole rear of the store, and is connected up with electric buttons to every department. It is elaborately furnished.

The floors are hardwood, and the heating is steam throughout. Mr. Cowan has also decided to use part of his basement for store space. He has half of it fitted up as a sales-room, and will exhibit his trunks and traveling goods in the basement.

The repair department is on the second floor, as also is the reserve stock room. It is connected with the store

proper by a dumb waiter. The business system inaugurated by Mr. Cowan is one of the most complete that could be imagined. The method of handling goods, checking sales, and keeping the stock complete at all times is simple and practical. The *SHOE AND LEATHER JOURNAL* congratulates Mr. Cowan in his imposing and impressive business new home.

## What the World Gives to Shoes

The machinery employed and the remote sources of the origin of their materials make the construction of shoes little short of marvellous. Here are a few of the different parts of the world which contribute to their making, according to an expert:

The vamp of a man's high-grade shoe is made of horse-hide brought from Russia and tanned in New Jersey with bichromate of potash. The top is probably the skin of goat that roamed the plains of South America, imported into this country and tanned in Philadelphia with gambier, which, in turn, was produced in the East Indies. The wool oil from Michigan makes it soft and pliable. The brilliance of the patent leather is obtained by polishing with a composition containing lamp-black and turpentine, the latter coming from North Carolina, damer from New Zealand, asphalt from South America, wood naphtha from Michigan, benzoin from Sumatra, amber from the shores of the Baltic Sea, sandarac from Africa, mastic from the isles of Greece, flemi from Asia and lac from Cuba.

The outer sole is furnished from the back of a Texas steer and bark from Tennessee tans it in Kentucky. The inner sole is made from the hide of California cattle. The lifts for the heel are from the skin of a buffalo that inhabits East India.

The dextrine which holds them together comes from the corn fields of Illinois. The sole of heavy oak is stitched to the welt with linen thread spun in Scotland. The thread is strengthened with wax extracted from the pines of North Carolina. The cement which holds the thread owes its origin to the Brazilian rubber tree sap. The leather for the box toe was hardened by shellac found in the crude state in Siam.

The kangaroo of Australia furnishes the hide for the tongue of the shoe, and the cork insole comes from the forests of Portugal. The bright polish of the sole is due to a coat of bayberry tallow which is made from the fruit of the India bay tree. The twill for the inside comes from cotton grown in Texas, woven in Massachusetts, stiffened in Philadelphia with paste made from Kansas wheat flour. Thread spun from sea-island cotton supplies the top stitching. The felt heel pads are made from the wool of Ohio sheep, felted in a New York town, distributed in Boston, and glued to place with gum arabic from Egypt.

The shoe lace is made from native cotton thread colored with logwood from Yucatan, silk from China supplies the tag on which the name of the maker is embroidered. Steel, especially made for the purpose in Pittsburg, is used for the nails. The lacing hooks and eyelets are made in Connecticut, while a combination of zinc and copper provided the foundation. With the aid of 15 machines and 63 people the leather can be transformed with a pair of shoes in 34 minutes. And, finally, the box in which the finished shoes are packed is made of American wheat straw and the cottonwoods of the Mississippi delta.



# Why Hosiery Pays Well in Ordinary Shoe Store

More Retailers Are Taking Up This Line—Not Difficult to Handle—Easy to Stock and Sell, takes Small Space and Adds Immensely to Window Displays—Completes Efficiency of Shoe Dealer's Service and Yields Fine Profit

Handling hosiery—why not?

This question was put to a number of retailers, and the main reasons given were—"We have never tried it"—"We do not care to experiment with a new line"—"We have not space"—"Do not know anything about the business"—"Selling shoes keeps me busy"—"It takes as long to sell a pair of hose as it does a pair of shoes and the profit is, perhaps 25 cents, whereas on an ordinary shoe it would be from \$1 up"—"You have to lay in too large a stock"—"You have to buy a showcase especially for the purpose, or have some responsible person over the department," etc.

These, and half a dozen other reasons were given by city and country dealers. Most of the objections have been answered from time to time in the *SHOE AND LEATHER JOURNAL*, and it is not the purpose of the present article to combat many of these time-serving and stereotyped excuses, but to present some new phases.

## The Room Always Available

In the first place, the room that is required is comparatively small—a portion of the silent showcase in which the footwear findings are displayed can be used for hosiery and then a section of the shelving may be reserved especially for the extra boxes. Hosiery takes up a very small area, and even in the larger stores, where a well-equipped department is installed, the space is not large. In the first place one can stock several dozen pairs of hose in the same cubic measurement that it would take for one shoe carton.

Now, profit on hosiery is larger proportionately than

it is on shoes. It never runs less than 33 1-3 per cent., and extends all the way to 100 per cent. or more on the costlier lines. With the sale of each pair of shoes a woman will often buy from one to six pairs of hose. What is more natural, when purchasing footwear at this time of the year than for the man or woman, who finds that he or she is short on light weight hosiery, to make a simultaneous purchase of lisle thread or silk goods, as the case may be. The experience of those who have stocked hosiery is that it is an easy department to manage and a profitable one.

## What Are Popular Sellers

The majority of dealers report that the popular sellers for men are three pairs for a dollar and from that up to 50, 60 and 75 cents a pair. For women, the average figure is 35 to 75 cents, and a representative range for both sexes may be put in for \$200 or even less. More and more, all retailers are taking up hosiery as a side line. They find that if they give the department attention that it will repay them in many ways. Anything that brings in a legitimate profit and added revenue to the shoeman should certainly be undertaken. The *SHOE AND LEATHER JOURNAL* knows half a dozen stores in Toronto that have recently installed hosiery departments at a comparatively small outlay, and it has in mind at least a dozen more retailers at outside points who, within the past year, have put in such a department. If a man is a foot merchant, he has every right to sell everything pertaining to the covering of the foot, whether it is of cloth, cashmere, yarn, woolen, silk, leather, or



Silent salesman hosiery-footwear exhibit of Blackhurst & Gill, of Paris, Ont.



rubber. He should live up to his reputation of catering to pedal needs in every department.

### Do Not Let Others Get In

Another feature not to be overlooked is that at Christmas time particularly, this branch pays remarkably well, and during the summer time, the revenue is steady and satisfactory on seasonable and colored lines.

Another feasible reason, why more footwear dealers should go in for handling hosiery is that several dry goods stores have branched out into the selling and handling of shoes and shoe retailers should not sit around and allow them a monopoly of the hosiery business.

"Why, if only to offset the way the dry goods men are encroaching on our trade, I think we should take it up," writes a western Ontario foot-fitter. "Inexperience need not frighten any one, as such reliable firms as Penman's, Limited, of Paris, Ont., and several others that might be named are only too glad to advise the proper amount of stock to be installed. All needed information will be cheerfully given by the manufacturers or jobbers with whom one does business. Some of the best selling arguments are that hosiery is really so much found money, as, when a dealer disposes of a pair of stockings along with a pair of shoes, he is killing two birds with the one stone, besides serving his customer more efficiently, and efficient service is what is winning out in all lines to-day."

### How Many Pairs Should You Sell

A conservative calculation after inquiry among a number of dealers is that they sell fully half as many hose per year as they do shoes, and one man stated that he made enough out of his hosiery and findings department, which was in charge of a young lady, to nearly meet his rent. He had been doing this by placing the hosiery in an attractive showcase on one side of the main entrance and the findings on the other, so that persons coming to buy shoes have to pass directly in front of these departments. Their presence frequently reminded patrons that they needed something in this particular line and the sales lady, being of a bright, engaging disposition, had made many friends, particularly among the women. The result was that the income from the hosiery department was gaining from month to month.

### Hosiery Finishes Off Window Display

Another strong reason for selling hosiery is that it enables a dealer to make a very complete window display. Hosiery among shoes, to match the different colors of leather, certainly imparts an artistic finish and rare attractiveness to any showing made. And this emphasizes the fact that all the leading city stores never think of installing a special footwear window without some silk, lisle, lisle embroidered, cashmere and other hose being intermingled with the shoes. White, tan, black, and other colors are splendid sellers this season.

The lack of room is, indeed, a weak excuse, when, as already stated, five dozen men's half hose or three dozen women's hose can be placed in the space required by one pair of shoes. One readily sees how utterly groundless is this bugaboo, "lack of space." Many shoe stores do a large trade in hosiery with only one small corner to display all the bright lines they keep in stock.

The leading question arises, "how large a stock should I put in?" Of course no one can satisfactorily answer this except the shoelist himself. However, manufacturers or jobbers will give you a pretty correct estimate and will not seek to load you up. One might as well lay down a hard and fast rule as to how large a shoe stock you should carry. You know yourself that you are the best judge of that after you have sized up the town, your clientele and your store facilities, and the same conditions largely govern in deter-

mining the quantity and quality of hosiery that you should possess when inaugurating such a section.

### What One May Stock

"In the case of a smaller sized stock, I think it would be advisable for the shoe merchant at first to confine himself to comparatively few lines," remarked an experienced traveler the other day. The experience of the hosiery man has been that in a small stock shoe retailers usually handle the better grade lines. In women's I would suggest that a line of lisle hose, costing \$4.00 or \$4.25 per dozen, in sizes from 8, 8½, 9, and 9½—a line of cashmere at about \$4.25 or \$4.50, plain, sizes 8½, 9, and 9½—a line with lisle tops and silk ankles, at \$4.50, in sizes 8, 8½ and 9½, and a line of lisle at \$2.25 in 8½, 9 and 9½. These would be all in black. In the cashmere at \$4.25 a dozen in 8½, 9, 9½, and a line of lisle at \$2.25 in the same sizes, some colors may be included.

For the larger town or small city shoeman, I would recommend the above range with the addition of some children's hose, one line in good cashmere in all children's sizes and a line of cheaper ribbed hose, cotton to sell at 25c in the larger sizes, and in the smaller sizes accordingly.

For both of these sized stocks the dealer would, of course, want men's hose in cashmere and lisle, and for the youth of his town, fancy embroidered or striped silk. These would cost from \$4.25 to \$6.00 per dozen, and come in sizes 10, 10½, and 11. In very light weight summer goods a lisle or silk lisle range costing \$2.25 to \$2.50 per dozen should prove good sellers in black and tan retailing at 50 cent per pair. The shoe merchant will soon discover what lines move the most freely and he should make arrangements or ascertain his facilities for keeping assorted in them. The average man buys socks like he does collars. If he gets the correct weight and shape he takes them in half dozen lots."

## Make Use of Other Men's Ideas

Every other man in the shoe business has some ideas that would be of value to you. No matter how much one knows about how a shoe business ought to be managed, every other dealer knows something you do not know, things you would never discover for yourself, says the Shoe Retailer.

The methods used by the village shoe store may not be available for use in the city store, and the village dealer may not be able to adopt bodily the methods of the city merchant. Every community requires a little different handling of its public.

This, however, is no deterrent to the use of the other man's ideas. It simply means that the ideas of the other fellow must be adjusted before being put into practice.

A man cannot, perhaps, go into a clothing store and pick out a suit of clothes made to fit a certain specified figure, but he can choose the suit and have it altered until he gets a perfect fit. Well, when you are looking for ideas to help build up trade, don't expect to find them ready made, correct to the letter. Look for the germ of a plan you can adopt to fit your store and your business.

The ability to make use of other men's ideas is the secret of the success of many a man who has never possessed enough originality to invent brand new plans of his own.

Help yourself to the plans other fellows have found good, but don't merely ape them. Pick out the parts that fit your store and improve on them as much as you can. You will find the trade paper a valuable source of this kind of information.

Don't be afraid of overtaxing your strength. Work kills but few people.



# Another Athlete Joins the Shoe Retailers' Ranks

New Montreal Store is a Model for Up-To-Dateness—One Retailer Who Believes in Advertising—The Value of a Good Stand—An Athletic Record Which Few Attain

The latest to join the ranks of the shoe retailers in Montreal, is J. P. O'Loghlin, who has opened a store at 344 Bleury Street.

Mr. O'Loghlin gained his experience in the shoe line when he was with the Walk-Over Shoe Store in Montreal, and worked for quite a while under Frank Guinivan, the well known manager and proprietor of that establishment. A couple of months ago he decided to branch out for himself.

The store has a frontage of about 32 feet which is taken up by three show windows. The interior measures 36 feet by 24, and is 21 feet high. The single carton system prevails having five cartons to the row in the men's department and six to a row in the women's. Goods are checked every day so that it is possible to account for every pair of shoes without any delay or stock taking. The reserve stock is kept in the basement.

The shop is finished in fumed oak throughout. Both windows and interior, and the building are faced with terra cotta. Two large benches run from the front to the back for fitting purposes and twenty-eight customers can be accommodated comfortably at one time. The store is divided into

two departments, the men's being on one side and the women's on the other. The hard wood floor is covered with green velvet strips of carpet which go towards rendering a soft effect to the whole. The wrapping counter is situated in the middle and is provided with drawer space. The shelves which hold 2,800 cartons run all the way around except the front. The door leading to the basement is situated in the rear. The basement itself is full size and is 10 feet high, accommodating a large reserve stock. It is waterproof and is floored with cement.

## Modern System Used

The whole plan of the store is on as modern a scale as is possible to procure. A device which very few shoe stores if any, in Canada, can boast of, is the system for regulating the atmosphere of the shop. The Imperial, one of the best and largest moving picture and vaudeville houses in America occupies the main part of the building. A cooling and heating plant is operated by this company, enabling them to have a comfortable atmosphere at all times, summer or winter, and the tenants on either side get the advantage of this plant. A



Inviting interior of the new O'Loghlin Boot Store, Montreal



National cash register has also been installed by Mr. O'Loghlin. This register is a six-clerk one, and has the latest improvements. Having an unusually high ceiling, Mr. O'Loghlin will as soon as conditions warrant, have the shelves extended to the top and instal a mezzanine gallery. The establishment as well as being lighted through the show windows has the prismatic system situated the length of the store just over the door. This gives bright daylight effect even on the darkest days. The windows are of close-fitting glass with leaded-glass at the back. Natural flowers are arranged tastefully at different places throughout the shop, and the proprietor says this plan is one of the best he has in



J. P. O'Loghlin, Montreal

the way of advertising. The backs of the benches are extra high, ensuring privacy to all customers. The store carries its own special strawboard stock cartons. When a sale is made, the box, instead of being taken out, is turned upside down, and after being checked at night, a new pair of shoes is put in, thus keeping a full stock at all times with a minimum of trouble.

Although he has not done a great deal in the way of advertising yet, Mr. O'Loghlin says he intends to have a regular campaign and will use principally billboards and newspapers. A circular is sent out with each pair of shoes sold. A medium and high class stock is carried and credit is not tolerated, as the store does practically nothing but a transient trade, the establishment being located in a peculiarly advantageous stand for this class of custom.

#### Enviably Athletic Record

Although Mr. O'Loghlin is quite a young man, he is very well known in Montreal, where he has spent his whole life up to the present. He is particularly well known in athletic circles, as he takes a great interest in them, and has for several years been prominent in lacrosse, hockey, and football. He is recognized as one of the best players of these three sports in Montreal. He is a member of the Shamrock A. A. A., as well as a director of St. Patricks A. A. A., one of the largest and brightest athletic organizations in Canada. He has played football at different times for the Grand Trunk, Westmount and other clubs, and is one of the best.

Mr. O'Loghlin says that he is surprised at the success he has been meeting since he branched out for himself, and thinks he has the makings of one of the best shoe locations in Montreal. He is ably assisted by his head salesman, T. Deans, who has had over twenty-one years' experience in

shoe selling both in the Old Country as well as here. Mr. O'Loghlin's large circle of friends wish him the best of luck in his new venture. He will be pleased to furnish figures to any person requiring them. The interior furnishings were supplied by D. F. Sheehy, Montreal.

### Some Decidedly Attractive Models

The spring and summer samples of the Kingsbury Footwear Co., of Montreal, was displayed to the many members of the trade in Toronto during the past few days by W. F. Martin, the aggressive salesmanager of the company. The line embraced over three hundred samples in women's and growing girls' shoes and for variety, expression of style and outstanding features, has never been excelled. Some conception of the splendid selection in lasts may be gained when it is known that eight new ones have been added during the past season. In the high cuts about 70 per cent. are button and there appears no falling off in the demand for this class of shoe. Toes range from the high to the moderately high receding. The rather round and modified full toe appears to be the greatest seller in the line. The heels vary from 6-8 to 13-8 in height, and the largest showing is in patent and gun metal, while there is a liberal sprinkling of tan calf and dull kid. The firm believe that the latter will return to somewhat of its former measure of demand. Some shoes are shown in the chocolate vici both in high and low cuts. The twelve to fourteen button shoe with medium toe and straight or clanting cut top appears to be the favorite. Many of these have fabric and cloth tops. Button boots are also seen in battle ship grey, brown and white nubuck. There are no far fetched productions and tips for the most part are plain and perforations either round, oblong, or of other quiet type. Vamps are still short, and everything betokens smooth, conservative workmanship. One or two shoes are shown with Bulgarian cloth tops. The vamp of one is of patent and the other is tan, while the buttons are gilt or jet set with brilliants. The foxing on these show shoes is also very fancy. In low cuts, the Kingsbury Co. believe that the four or five button oxfords will prove winners this season. They come in all leathers, while the combination pump, as they call it, with the small tongue and ornaments of cut steel, jet beads, gros grain leather bows, etc., bid fair to prove a favorite in the line. There is a fair representation of poplin, canvas and white buck in low and high cuts, most of them carrying a modified to a receding toe, and on one pump last, the toe is a little wider and fuller. The firm are showing a range of some sixty-five styles of ornaments and bows which may be worn on the forepart of pumps and colonials. The usual representation in oxfords, strap slippers, etc., is carried. The Kingsbury Co., in their women's footwear exhibit over twenty different lasts and are to be complimented on the position they have attained in catering to such a large clientele which has placed this organization among the very foremost of the day.

#### FOR KNOWLEDGE AND IDEAS

I have been a reader of the **SHOE AND LEATHER JOURNAL** for about nine years and have gained a great deal of shoe knowledge through reading its columns. It is a journal that should go into the store of every wide awake shoeman who is out to gain the latest knowledge or the newest ideas in footwear.

Yours, etc.,

**GEORGE E. WEGENAST.**

Port Arthur, May 29, 1913.



# Leading Firms Decide to "Kill" Approbation Evil

Will Send Out No More Goods on Approval—Best Place to Keep Your Stock is in the Store, not Scattered Over Whole Town—Better Service, and Scientific Fitting Assured on the Premises—Other Advantages Emphasized

"The approbation practice. It is really necessary?" This was the subject treated at some length in the June 2nd edition of the *SHOE AND LEATHER JOURNAL*. The article aroused a good deal of interest in the trade and set many retailers thinking seriously in regard to getting rid of this "thorn in the flesh."

One Sherbrooke retailer writes this paper stating that the *JOURNAL* made a slight error in speaking of the approbation practice,—we should have called it approbation credit. "Too often getting goods on approval is merely the thin edge of the wedge for credit," he says. "When people cannot get accommodation in any other way, they ask to have shoes sent to the house for approval and then neglect paying for them. Thus the way is opened to secure footwear without handing over the cash."

## Way to Have Goods on Hand

The *SHOE AND LEATHER JOURNAL* recently printed a notice to the effect that the shoe department of the Sussex Mercantile Company, of Sussex, N.B., of which W. H. Plummer is the capable manager, had abolished approbation. Mr. Plummer, who is a progressive young man, came to the conclusion, after perusing the arguments in favor of eliminating this evil, that it could be done to decided advantage. He immediately announced by means of dodgers and also in the newspapers, that his firm had determined to discontinue the practice except in very extreme cases, where a customer could not conveniently be fitted in the store. He pointed out that the chief object in making the change was that better service could be given and more scientific fitting, and it was only possible to have a complete stock on hand by refusing to send out shoes on approval—otherwise a large proportion of the stock would be scattered over the town. He also emphasized the fact that the store salesmen were trained in the art of fitting and that a patron had every pair of shoes in the shop at her disposal if she desired them, that is, when she tried them on in the store. She also knew how the shoe felt, the firm knew how it fitted, and there would be a better understanding all around, not to speak of the losses through goods not being returned, families moving away, shoes sent back in a damaged condition, etc.

## Squarely Out Against It

Now, another widely known retailer has come out pointedly against the approbation evil. He is Rowland Hill, 189 Dundas Street, London, who also conducts a branch store at 429 Hamilton Road. He writes: "We have never given out many shoes on approval, yet enough to cause much trouble. On July 1st we started cutting out the practice altogether, and we have had no complaints."

The following is a copy of the letter which was sent by Mr. Hill to his customers, together with a leaflet in which the business ways of the firm are clearly set forth.

In intimating a change in some of our business methods we wish to thank our customers for their patronage, which we hope will be continued to even a greater extent in the future.

By giving up absolutely, the giving out of any goods on approval we hope to be able to offer you a better service in other ways which will more than make up for the withdrawal of this privilege.

We trust that none will take offense as we will

make no exception to the rule, treating friends and business acquaintances all alike.

We have never given credit, but the sending out of goods on approval tends that way to some extent and, after careful consideration, we have decided to give it up.

Hoping to have your kind co-operation in this matter, we remain ready to serve you.

ROWLAND HILL.

## SOME OF OUR WAYS

We buy only for cash.

We buy direct from manufacturers.

We buy each line from the maker who makes that line best.

We give the preference to goods made in Canada.

RELIABLE FOOTWEAR is our slogan, and we aim to be consistent with that.

We sell only for cash.

We allow no goods out on approval.

We send shoes C. O. D. anywhere in the city.

We refund the money for all goods returned in good condition.

Our prices and terms are absolutely the same to everybody. If anything we sell turns out wrong we'll make it right.

ROWLAND HILL

Reliable Footwear

Main Store  
189 Dundas Street

East End Store  
429 Hamilton Road

## Veteran Shoe Traveler Expires



A veteran in the ranks of shoe travelers passed to his reward a few days ago when James C. Moynes died suddenly at his home in Belleville. There were few better known or more highly respected salesmen than Mr. Moynes, who retired from the road about two years ago, after a career of forty-one years, nearly all of which was spent as a representative for shoe firms. In 1872, after traveling a couple of years for a Montreal dry goods house, he engaged with the old firm of Moseley & Whitham, Montreal, with whom he was for three or four years. He was then with other footwear houses for a few years, among them being Pinkerton & Turner, of Montreal, with whom he labored seven years before becoming identified with the James McCready Co., in November, 1887. He remained with that concern for nearly a quarter of a century, or until its amalgamation with the Ames, Holden Co. After the merging of these two interests he stayed on the road about a year, but retired early in 1912 to reside in Belleville, where he had made his home for the past forty-five years. Mr. Moynes was genial, energetic, and faithful in all his works, and numbered friends by the score in all walks of life. The press of Belleville speaks highly of him as a man and a citizen. He was a prominent member of the Bridge St. Methodist Church of that city, and a member of the Advisory Board of the Belleville Hospital, and a director of the Y.M.C.A. He leave a wife and five children. With the passing of "Jimmy" Moynes, as he was familiarly known, shoe retailers, in all parts of the province, will express the deepest regret for he was a man who shed sunshine and optimism on every side.

## He Is Fond of Life in the Open

George C. Williams, of the Williams Shoe Co., who has been spending his honeymoon among the islands of Lake of Bays has returned to Brampton and resumed his position as foreman of the Goodyear department of the Williams Shoe Co. Mr. Williams is one of the best liked young men in Brampton, although of a quiet and retiring disposition. As announced in our last issue, he was married on June



26th, but no one from the factory was aware that the event was to take place till the day previous and then the information only leaked out accidentally. The accompanying snapshot shows Mr. Williams on a hunting expedition in the north. He is fond of the open air and is never tired of fishing.

## How Do You Figure Selling Price?

First find out how much it costs you to do business on the selling price and don't stop until you get it correct.

How many of you make your business pay you a decent salary? Would you work for someone else for nothing? But most men say, "Well, I take it out at the end of the year!" But do you?

What per cent. of retail shoe men are able to take money out of their business? I will venture to say the number is very small.

My idea of the shoe business is this—find out your cost of doing business on the selling price, then decide about what you ought to make net on the selling price based on the bulk of your sales, and then when you mark your shoes be sure you have marked them so as to yield this amount. Have your business so systematized that you know every day what your loss or gain is. This is the only safe way to conduct your business to-day.

Here is the way to find out how to mark your shoes: Suppose it cost you 20 per cent. to do business and you want to make 10 per cent. net on the selling price. You add the two making 30 per cent.; you subtract this from

100 per cent, leaving 70 per cent. Now, if you will divide the cost of your shoe by this 70 per cent., you will have the retail price for your answer.

Suppose a shoe costs \$2.60, divide this by 70 per cent., and we have \$3.71, the selling price. How many of you are trying to pay \$2.60 for your \$3.50 shoes? Don't you see how impossible it is to do this?

Now, men, if this illustration will cause you to rise to a point of action and spend a night alone in your store figuring your shoes, then I will feel that I have done a real service.

## When You Paid \$18 for Shoes

"Talk about high price of shoes today. They are as nothing compared with what was charged in Boston during the Civil War," said H. J. McDougall, shoe retailer of Antigonish, N.S. "I worked at the shoemaking in those days and a man's custom made low shoe cost \$14.00, and custom bals sold at \$18. Leg boots began at \$20 and ran from that up. So you see present day prices are about one fourth of what they were for a similar grade of goods fifty years ago." Mr. McDougall is one of the veteran shoemen of Nova Scotia. He was born in Georgeville, Antigonish County, and at the age of eighteen came to Antigonish, where he



learned the art of St. Crispen. He then went to Boston, where he worked for five years with a man who did a large custom business in "The Hub." While there he married a young lady from his native county and both having a desire to settle near "the old folks at home," they moved back to Antigonish where Mr. McDougall continued in the custom trade on his own account for 26 years. Twenty years ago he went into the retailing end and has found it sufficiently remunerative to cause him to remain at it ever since. Mr. McDougall has been in the shoe game for over half a century and can recall many interesting reminiscences of the early days of the trade. He is still enjoying good health and has a wide circle of friends in his section of the country.



## SHOE NEWS IN PARAGRAPH

J. & A. Martin, manufacturers of shoes, Quebec, have registered.

The Regina Tanning Works recently sustained a loss by fire.

George Bouchard has opened a shoe repair shop in Lillooet, B.C.

Mr. McClellan has opened a shoe store on Danforth avenue, Toronto.

Wm. Shannon & Sons, of Prince Albert, Sask., have dissolved partnership.

G. C. Lapsley, shoemaker, of Medicine Hat, Alta., has discontinued business.

The St. Cunegonde Shoe Store, Montreal, has recently registered in that city.

R. B. Griffith, of Hamilton, was in Toronto on business for a few days last week.

L. E. Chamberlain, shoe retailer, of Sherbrooke, Que., was in Montreal recently.

E. W. Smith and wife, of St. Catharines, spent a few days in Toronto last week.

Mr. Taylor, of the Golbert Last Co., was in Montreal for a couple of days last week.

Mr. Plamondin, of the Paquet Co.'s shoe department, Quebec, was in Montreal recently.

Geo. Harris & Bro., dealers in shoes and men's clothing, have registered at Wolfville, N.S.

The St. Lawrence Dressing Co., manufacturers of shoe polish, have registered in Montreal.

Roland Hill and son, of London, spent a few days of their vacation in Montreal last week.

E. R. Gavin, shoe dealer, of Fort William, was in Toronto last week calling on the trade.

Business men of North Battleford, Sask., will do business henceforth on a strictly cash basis.

J. B. Bedard, of J. A. McCaughan & Son, shoe manufacturers, Montreal, passed away recently.

M. J. Burns, of Coates, Burns & Wanless, London, Ont., was in Montreal recently on a buying trip.

T. J. Mullins, of the Kaufman Rubber Company's staff, Toronto, is spending his holidays in Boston.

I. M. Sugarman, of Ottawa, dealer in clothing and shoes, has made an assignment to W. A. Cole.

The Barlow Shoe Co., Queen street west, Toronto, made an assignment last week to J. P. Langley.

Percy Horsman, manager of Clinkskill's, Limited, Saskatoon, was in Toronto last week on his way East.

John Abernethy, of D. D. Hawthorne & Co., Toronto, is spending a few days on business in Montreal and Quebec.

J. A. McLaren, of McLaren & Dallas, Toronto, is in Montreal and Quebec for a few days on a buying expedition.

Philip Pocock, of the London Shoe Co., London, was a business visitor to Toronto during the last few days.

Messrs. Lennox and Holmes, of John Lennox & Co., Hamilton, spent a few days in Toronto recently on business.

Mr. Bryan, of Bryan & Co., Keetering, England, is at present on a visit to a number of the larger Canadian cities.

J. S. King, of the Relindo Shoe Co., Toronto, has been spending a few days in Boston, New York, and other centres on business.

R. B. Wanless and M. J. Burns, of the firm of Coates, Burns & Wanless, London, Ont., were in Toronto last week on business.

E. M. Rickard and W. Barron, of the Rickard Shoe Co.,

Lynn, Mass., were in Toronto last week for a few days on business.

The firm of Renworth & Jefferson, shoe dealers, of Prince Rupert, B.C., has assigned to Alfred Shaw, of Vancouver, B.C.

Paul Galibert, jr., leather representative, has removed his office from 60 Front St. West to room 508 in the Board of Trade Building.

W. S. Pettes, of the Thompson Shoe Co., Montreal, was in Boston and other shoe centres recently. He reports things as quiet down there.

W. D. Balfour, manager of the Regal Shoe Store, Winnipeg, who has been visiting in Hamilton, has gone on a trip to Boston and New York.

James Jupp, sr., of J. Jupp & Son, has gone on an extended trip to the West, and will also visit California and other States before his return.

Chas. E. Sterling, of Sterling Bros., Limited, of London, was in Toronto and Montreal last week calling upon several members of the trade.

D. B. Sanders, of the traveling staff of the Brown Shoe Co., St. Louis, Mo., is spending his holidays at the "Pentanguishene," on Georgian Bay.

Arthur Coleman of the Montreal staff of the United Shoe Machinery Co., and bride spent a few days in Toronto last week on their wedding trip.

T. M. Mulligan, of North Bay, Ont., spent a few days among the trade in Toronto. He has recently installed an attractive new front in his store.

Perry & Bragg, of Parry Sound, Ont., have moved into a fine new store in that town and were in Toronto last week placing some large orders for footwear.

S. G. Amero, of the Kaufman Rubber Co. traveling staff, left Toronto last week to spend his holidays in Boston, Lynn and other New England points.

John Dunbar, of the traveling staff of Corbeil, Limited, Montreal, has gone to the Coast of Labrador on a holiday trip and incidentally expects to do some fishing.

C. S. Sutherland, manager of the Amherst Boot and Shoe Co., Amherst, N.S., passed through Toronto last week on his return from Regina and other centres in the West.

H. B. Vandell, formerly with George A. Slater, Limited, Montreal, has taken a position as foreman of the bottoming department of L. A. Crossett Co., North Abington, Mass.

The Maple Leaf Shoe Store at North Battleford, Sask., was visited by fire recently and much damage done to the stock and building, which was a frame one with a cement block front.

C. P. Coles, shoe dealer, of Brantford, left last week for England, where he will spend some time at his old home in Somersetshire, which he left for Canada twenty-eight years ago.

J. C. R. Struthers, 44 Princess St., Winnipeg, has secured the western agency of the "Moose Head" brand of boots and shoes, made by the John Palmer Co., Limited, Fredericton, N.B.

Mr. Hard, formerly with R. H. Williams & Son, and now buyer for the shoe section of the large new department store which is being erected in Regina, Sask., is in Toronto for a few days.

Ed. E. McIntyre, Eastern Ontario representative of the Brandon Shoe Co., of Brantford, Ont., is spending a few weeks in Buffalo, Cleveland, Zanesville, and other cities across the border.

The Eclipse Shoe Store, Edmonton, owned by McLeod & McSweyn, went into liquidation some time ago. The assets were purchased by Mr. Webb of the Imperial Shoe Store, Edmonton.

The Fogarty Co., corner St. Catherine and St. Lawrence boulevard, Montreal, who are one of the oldest and most

respected shoe firms in Montreal, announce that they are retiring from business. Their building has been leased to another tenant, who will shortly take possession. The company are now conducting a closing out sale of their entire stock.

Weaver's Shoe Store, which has been opened at the corner of Queen street west and MacDonnell avenue, Toronto, is doing a nice business. The proprietor has put in a representative stock.

Geo. P. Balfre, manager of the Chicago Tanning Co., Montreal, spent a few days in Chicago last week at the head office of his firm. He is at present on a selling trip throughout Ontario.

George H. Witheridge, of the office staff of D. D. Hawthorne & Co., has gone on his holidays and it is understood will be the participant in an interesting event before he returns to Toronto.

Neale & Merner, who for the past year have been doing a very successful shoe business at 995 Bloor street west, Toronto, are opening up a second store at the corner of Gerrard and Greenwood avenue.

Trade in the shoe line has been rather dull in Edmonton for some months and to reduce stock several clearing out sales have been conducted, which have kept business up pretty well to normal conditions.

J. H. Pearce, general superintendent of the Canadian Consolidated Rubber Co., of Montreal, and P. Y. Smiley, superintendent of the Merchants Rubber Co.'s plant, Berlin, were in Toronto for a few days last week.

Harry Thompson, of the Thompson Shoe Co., Montreal, is at present spending a couple of weeks on the Maine Coast with his family, taking a well deserved vacation. He says he expects to corral the fish supply in that State.

Very important is the price ticket. Do not under any circumstances have large, unsightly tickets. A small, neat ticket with prominent display of the price is all you want. It is not necessary to describe the shoe on each ticket.

George Brown, of Harriston, Ont., was seized with a weak spell when looking into a well at his home, his neck being broken by the fall. He was a brother of James Brown, the veteran shoe dealer of Mount Forest, Ont.

Ames-Holden-McCready, Limited, Montreal, will hold a convention of their branch managers and travelers in that city lasting a week. It will commence on July 21st, and both the business and entertainment ends will be well looked after.

Fire visited the premises of George Clatworthy & Son, display fixtures and showcases, 161 King street west, Toronto, last week and did \$10,000 damages to the stock by smoke and water, while the loss on the building was \$1,500.

H. H. Lightford, of the Perth Shoe Co., Perth, was in Toronto and Hamilton for a few days recently showing a fine set of samples in women's welts, which were much admired by the trade and resulted in good business being booked.

D. G. Hardie, of the firm of Hardie & Moore, 189 Church street, Toronto, has joined the staff of John Lennox & Co., Hamilton. He will look after the buying end. Mr. Hardie is a well experienced shoeman and has a wide acquaintanceship with the trade.

The Brockton Shoe Co., 119 Yonge St., Toronto, of which A. R. Trudeau is manager, has taken a seven year lease of the premises No. 264 Yonge Street, at a yearly rental of \$5,000 and will open a second store. The Brockton people will specialize on four dollar shoes for men.

The annual outing and picnic of the employes of the Acton Publishing Co., Toronto, was held to St. Catharines on July 12th. A most enjoyable time was spent and a fine programme of sports conducted. The excursion was the ninth annual one of the company and surpassed all previous efforts in both attendance and enthusiasm.

The monthly report of the Department of Labor shows that during May a number of disputes were satisfactorily settled and that the differences between the Boot and Shoe Workers and a number of factories in Quebec city were

satisfactorily adjusted, through the instrumentality of the boards under the Industrial Disputes and Investigation Acts.

The A. E. Rea Company has purchased the good-will, assets, real estate, etc., of the C. Ross Company, Ottawa. The C. Ross Company has been in business for forty years. The A. E. Rea Company have increased their capital to \$2,000,000, and are building an extension to their present store covering five acres of floor space.

A meeting of the city travelers and the retail shoe merchants of Toronto will be held at the office of E. M. Trowern, secretary of the Retail Merchants' Association, 21 Richmond street west, on Thursday evening, July 17th, at four o'clock, for the purpose of considering the advisability of holding a joint picnic, to which all members of the trade will be invited.

Oscar Rumpel, of the Berlin Felt Boot Co., of Berlin, has been elected G. C. of the Grand Lodge of the Knights of Pythias, which has been meeting in convention in Berlin. Mr. Rumpel was chosen as one of the delegates to represent Ontario at the fiftieth anniversary of the order at Washington in February, 1913.

D. S. Johnston, of Geo. G. Lennox, Winnipeg, was in Toronto last week on his way home from a trip to the Old Country. He visited his natal spot in Scotland, and had a right royal good time among the "old folks at home." Mr. Johnston returned to Canada full of enthusiasm after the result of his splendid outing.

The retail clerks of Calgary, Alta., are organizing and already their association has 500 members and is aiming at 1,000. An agitation has been started for shorter hours and to this end a mass meeting was recently held. A petition will be circulated appealing for a by-law which will make it compulsory for all stores to close at six o'clock on four days of the week and on Wednesdays at one o'clock.

A new friend which is an old acquaintance to many practical shoe manufacturers, has appeared in the advertising columns of the SHOE AND LEATHER JOURNAL. The Arabol Manufacturing Co., 100 William street, New York City, has supplied the trade for years with Gloria Shoe Pastes, Sphinx Shoe Cement Paste and the Universal Cement Filler. They have become staples with the trade and especially the Universal Cement Filler for Goodyear welt work has filled a long felt want.

The wedding of Ed. Lynch, Western Canada representative for the Minister-Myles Shoe Co., of Toronto, and Miss Alice Lylie, of London, is announced to take place in that city on July 23rd. Miss Lylie has for some years held a responsible position on the office staff of the Cook, Fitzgerald Co., for which firm Mr. Lynch was a traveler for a considerable time. Mr. Lynch and bride will take up their residence in Toronto after spending some time in New York city and other cities in the Eastern States.

The recent warm weather has proved to be advantageous to the retail shoe trade, as business in all lines of low cuts and tennis goods has been encouraging. Several retailers are preparing to hold their usual mid-summer sale and thus keep business well up to the mark during the usually slack season of August. The tendency is growing towards holding these hot weather, stock-reduction sales a little later each year. While many dealers used to plunge into a sale during the first or second week in July, more now wait until August and do not break in on the regular demand for summer footwear.

John Stephens, of the Rena Footwear Co., Montreal, was in Toronto last week with a fine range of spring samples. His firm, which specializes on men's and boys' McKays and standard screws, have put in two new lasts for men and two for boys. The new lasts for men consist of medium wide toe and the other is a narrow, high toe, both of which are well liked by the trade. Mr. Stephens is one of the oldest and best natured shoe travelers in Canada and made his first selling trip out of Montreal for J. & T. Bell, Limited, in 1868, which probably stands as a record in Canada to-day.

The shoe, leather and trunk men are good lawn bowlers,



particularly those residing in Berlin. At Niagara Falls, for the Ontario Bowling Association trophy, two Berlin rinks were in the semi-finals, defeating the London Thistles. Then it was a case of battle between the two quartettes skipped by L. McBrien and Mayor W. D. Euler. The latter won by a score of 27 to 7 in a thirteen end struggle. W. G. Cleghorn, who played lead in the victorious rink, is associated with L. McBrien Co. F. Kibler, who played second on Mr. McBrien's rink, is president of the Ontario Shoe Retailers' Association, while W. H. Leeson, who was third, is a shoe dealer in the enterprising capital of Waterloo.

C. F. Rannard, of the Rannard Shoe Company, Winnipeg, has returned from a motor tour of the province. He covered over 700 miles and went through the districts of Manitou, Pilot Mound, Boulder, Treherne, Glenboro, Souris, Brandon, Neepawa and back on the main line to Winnipeg. He reports the crops looking excellent in these districts and that the farmers are building new houses and barns, which is a good criterion of the country being in a healthy condition. Mr. Rannard says the roads are splendid for motoring, with good hotel and garage accommodation. The party included Mr. and Mrs. Rannard and their four children.

The Hudson's Bay Co. have just completed their wholesale warehouse in Edmonton, which is 150 feet long by 50 feet wide, six storeys high with basement. The company are working on extensions to their store, adding a storey to the present building and putting up an addition at the rear 50 ft. by 106 feet, six storeys high with basement. The old store will be four storeys and basement as the foundation would not carry any greater height. The shoe department is being divided, the men's from the women's. The men's will be down stairs on the main floor and the women's and children's on the second floor.

#### SUIT ENTERED OVER "LIBERTY" TRADE MARK

A suit which will interest the shoe trade throughout Canada is that recently instituted by the Cook-Fitzgerald Co., Limited, of London, against Messrs. Bachrack Bros., of Toronto. The London manufacturers who make shoes under the copyrighted trade names of "Astoria" and "Liberty" have for some years been making shoes for Bachrack Bros., stamping them "Liberty." They had at the time the action was begun, an order for upwards of 1,500 pairs of these shoes for fall delivery. Some time ago their attention was directed to the fact that the Bachracks were offering for sale a shoe stamped "Liberty, \$5.00." They were of quality inferior to the London product, and made over lasts that were unfamiliar to the Cook-Fitzgerald Company. An inquiry developed the fact that the shoes were made by a factory in Montreal. When the Montreal firm's attention was called to the fact that the name "Liberty" was copyrighted, they pleaded ignorance of the fact, though it is widely advertised, and stated that the stamp had been furnished them by the Bachracks, promising to use it no more, unless indemnified from damages by the Toronto concern.

Bachracks Bros. were sent a courteous letter by the Cook-Fitzgerald Company, in which they were asked to advise how many pairs of the Montreal-made "Liberty" shoes they had in their store. No attention was paid to this communication, nor to another which was forwarded a week later. In the meantime they continued to offend through the sale of the spurious "Liberty" shoes, a pair of which was bought by a representative of the Cook-Fitzgerald Company. A letter from Messrs. Ivey & Son, the manufacturers' counsel, met with no more consideration, and on July 5th a writ was issued for unstated damages and a restraining injunction was secured. The London firm is determined to push the suit to the end. They are resolved that their copyrights shall be respected and that their patrons, and through them the public, shall be protected.

## HAPPENINGS IN FACTORIES

The Regina Tanning Works, of Regina, recently suffered a loss by fire.

G. Favreau is now in charge of the cutting room of Dufresne & Locke, Montreal.

A federal charter has just been granted to the Cimon Shoe Co., Limited, of Montreal, with a share capital of \$150,000.

Adds Import Co., Montreal, have changed their name to the Happy Foot Shoe Co. They make McKays and standard screws.

L. T. Miller, until recently purchasing agent for the Slater Shoe Co., Montreal, has resigned and has returned to Boston.

The Newfoundland Boot and Shoe Factory, of St. John's installed a new lasting and other machines, making the equipment thoroughly up-to-date.

The firm of J. Leckie & Co., Vancouver, recently secured a permit for the erection of a 7-storey extension to their warehouse and shoe factory at 220 Cambie street.

Ames, Holden, McCready Co., Limited, Montreal, have recently purchased a three-ton Packard motor truck to transport merchandise between their different factories.

H. B. Vandell, recently with Geo. A. Slater, Limited, Montreal, is now in charge of the No. 2 bottoming department of the L. A. Crossett Co., of North Abington, Mass.

The many friends of E. G. McColough, who represents the Thompson Shoe Co. in the Maritime Provinces, will be glad to hear that he is again around after three weeks' illness.

The Goodrich Rubber Co., of Akron, Ohio, who were to have established a Canadian plant in St. Catharines, have decided not to go ahead with the enterprise—at least for the present.

P. M. Goff, of Toronto, and E. Martineau, of Montreal, have been spending some time at the O. B. Shoe Co., Drummondville, Que., in connection with the getting out of their new spring samples.

J. B. Keany, recently foreman of the sole leather department of the Slater Shoe Co., Montreal, has taken a position as assistant manager of the sole leather department of the Sears, Roebuck Co., of Boston, Mass.

A. Russell Hewetson, secretary of the Toronto Christian Endeavor Union, and son of J. W. Hewetson, shoe manufacturer, Toronto, has been attending the National Christian Endeavor Convention at Los Angeles, Cal.

Griffith B. Clarke, of A. R. Clarke & Co., Limited, leather manufacturers, Toronto, has returned from an enjoyable three months' trip to Europe. He visited England, France, Germany, Italy and other countries and had a splendid visit.

The Canadian Consolidated Rubber Company, Montreal, showed the largest half-year's earnings in the history of the company for the six months ended June 30th. The company for the year ended December 31st, 1912, showed net sales of approximately \$8,000,000, an increase of 25 per cent.

Work on the new factory of E. T. Wright & Co., of St. Thomas, Ont., is progressing rapidly, and the fourth storey is now about completed. It is expected that the building will be completed interiorly within the next four or five weeks and that manufacturing will begin in the new premises about the first or second week in September.

In imports of hides of cattle into the United States, Canada is the second largest contributor, Argentine being a long way the first. United States imported \$120,000,000 worth of hides last year, which made that the second largest item on their import list, coffee being first. Of hides, \$8,000,000 came from North America, \$20,000,000 from South America and \$10,000,000 from Europe. United States imports have almost doubled in the last decade. In face of



this her population has increased 20 per cent. and her stocks of cattle have decreased 15 per cent.

The Galt Shoe Manufacturing Co., Limited, of Galt, are now in their new premises and will be soon running to full capacity. Their capacity in these quarters is over 1,000 pairs per day and their line of samples for spring will be added to considerably. The firm will have several new men on the ground and fully expect that their new premises will be over-crowded for the next run.

At the recent convention of the Boot and Shoe Workers' Union held in Montreal, officials were elected as follows: President, John F. Tobin, Boston; vice-president, Collis Lovely; secretary-treasurer, Charles L. Baine; executive, Chas. Farrell, Edm. Walls, A. Match, Gad. Martindale, Mlle. Mary Anderson, Zotique Lesperance, C. James and Aug. Wilkins. Auditors, Messrs. Harrington, Doucly and Goldwaith.

In the normal growth of the shoe trade, the production of shoes in the United States averages an increase of about 20,000 pairs daily, says Hide and Leather. This means an increased consumption of about 50,000 feet of upper leather, and of 20,000 pairs of soles daily. With this increased consumption of leather going on, and the cattle of the country decreasing, it is plain enough why leather prices are going up.

The action regarding the Moenus pulling-over machine which the United Shoe Machinery Co., of Germany, brought against the Moenus Machinery Company, Frankfurt-on-the-Main, Germany, for alleged infringement of patent, and which they lost in the court of first instance, was again decided in favor of the Moenus Machine Company in the court of appeal a few days ago. The Moenus Company report that business conditions are normal.

A recent edition of Shoe Topics says: "It is understood that the Toronto (Canada) factory of the Regal Shoe Co. is making excellent progress. Additional land has been bought, and the factory building is to be enlarged. J. T. King is manager of this factory. He was formerly a shoe manufacturer in Abington, and later was associated with Stacy, Adams & Co., in Brockton. Mr. King is said to be one of the most practical fine shoemakers."

John Clark, of Lynchburg, U.S.A.; James F. Clark, William E. Clark, of Marlboro, U.S.A.; F. M. Murchie, J. W. Scovil, C. C. Grant, A. D. Ganong, Thomas Toal, Joseph McVey, N. Mark Mills, J. Wm. Smith, Michael J. O'Donnell, Amos A. Mallery, P. J. McKenna, Robert D. Ross, E. V. Sullivan, F. E. Rose, of Saint Stephen, are applying for incorporation under the name of Clark Bros., Limited. The capital stock of the company will amount to \$49,000, and the head office will be at St. Stephen, N.B.

Commencing this month, all leather shipped into Massachusetts must be measured by a sworn measurer. Most leather producing cities and towns have already provided for such, but there are some who, from one cause or another, have not done so. In the event of leather being shipped in from a place where there is no official leather measurer, it will be necessary for the consignee and consignor to waive the requirements of the measuring law, and we are inclined to think that the consignee will decline to open up any such avenue for possible loss.

A business commencing in a small way, but with promise of being a large concern in a few years, is that started in Galt, Ont., by Dan Egoft, formerly with the Galt Shoe Co., and Syd. Franklin, a foreman at the Getty & Scott shoe factory. These young men have taken premises in the Opera House block, Galt, where they will make custom shoes and also do high class repairing. Both have gained considerable experience in European factories as well as in shops on this side of the Atlantic. One of their specialties will be the making of women's shoes to harmonize with the color of evening and street dresses.

The Regina city council has approved a plan whereby there will be erected in that city a boot and shoe plant that will be the nucleus of the boot and shoe industry which is expected to become in time a thriving industry. It is agreed to construct a brick factory upon three lots in block 122 costing \$50,000, in which W. G. Downing & Company will

carry on a shoe factory. Part of the building will be utilized in making shoes, while the remainder will be used for the storage and shipping of shoes made by western concerns for which this company are the sole western Canadian agents. The matter has been before the finance committee and a recommendation was unanimously carried in city council giving the company certain conditions.

The United States, in the fiscal year just closed, exported \$20,000,000 worth of boots and shoes, as against \$16,000,000 in 1912, \$5,000,000 in 1900 and less than \$1,000,000 in 1890. In 1912 the United States sold to Canada \$2,500,000 worth of shoes, while that country bought from Canadian firms \$18,099. Next to Cuba, which imported \$3,000,000, Canada was the best patron of American factories, while England stood next with \$1,500,000 of American footwear, and then Germany with \$1,000,000. The average value per pair of leather boots and shoes exported during the fiscal year 1912 was—Those for men's wear, \$2.11; women's, \$1.72; children's, 78 cents, and slippers, \$1.05. The average import price of boots and shoes imported was about 85 cents per pair.

The stampede of prices expected to result from the change in the tariff has not arrived and the American manufacturing trade is not worrying over the possibility of foreign-made shoes doing much damage at present, says Superintendent and Foreman. It is held that it will be some time before many foreign-made shoes will be offered; and even then, the peculiarity of English patterns will be enough to retard their sale. The time required to ship and order and deliver the same on this side the Atlantic is reason enough for not depending on the English manufacturer as the source of supply. The domestic manufacturers believe that their products will be the most desired, and, aside from some small experimental orders of foreign goods, will continue to supply the market. The attitude of the trade toward Congress is regretful that so important an industry could not have attracted more friends among the lawmakers.

#### FELT WAREHOUSE WIPED OUT

The large warehouse and contents belonging to the Grosch Felt Shoe Co., Milverton, Ont., makers of fine felt footwear, was completely wiped out by fire last week. The loss is heavy, and is only partially covered by insurance. The company say that the newspaper reports were greatly exaggerated. They are filling all orders, but add that their customers will have to exercise a little patience. The factory of the company is standing and everything else is in good shape and running order.

#### RUBBER MEN AT PORT DALHOUSIE

The monthly conference of the superintendents of the various plants of the Canadian Consolidated Rubber Co. was held at the Maple Leaf Factory, Port Dalhousie, Ont., last week. Many matters of importance were discussed, and the guests were entertained at the New Murray Hotel, St. Catharines, by I. W. Kuehner, superintendent of the Maple Leaf Plant. Among those in attendance at the conference were J. H. Pearce, general superintendent, Montreal; C. K. Hutchinson, assistant to general superintendent, Montreal; D. A. Fisher, superintendent shoe division, Montreal; F. W. Kramer, superintendent, Dominion Rubber Company, St. Jerome, Que.; P. Y. Smiley, superintendent Merchants Rubber Company, Limited, Berlin; J. H. Pearce, Jr., superintendent Granby Rubber Co., Granby, Que.; I. W. Kuehner, superintendent Maple Leaf Rubber Co.; J. C. Klachn, general master mechanic, western division, and M. O. Kuehner, Toronto.

#### NICE SHOWING IN WOMEN'S WELTS

The Perth Shoe Co., of Perth, is presenting to the trade this season a comprehensive and representative line of samples for spring and summer. Their new "30" last, which carries a toe between a receding and a semi-high is a decidedly attractive one. The range is about fifty per cent. button, while the remainder is represented by blucher



and bals in gun metal, patent, tan and kid, carrying heels on an average of 13-8 and soles from 8 to 10 irons in thickness. Vamps are short, tips are plain, and the average number of buttons twelve to fourteen, while the height of tops is six to seven inches, some being straight cut and others with a slant. A number of models have cravenette, silk cloth and tan cloth tops. Mr. Lightford, manager of the company, is featuring a flexible cushion sole shoe which comes in don-gola and other leathers and is made on a matronally and also an up-to-date last. A soft, resilient innersole of felt is used and this sole bids fair to have a wide sale. A number of button oxfords for women on the "26" and "32" lasts are displayed in all leathers, while one, two, or three eyelet ties, all carrying medium high toes, should prove good sellers. Pumps of various materials with corded silk bows, leather buckles and filled ornaments are shown in pleasing varieties. All the high cuts are three-quarter foxed shoes; the edges of all low cuts are close while on the bluchers, bals and buttons, there is a moderate extension. The whole line in women's wels evidences high grade shoemaking, and Mr. Lightford is to be congratulated on bringing to the front such excellent specimens of artistic and attractive footwear.

### LIVELY DISCUSSION OVER "TAPS"

There appears to be an interesting situation in the tap sole market at the present time, and during the past few weeks there has been more or less discussion. One manufacturer contends that rights and lefts, which were long ago wisely discarded, because they were undesirable, are again in evidence. He asserts that larger stocks of rights and lefts must necessarily be used, as many odd soles, that may not be required or that cannot be used to advantage, are left over indefinitely. They can, of course, be sold somewhat cheaper if they contain less leather. It is contended, to offset this that another line of straights has been put out at reduced prices and that they are smaller sizes (marked up) at lower prices than the regular sizes at regular prices, according to the list sent out in November last. Some of the houses dealing in tap soles report a fair demand for lefts and rights while others state that the straight die will stay in favor. They maintain that they do not want so many kinds as it results in carrying heavier stocks and locking up more money.

### RUBBER vs. LEATHER

Commenting on the popularity of the rubber soled shoe, a writer in *Hide and Leather* remarks:—

"Few of us, indeed, pause to think what effect the present craze, which is so general, has upon the sole leather business.

"For shoe manufacturers, it may be a blessing in disguise. The sole leather market, despite rubber popularity, is firm. We are paying 44c. for oak scoured back, and 35c. for Texas X leather. What would be the quotations for these two generally used selections of oak sole leather, if the large numbers who are wearing rubber wore sole leather? Most of us would have made serious mistakes in the orders which we took for shoes last fall.

"But there is little hope that the popularity of the rubber soled shoe will prove enduring. Let me give two of the principle reasons why I arrive at this conclusion:

"In the first place, the flat soled or heel-less shoe is calculated to injure the young foot, and to impair its shapeliness. This was early discovered as, at the request of wearers and retail merchants, low heels were adopted.

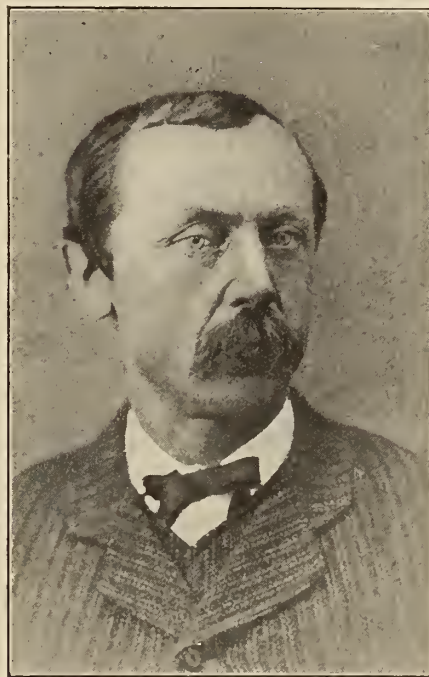
"In the second place, when rubber heels were added, the shoe became heavy, clumsy and, to some extent, unsatisfactory. Few that have tried them recommend them. It is safe to say that the popularity of rubber soles will be of brief duration. We don't make them, and few manufac-

turers do who produced high-priced women's and misses' goods."

Evidently the author of this has forgotten entirely the fact that there is considerable rubber soled footwear made and sold which carries a rubber heel the same height as on leather shoes. This class of shoe is meeting with more and more favor and high medium grade shoes are now being made with this feature. We think, possibly the trouble with the rubber soled shoe, so far as this manufacturer is concerned is found in the last sentence of his letter, in which he remarks "we don't make them." To this, we might add that there are lots who do and they are making a good profit on them, too.

### OVER HALF CENTURY IN SHOE TRADE

A record of over half a century in the shoe business is one which falls to the lot of few men to enjoy, yet this is the experience of L. B. Clark, of Centreville, Carlton County, N.B. For forty-three years Mr. Clark has conducted the post office in connection with his shoe business. He has resided in Centreville for forty-five years. He began learning shoemaking when twelve years of age, in the town of Woodstock, N.B.. He moved with his father to East Florenceville in 1865, and remained with him two years.



In 1868 he took up his residence in the village in which he now resides, and was in the employ of F. G. Burt for one year, engaged in bottoming boots. He then entered into partnership with W. J. Webb, and together they carried on a shoe business for thirteen years, when Mr. Clark bought out his partner and has been running the establishment ever since. His record is a long and honorable one, and during his half century identification with the trade he has always upheld its best interest and sought to deal fairly between man to man. He is widely known throughout a large section of his native province.

### CHANCE FOR CANADIAN SHOE MAKERS

According to a report prepared by the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, an excellent market prevails in Austria-Hungary for the importation of American shoes, shoe machinery and leather in that country. The tendency would seem to incline towards the American-made shoe as the manufacturer's model in that country, where the products are built on American-shaped lasts, carrying Cuban heels for



women and medium high heels for men, with glace kid a strong favorite. American footwear is exceedingly popular, retailing at prices ranging from \$4.67 to \$8.12 per pair, with a strong demand for the lighter weight and medium width qualities.

The growing demand for American styles should recommend itself and prove a strong inducement to Canadian manufacturers to participate in this important class of trade, especially when it is taken into consideration that Canadian-made shoes are modelled on very similar lines, and bear decidedly favorable comparison in style, fit and finish with the American manufactured product.

If it were possible for Canadian manufacturers to place a Canadian made shoe on the Austro-Hungarian market at a price corresponding to English made shoes, which are retailed at \$3.35 per pair, there is but little doubt that profitable and flourishing trade conditions should be established between the two countries. The importance of the Austro-Hungarian leather trade would certainly seem to warrant the immediate and personal study of Canadian tanners wishing to enter upon this important export trade.

#### HIGHER POST FOR MR. LOVELL



J. S. Lovell, of Toronto, who is one of the most widely known shoe travelers in the business to-day will, on the first of August, have full charge of the selling end for Corbeil, Limited, of Montreal, throughout the province of Ontario, taking the place of A. R. Trudeau, who will devote his entire time to the Brockton Shoe Co., Toronto, which, as

already announced, are opening a second store on Yonge street, Toronto. Mr. Lovell has been traveling for Corbeil, Limited, for some time and has established a strong connection in the province. He reports that the new Corbeil samples for spring will be the finest and most attractive that the firm has ever produced. "Jim," as he is familiarly known, is of Irish extraction and he does not care who knows it. For thirty years he has been selling footwear in Canada, starting with the old firm of Cooper & Smith, Toronto. He was the first Canadian to cross the Atlantic and sell shoes for a Quebec manufacturer in the Old Country, and he is thoroughly well versed in every department of the business.

#### HAS NOW THIRTY-SEVEN BRANCHES

The Canadian Consolidated Rubber Co., a subsidiary of the United States Rubber Co., showed the largest half year earnings in the history of the company for the six months ended June 30.

This subsidiary, for the year ended December 31, 1912, showed net sales of approximately \$8,000,000, or an increase of 25 per cent. over the preceding year. Because of more open winter the company will probably not be able to show the same proportionate increase this year over last as was shown in 1912 over 1911, but the gain will be a considerable one, says the Wall st. Journal, New York.

President D. Lorne McGibbon, in talking of conditions in Canada as covered by the Canadian Consolidated Co., says:

"The Canadian Consolidated Rubber Co. is doing an excellent business, and will this year have the largest earnings in its history. We manufacture everything in the rubber line—tires, boots, clothing, toys, hose, druggists' supplies—and by cutting out the middleman have greatly increased profits, while at the same time keeping our salesmen more fully employed.

"We have some thirty-seven branches in Canada, and are building a tire factory in Berlin, Ontario, at a cost of over \$600,000. This factory will be running by September and should mean an increase in our tire sales during the next

year of at least 25 per cent. However, all lines of our business have been good for the first six months.

"The lower prices of crude rubber were helpful to us inasmuch as we had only a small supply on hand when the decline in prices started."

#### MR. SLATER OUTLINES HIS PLANS

Charles E. Slater, who is putting before the trade a five-dollar shoe proposition known as the Tally-ho, which name is to be registered in the United States, Great Britain and Canada, writes:—

"I have decided to make my headquarters in Boston, opening up a suite of offices for the distribution of shoes to the Canadian and foreign trade. I have made special arrangements with a number of the largest and best houses and will cater to the jobbing and large retail trade, who can buy in sufficiently large quantities, for cash, to get the very lowest prices. The idea is to give a special service to the Canadian trade to which they are all welcome. This service will include all privileges of the office when in Boston, viz.: stenographers, telephone service, information bureau, also correspondence from their home location, assistance in locating lines of any kind that may be required, following up slow deliveries, helping to adjust any matters in dispute, etc. My intention is to personally make one or two trips a year to the larger points, leaving the offices in charge of a competent staff at all times.

"In due time you will be advised of the houses and lines that I will represent, and I will suggest that before placing your orders you would do well to wait until you know more about the values I will have to offer you."

#### THE SHOE INDUSTRY IN QUEBEC

A recent issue of a Quebec paper says: Surely the time has come when all those who are interested one way or another in the boot and shoe industry in Quebec should make a calm and dispassionate review of recent events.

When it is considered that this great industry affords employment to several thousands of our working population, young and old, male and female; that the annual output amounts to several million pairs of boots and shoes, which represents a still larger total in dollars—these facts should certainly avail with all citizens who would not care to see the future of such an industry restricted or jeopardized.

For half a century—ever since Messrs. Cote and Bresse began manufacturing on a small scale with machinery in 1863—Quebec has been one of Canada's chief centres of

#### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

TRAVELER, with connection in Western Canada, desires a side line of shoes to cover from Port Arthur to Coast, on salary or commission. Write to 202 Sparks street, Ottawa, Ont.

SHOE STORE FOR SALE—In heart of Montreal; doing \$40,000 business a year. Good terms. Reason, going into wholesale. Box 53, SHOE AND LEATHER JOURNAL, Toronto, Ont.

FOR SALE—A six-foot Dieing Machine for factory use; in first-class shape; for sale or exchange for rounding machine. G. H. Wilkinson, Windsor, Ont.

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, 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**

Established Over Half a Century

**Our Brands of Sole Leather****PENETANG**

Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE**

Mellow, yet admirably adapted for general work

**LISTOWEL**

For fine and sewed work.

**CUT SOLES****Heels and Counters None Better  
Shoe Findings, Etc.****THE BREITHAUPT LEATHER CO., LIMITED**

BERLIN

ONTARIO

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**CASH ADVANCED  
ON CONSIGNMENTS.**Leicester, Eng.** and at Kettering, Northampton  
Frankfort-on-Maine.

Cable "HIDES," Leicester.

production and supply in this line. As we have already pointed out, there have been times within that period when its pre-eminence in this respect was not only universally conceded but also attested by its greater number of factories as well as by the larger volume and wider sale of their products, and the chief assurance of this pre-eminence was then the favorable labor conditions obtaining here.

When the days of wooden shipbuilding were coming to an end and many in Quebec were unemployed the promotion of the boot and shoe trade came as a godsend and a means of support to thousands. It became one of the staple industries of Quebec.

Today, however, things have changed. The cost of living has increased, the price of raw materials has risen. Labor has become more exacting and unsettled in its demands. Other centres of production have been created elsewhere in the Province and the Dominion. Various causes have contributed to affect the fortune and the progress of the industry here and there has been a falling off both in the volume and in the value of the output.

Is the industry to prosper or to decline? That is the question of the moment. Is the setback to be merely temporary or permanent? For the situation has developed a critical stage.

Even though the rivals of Quebec have grown stronger and though the competition is keener in this branch of manufacturing, it may not yet be too late to recover lost ground

if action is taken now. But for this purpose it is absolutely essential and necessary that all interested should work together in harmony for their mutual benefit. This theory that capital and labor are of necessity antagonistic is going to do good to no one in Quebec. Employer and employee are both concerned in seeing that the industry prospers. The one has no desire to incur heavy financial loss; the other would be hard hit if he were forced into unemployment.

**BOSS GIVES HIS CLERK A POINTER**

"It pays a man to be on the job every time," remarks a city retailer who was in the office at the rear of his store talking to a traveler. A woman had entered and asked if they had any tan suede pumps at \$2.50, saying that she had got a pair last year which had suited her very well. The clerk politely replied that they had nothing in that line less than three dollars and the woman started to go out. The proprietor came out and addressing her pleasantly, said, "We have really nothing in pumps at less than three dollars this year, which I would recommend—that is, pumps made on a special pump last, a pair that will not slip up and down at the heel nor gape at the side. We have something very nice at the figure. I would like to show them to you and feel that you will be delighted. The woman's curiosity or interest was now aroused, and she at once sat down while the proprietor proceeded to take off her shoe, and soon had the clerk busy fitting her with a pair of patent

leather pumps for which she paid \$3.50 and departed. Now, while I do not blame that clerk for allowing the woman to start to walk out, still I have since impressed upon him that if you can induce a woman caller to be seated, and you take off her shoe you are reasonably certain of a sale if you can fit her. On the other hand, if you do not succeed in persuading your visitor to take a seat, your "fighting chance" is not nearly so good. She is then apt to be in the just looking around class or not buying to-day, or simply inquiring for a friend. The point I would impress upon all clerks who wait upon women is to conduct them to a comfortable seat, make some pleasant remark, and, unless violent objection is offered, get the woman's boot off and then you are on the direct road to a sale, not before."

#### DO YOU GET RETURNS FROM BOOKLET

Editor, SHOE AND LEATHER JOURNAL:

Sir:—We are considering some form of circular advertising, possibly a small spring and fall catalogue or booklet, and would like very much the assistance of your valuable paper. Will you kindly ask your readers to send in for publication a short write-up of their system, particularly mentioning any scheme to find out how much trade was directly attributable to circular or catalogue, and if such increase in trade justified cost and trouble.

Some time ago we wrote you about a system in buying, and Mr. A. E. Edgar, of Windsor, wrote up an article describing one. We might say that we adopted part of what he described and think it will be a great benefit to us.

Thanking you for past favors,  
Yours truly,

SHOEMAN.

London, Ont., July 6th, 1913.

#### WHO CAN EXPLAIN THIS

"How is it we have to pay 30 cents more for this gun-metal blucher to a jobber than the stores in Toronto have to? This is the shoe that you see here," declared the speaker, who does business in a town not 100 miles from Toronto. "It costs us \$3.50. In Toronto the selfsame shoe was sold to a friend of mine, who is in the business there, for \$3.20. Why should there be such a difference? Of course, the wholesaler will say that he has to send his traveler out to call upon us, and this means a large expense, etc. Well, I am willing to grant five cents a pair extra to cover this work, but even then, there is a variation in price of 25 cents. I certainly would like an explanation of why we have to pay practically ten per cent. more for a high-class shoe than Toronto city dealers do. I intend to bring up this matter at the next meeting of the Ontario Shoe Dealers' Association in August, and I think, as an Association, we could get at the bottom of this whole business. You will hear from me later," concluded the speaker, with a determined air.

#### DRIED-OUT SOLES

Dried-out soles that are warped all out of shape make poor-looking shoes, especially on McKay work, in which the channel is cut before the soles have dried and shrunk, which causes the McKay sewing to come far in from the edge and often shows the lasting tacks outside of the McKay seam. If the sole leather room will fit the soles when they are in a cheesy temper, and will keep them that way by covering them over with wet bags until they reach the lasting room, then if the boss laster allows them to lie around his room uncovered until they warp out of shape it is his own fault. Some people have no more sense than to pile up cases of fitted bottom stock right beside hot steam pipes and leave them there. Then they wonder why the soles do not fit or why the McKay stitcher cuts through the sole, or why the leveller breaks the channel flap. Damages will be saved

and better shoes made if the soles are kept in temper until they dry out on the shoe.—Exchange.

#### WOMAN HAD SNAKE IN SHOE

Mrs. Grover Filby, wife of a prominent farmer, near Skiddy, in Kansas, raises ducks. Mrs. Filby also has a pair of rubber boots that she wears when attending to her charges. When not in use the boots are left lying on the porch. The other morning when Mrs. Filby slipped them on she noticed that one of them was rather tight, but did not pull it off to investigate, as she supposed that the children had stuffed paper or rags into the toe as a joke on her. She looked after the ducks, and, returning to the house, pulled off the boots. From the tight one dropped a snake. Mrs. Filby has no recollection of how large the snake was or its kind. She fainted.

#### MAN AND HIS SHOES

How much a man is like his shoes!  
For instance, both a soul may lose;  
Both have been tanned; both are made tight—  
By cobblers; both get left and right.  
Both need a mate to be complete;  
And both are made to go on feet.  
They both need heeling; oft are sold.  
And both in time are turned to mould.  
With shoes the last is first; with men  
The first shall be the last; and when  
The shoes wear out they're mended new;  
When men wear out they're men dead, too!  
They both are tread upon, and both  
Will tread on others nothing loath,  
Both have their ties and both incline,  
When polished in the world to shine  
And both peg out. Now would you choose  
To be a man or be his shoes?

#### DEMAND FOR LIGHT LEATHERS

The new recede toe, or custom style lasts, will probably lead to an increase in the demand for light leathers, especially glazed kid. These leathers look well on the fine line lasts. Besides, they may be easily lasted over these new lasts. When the high, wide toe lasts came into fashion, they caused a demand for heavy leather, because lasters had to have strong leather to work over the high, wide toes. If they tried to pull light leather over these big toes the leather tore.

#### SUPPORTING THE HOUSE ALL THE TIME

"Yes," said the manager of a large wholesale house the other day, "I have every confidence in S— as a traveler. He uses good judgment and always seeks to do the best that he can for the house. In fact, I give him considerable leeway and he never abuses any privileges allowed him. We have been clearing out a large number of job lines just at present and, of course, a rock bottom figure is fixed for them. I always allow S— to use his own judgment, and he very frequently obtains 10 or 15 cents a pair more than our minimum quotation on these odds and ends. This is what I call working for the house. Now, I have another traveler who never gets one cent higher than the upset figure, and he thinks he is very solid with certain retailers because he calls them aside and in a confidential manner tells them, "Oh, the boss says he will take so-and-so for them. That fellow possibly never tries to get five or ten cents more a pair, and he could do it just as well as not if he was working for the truest interest of the firm. You see, that is the difference; some chaps are ever looking to the interests of the house before they do their own. I tell you it pays a man to be loyal and do his utmost under all circumstances for the establishment that supports him. He gets its confidence and trust, which mean much."







John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas.

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*

*THE  
Ritchie  
Shoe*

496 St. Valier Street, QUEBEC.

## Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties; Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC



MAKERS OF

**HIGH-GRADE SHOES FOR  
MEN AND WOMEN**

Write us for further particulars

**L. GAUTHIER & CO. - Quebec**



P. Cleophas Lachance  
Inventor

## The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

## LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

**ASK FOR SAMPLES**

## LUCIEN BORNE

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL



# 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

## 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

## CUTTING DIES

of every Description for

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

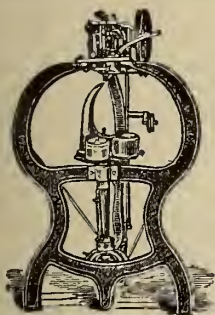
**Honest Values at Honest Prices.**

**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 of  
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



## SPHINX Shoe Cement Paste

"SPHINX" stands unique and without a rival in excellent qualities  
wanted by the shoe manufacturer.

It is a quick, strong and clean adhesive, ready for use.

It absolutely takes the place of high-priced cements—on all kinds of  
linings, cloth or leather, such as vamps, side linings, stays, sock linings,  
etc.

It is flexible—when applied thin with a brush. Will fasten counters  
and toe pieces, tap soles, etc.

Best for sock linings, as they never loosen.

There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

## 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.





**YOUR**



**USMC**



**GUARANTEE  
FOR QUALITY**

---

**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**MONTREAL - - QUE.**

**122 Adelaide Street West, TORONTO**

**492 St. Valier Street, QUEBEC**



Yachting Oxford

Well-distributed  
stocks to help  
your sales of

# Miner Tennis

Look through the list of selling agencies below and see how easy and convenient we have made it for you to keep up your stock of Miner Tennis Shoes, no matter where you are situated.



Sporting Oxford

State your wants to any of these firms, and you will be quickly and carefully served.

There is no reason why your stocks should not be kept up to the standard with an agency so near at hand to fill your sorting orders.



Yachting Balmoral

Order as you need.

## The Miner Rubber Co. Limited

Granby Montreal Toronto Quebec

### SELLING AGENCIES:

Jackson & Savage, Limited, Montreal R. B. Griffiths & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B. F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



Sporting Balmoral



AUGUST 1st

TORONTO

1913

# THE SHOE & LEATHER JOURNAL



ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL



let her  
decide

Let the women of your locality decide what line of shoes you'll carry.

Let them tell you what they want, and what they expect in their footwear.

Then find the shoe that meets their requirements.

You'll discover it to be a popular priced, specialized, Goodyear Welt—up-to-date but not freakish—snappy, but not loud—comfortable, but not clumsy—giving value, style and service. You'll find it to be a shoe with individuality and character—a shoe that adds the necessary touch to the apparel of the well-dressed woman.

In fact, you'll find it to be the Perth Shoe.

And you'll not wonder at that when you consider how the Perth is made, and how every energy in the Perth factory is bent on making the best women's welt in Canada. Let the women of your locality choose Perths for your shelves.

Perth Shoe Company, Limited, Perth, Ont.

Women's Goodyear Welts Exclusively



# We Shall Be Glad To Meet You

We shall demonstrate the waterproof qualities  
of our polish at the

**Canadian National Exhibition**  
TORONTO

August 25th to September 6th

**Central Canada Exhibition**  
OTTAWA

September 6th to 14th

**Western Fair**  
LONDON

September 8th to 14th

**CALL AND SEE US**

If you are in Toronto, our office is at your service to  
write your letters or leave your packages.

**The Nugget Polish Co. Limited**

9, 11 and 13 Davenport Rd. - Toronto, Ont.



## These shoes have real selling points

Tebbutt Shoes have features that you and your customer will not find in other shoes. These features appeal to men because they give ease and comfort without loss of style and appearance. In selling Tebbutt Shoes you have the assistance of real facts that can be readily understood and appreciated by all men.

The Doctor's Shoe is a water-proofed welt that is absolutely impervious to damp. Both soles and uppers are water-proofed by a special patented process. It is also equipped with a sole, in three parts, that serves to keep the foot at normal heat in both cold and hot weather.

The Professor is the most natural shoe in the world. It is built correctly on anatomical lines, and conforms perfectly to the natural shape of the foot. It has besides a patented cushioned inner sole that makes walking a pleasure and calloused feet unknown. It is the shoe of real comfort.

Both these shoes are good representatives of the Tebbutt line, and have the advantage of carrying distinctive labels which aid you in making repeat sales.

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1908 1909  
NON  
PERSPIRO

THE  
*Professor*

PAT. NO. 119409  
+  
GOLD CROSS  
SHOE

The Tebbutt Shoe & Leather Co., Limited, Three Rivers, P.Q.



## Get these leathers to help your Spring samples

*Most Merchants, Mr. Manufacturer, know leathers. When your salesmen are showing your Spring samples this season, the leather in those samples is going to be critically examined. In many cases the size of the order placed is going to depend on the impression the leather makes on your patrons.*

*When a merchant sees in a shoe a smooth, fine-grained calf leather, fully worked out, and perfectly finished, he naturally concludes that the shoe itself is alright. Because of that extra leather, he has reason to expect extra workmanship—and he generally gets it.*

*There are three Davis leathers that should be in your 1914 samples—Davis Matt, Davis Russia, and Nigro (Gun Metal Finish). These three will add selling strength to your shoes that you can get no other way. They will give your shoes character, and wonderfully increase their quality appearance.*

*You can have any quantity of these leathers whenever you want them.*

*The best equipped tannery in Canada stands behind Davis leathers, and links up the very highest quality with the most prompt and careful service.*

**THE DAVIS LEATHER CO., LIMITED**  
**NEWMARKET, ONTARIO**

# Kant Krack

## Dainty Mode



The Brands

All the knowledge  
you need to be sure  
of Rubber Quality

Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside & White	Toronto, Ont.
Kilgour, Rimer Co., Limited	Winnipeg, Man.
The J. Leckie Co., Limited	Vancouver, B. C.
The London Shoe Co., Limited	London, Ont.
McLaren & Dallas	Toronto, Ont.
James Robinson, Esq.	Montreal, Que.


Where to buy them



No matter what price you pay for it every "Independent" is a quality rubber and every cent of its cost is represented by real rubber value. They wear. They sell.

Independent Rubber Co., Limited    :-    Merritton, Ontario





# HARTT

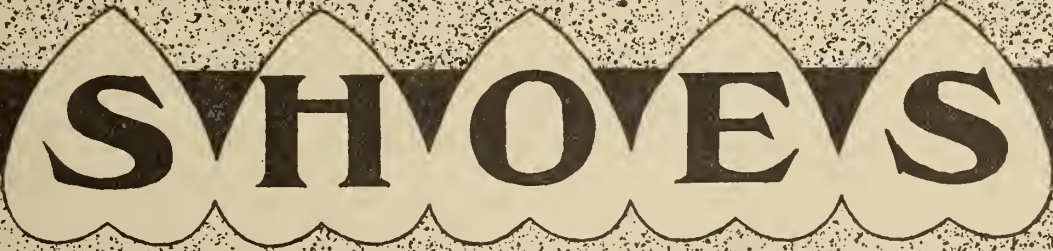
For the Customer Whom  
Nothing but the Best  
Will Satisfy

The Shoe merchant who is striving to build up a permanent connection with the leading men of his locality cannot achieve his ambition with an ordinary line. He must have a line that is far above the commonplace, a line that has real distinction of style in combination with the highest quality. For such a merchant Hartt Shoes are essential. Hartt Shoes have forced their way to the very top. No line of shoes in the world can appeal to particular men with greater force and effectiveness than Hartt Shoes.

**The Hartt Boot & Shoe Co., Limited**

*Canada's Best Shoemakers*

Fredericton    :-    New Brunswick



# SHOES

# P. J. Harney Shoe Company

LYNN, MASSACHUSETTS

## SEASONABLE SHOES

IN STOCK—READY FOR IMMEDIATE DELIVERY

*All Shoes Illustrated are Women's Goodyear Welts*

HIGH IN QUALITY - - - - - LOW IN PRICE

ORDER BY STYLE NUMBER



Style No. 806	Tan Russia Calf. Button Boot.....	44 last, 15-8 heel, Price, \$2.60
900	Cloth Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price, 2.25
923	Cloth Top Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
940	Mat. Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price 2.25
941	Mat. Top Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
954	Gun Metal. 3 Eyelet Sailor Tie.....	33 last, 14-8 heel, Price 2.25
955	Tan Russ. Calf. 3 Eyelet Sailor Tie.....	33 last, 15-8 heel, Price 2.25
960	Patent Colt. 3 Eyelet Sailor Tie.....	99 last, 15-8 heel, Price 2.25
962	White Nubuck Seamless Pump.....	67 last, 14-8 heel, Price 2.25
963	Gun Metal Seamless Pump.....	67 last, 14-8 heel, Price 2.25
964	Gun Metal Seamless Pump.....	84 last, 12-8 heel, Price 2.25
966	Mat. Top Patent Colt Button Oxford.....	44 last, 15-8 heel, Price 2.25
967	Mat. Top Gun Metal Button Oxford.....	44 last, 15-8 heel, Price 2.25

Carried in sizes 2½ to 7—A, B, C and D widths

SEND ALL ORDERS TO LYNN, MASS.

# P. J. HARNEY SHOE COMPANY

*Manufacturers of Women's Fine Shoes*



# Dorothy Dodd



## The Manufacturer Who isn't Willing to Carry Part of the Load Doesn't Deserve to Succeed

Retailing is becoming more and more complicated.

The cost of doing business is going up, while competition holds retail prices down.

The time has passed when manufacturer and retailer can be at swords' points with each other. The manufacturer who isn't willing to carry his share of the burden of creating interest in his wares, and insuring their complete satisfaction to the consumer doesn't deserve to succeed.

The trademark guarantees the manufacturer's co-operation.

For instance, we are as vitally interested in the DOROTHY DODD agent's success as the agent himself is.

If our shoes were unknown and unbranded, clever salesmanship alone might pull us through—for awhile. If the unknown, unbranded shoe failed to sell, what of it? The other dealers have no way of knowing it.

But, with a trademarked line conditions are reversed. DOR-

OTHY DODD shoes must succeed. The manufacturer stands or falls with his dealers. He has the very best of reasons for studying their problems—a selfish interest.

That is why, as one big Boston retailer recently said, there is nothing too small for us to investigate.

That is why DOROTHY DODD lasts are so scientifically designed that they fit the widest range of foot shapes — make it easy to keep the store stock low and the turn-over high.

That is why we carry, in season, a half-million dollar stock for sizing-in orders.

And, it is why we confine to one dealer in a city the full benefit of a strong national advertising campaign.

The right named shoe means a stronger position for the retailer, bigger sales and better profits.

Ask us for the "proofs of the pudding."

A post card will bring catalogue, trunk of samples, or salesman.

## DOROTHY DODD SHOE COMPANY

101 BICKFORD STREET, BOSTON

BRANCH "IN STOCK" DEPARTMENTS  
CHICAGO

308-312 So. Jefferson St.

NEW YORK CITY  
248 Duane St.

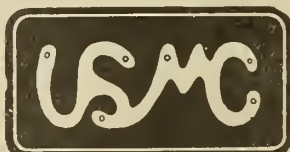
ST. LOUIS  
1424 Washington Ave.

MORTON W. MURDOFF & SON, Box 478, TRENTON, ONTARIO, Canadian Representatives

# 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.

---

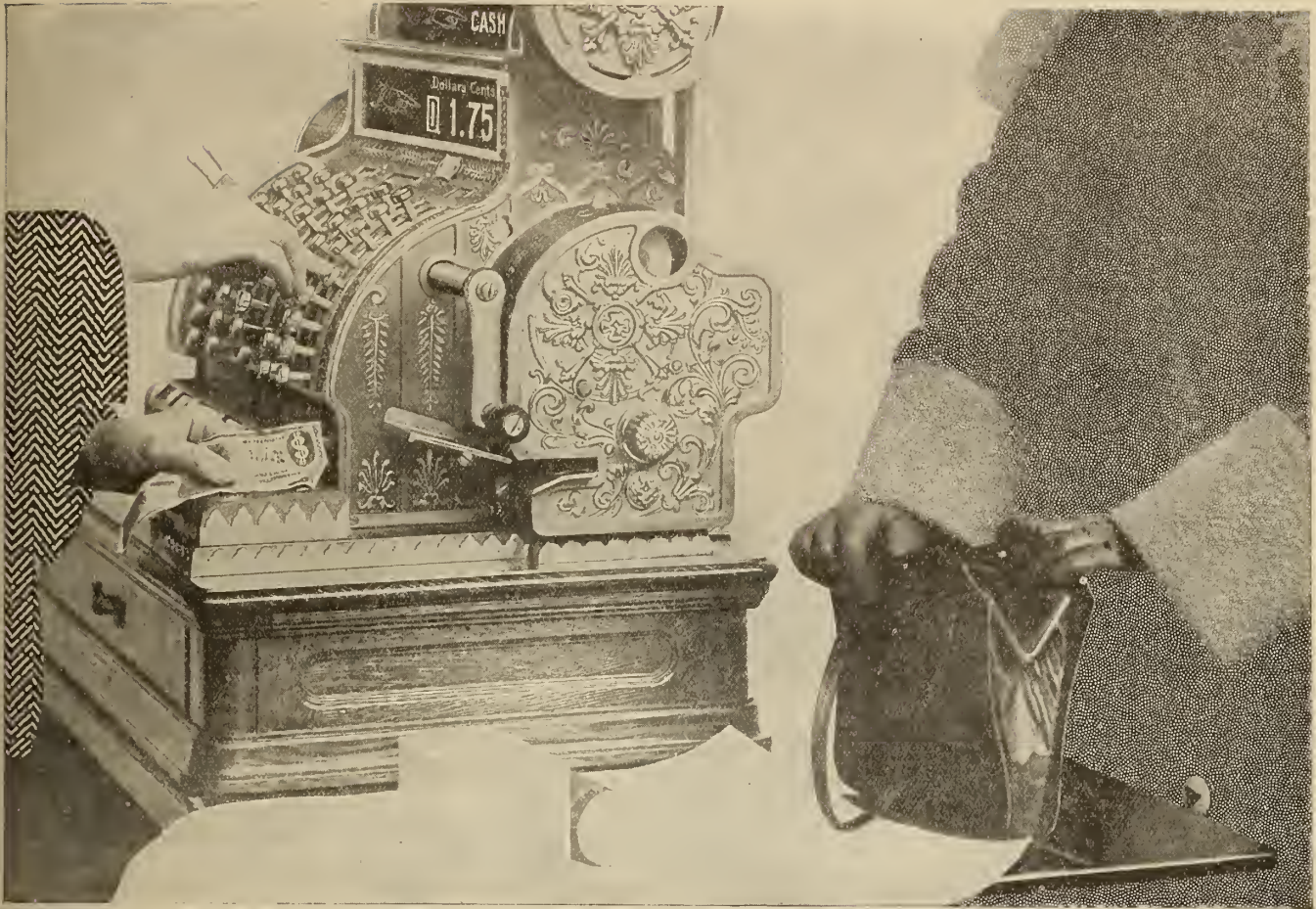
## UNITED SHOE MACHINERY CO. OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec





## There's a Record in the Register Before the Customer Gets the Goods

The "Get a Receipt" plan enforces a *record* inside the register before the goods are wrapped. The *receipt* is wrapped in the parcel and the record *must* be made before the receipt is issued.

This record is the clerk's own acknowledgment that he has sold a certain amount of goods and will be responsible for a corresponding sum of money. It is your receipt for the transaction.

This protects your business, shows you at all times just where you stand, benefits your customers, saves time and increases profits.

Write for information today about the National Cash Register that is built for the particular needs of *your* business.

### The National Cash Register Company

285 Yonge Street, Toronto



**N**OTHING but sheer merit of the shoes sent out from the Rideau factory day by day is responsible for the value of the Rideau reputation.

And the Rideau reputation is not only valuable to the manufacturers. It is a salesman, a salesholder for the retailer.

It is a reputation for honesty in leather and workmanship, for up-to-dateness in styles and lasts, for comfort and perfect fit, for fair dealing and good profits. And best of all, it is a reputation that is upheld every day by every Rideau Shoe.

Make up your mind now to tie up to this reputation.



*The Rideau Shoe Co., Limited - Montreal*



# Spring Selling Season Now On!



Combination Pump, with different combinations of gun metal, grey buck, patent and dull calf (also being made with cut steel and jet ornaments).

¶ The three cuts shown here are merely indicative of the high quality and up-to-date style of the samples which the Kingsbury travelers will very shortly show you.

¶ Here are the men you should see, ere you place your order for Spring footwear for the feminine sex :

J. D. CAMPBELL, Maritime Provinces  
 A. J. PINNISONNAULT, Prov. of Quebec  
 J. A. MALBOEUF, City of Montreal  
 R. B. CHALUE, Province of Ontario  
 W. E. SHORT, from Port Arthur to the Coast (assisted by R. G. PERCIVAL).

## Kingsbury Footwear Co., Limited

*Specialists in Ladies' Footwear*

MONTREAL

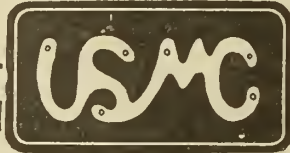


Five Button Oxford Fancy Foxing, short effect, high toe, 12-8 Cuban heel (in gun metal and tan calf, also nubuck in different colors).



Five Button Fancy Patent Vamp and Foxed, Light Grey Top.

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

**United Shoe Machinery  
Company of Canada**

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.



## AUGUST AND SEPTEMBER Will be Good Months for



### HOW ARE YOUR STOCKS?

As *you* are probably aware August and September are usually the months in which the demand for FLEET FOOT reaches its *highest* point.

This is due to the fact that *most* people take their vacation during these months and all summer sports are in *full* swing.

Those who indulge in athletics, yachting, boating, tennis and other field sports will *want* FLEET FOOT sporting shoes because they *know*—and the fact has been widely advertised—that FLEET FOOT are the *best* obtainable values.

Many of *your* customers will undoubtedly enquire for FLEET FOOT and *won't* be satisfied with any other brand.

Let *us* help you to satisfy *your* customers. Just look over your stock, list the sizes and styles you require and forward your order to our nearest branch.

**Our Service is Prompt, Efficient and Reliable and  
We Have Complete Stocks at All Our Branches**

### AWAITING YOUR ORDER

—Which You Might as Well Mail To-day.

## 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

## If you don't get them now, you lose them altogether

The sales you miss this month are lost to you completely. You can't get them back next month, or the month after, because people won't be buying Summer footwear then.

There is no necessity of losing any sales.

I have an instock department that is yours to command. If you'll treat it simply as a reserve stock of your own, and order from it whenever you see the stock on your shelves getting low, you'll not be missing any summer sales.

Take full advantage of this warm weather. Put your stock in order, and miss none of the good business that is sure to come your way.

Order as much as you like, or as little as you like. You'll get the same service.

**JAMES ROBINSON**  
182-186 McGill Street - Montreal





Brackley Shaw  
President

C. T. Shaw  
Vice-President

# Anglo-Canadian Leather Company, Limited

C. O. Shaw  
General Manager

T. de G. Stewart  
Sec'y Treas.



665 KING STREET WEST, TORONTO

*Manufacturers of*

## MAPLE LEAF BRAND OAK and HEMLOCK SOLE

Outsoles, Tapsols, Top Pieces, Counters, Built Heels, Etc.

Warerooms

MONTREAL

TORONTO

QUEBEC

Tanneries

HUNTSVILLE

BRACEBRIDGE

The Largest Sole Leather Tanners in the British Empire



*Get it on her foot*

Get a McDermott Shoe on the foot of a prospective customer, and, nine times out of ten, you've made a sale.

Not many women who see their feet encased in such dainty, stylish footwear can resist the desire to purchase.

There's a quality about McDermott Shoes, that cannot be exactly defined, but **which gets the business.** McDermotts are simply good every way you look at them—that's about the size of it.

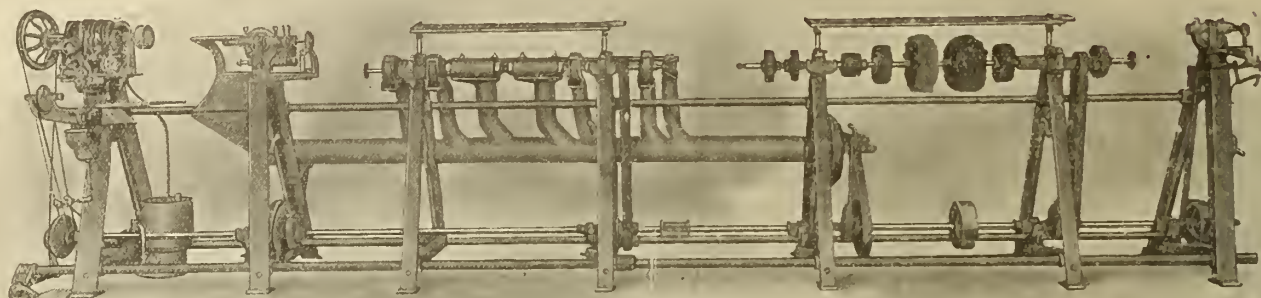
Watch the next issue for our spring style announcement.

*The McDermott Shoe Co.*

*Women's  
Shoe Specialists*

*Montreal*

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# 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**

By stocking "Yamaska" Brand staples you give your customers the opportunity of proving to you that fifty years of shoemaking means much in quality and style.

It's over half a century since the first "Yamaska" was produced, and during that time the present line has been evolved. That this suits the people is proven by its ever-increasing sales. Start it increasing sales in your store.



*La Compagnie*  
**J. A. & M. COTE**  
*St. Hyacinthe, P.Q.*

# SKIVERS

## of Strictly Uniform Standard

Selected specially for the Bag, Suit Case, Pocketbook, Novelty and Bookbinding Trades. The Best Skivers your money can buy. Samples and Prices gladly submitted upon request.

**JOHN A. E. TURNEY,**

28-30 SPRUCE STREET,

Successor to Turney & Barrett

NEW YORK

CHICAGO: 234 West Lake St.

TORONTO: Ed. R. Lewis, 50 Front St. E.

# 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



# Don't worry about tight money

Sales of Aird Shoes are not affected by the style changes, or tight money markets. People must have shoes, and it's the common sense lines like Aird Staples that bring the steady business. There are no lean seasons with Aird Shoes.

## Aird & Son, Montreal

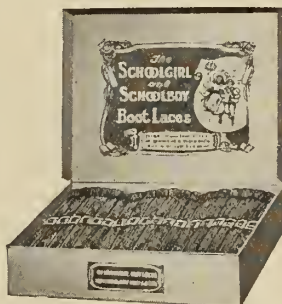
Makers of Men's, Women's, Boys'  
and Youths' McKays and Turns

### HELP YOUR AUGUST SALES by adding some Novel Findings

These Boot and Shoe Laces are just the thing. Fill your best window with them. Results will follow that surprise you. **GOOD PROFITS.**



**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-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.

**T**HESE 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.

**BROUGH, NICHOLSON & HALL, LIMITED** LEEK, STAFFS. 112 WOOD ST., LONDON, E.C.

Wholesale only supplied.

All Qualities Now in Stock by Canadian Agents

**WALTER WILLIAMS & CO.**

517-525 St. Paul St., MONTREAL  
20 Wellington St. W., TORONTO

Phone M. 7012-7013  
Phone M. 2994



**F**INISH and style are not overlooked in the making of the Everyday Shoe. These necessary aids in selling are present in just the proper degree to give to the whole shoe the appearance of its true worth.

The T. Sisman  
Shoe Co. Limited  
Aurora, Ontario

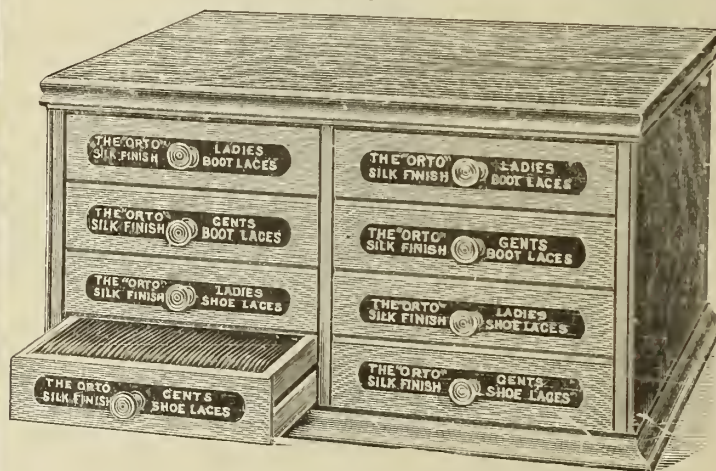
## THE ORTO SILK FINISH LACES

IN ALL LENGTHS AND WIDTHS

The BEST Lace MADE

Put up in the BEST WAY

Giving YOU the BEST PROFIT



The Orto Cabinet keeps *all* the laces clean and each kind by itself. Laces are sold in single gross of any length or width or in cabinets, assorted.

**L. H. PACKARD & CO., Limited**  
MONTREAL Canadian Distributers 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.

### 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.

RIVET SHANK

# BUTTONS

OF

QUALITY

AND

STRENGTH

Made with shanks that built a  
world-wide reputation

PEARL IVORY  
PEARLUSTRE

The WRIGHT Button

The tremendous increase in our business necessi-  
tated a larger building

NOTE NEW ADDRESS

## Appelbee & Neuman

23-25 Greene St.

NEW YORK CITY

**D**EALERS 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.

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

## The Bonner Leather Co.

—Manufacturers—

**GLAZED KID***(Black and Colors)***CHROME LAMBS***(Glazed and Dull)*

1060 Notre Dame St. W., Montreal



Satisfaction Guaranteed

by factories using

**Ullathorne's**

ENGLISH-MADE

**Shoe Thread***Stocked by all Wholesale Dealers*

The Original HEEL BALL Manufacturers

READ THE

## Shoe and Leather Journal

24 issues in a year for \$1.00

It is filled with bright helpful pointers  
for RetailersACTON PUBLISHING CO., LIMITED  
MONTREAL TORONTO



# “STAR” Brand Shoes Are Popular

So popular that we were literally **swamped** with orders last season and owing to our limited facilities we were not able to handle the business on time.

This season we have more than doubled **our capacity** and can assure our customers that we can handle all spring orders promptly. **We guarantee delivery on time.**

Watch the next issue for detailed information about our spring lines.

## STAR SHOE LIMITED MONTREAL

Makers of “Star” Brand Shoes

City Agent: MEDARD GAUTHIER, 16 La Patrie Building

# Read This Announcement

## It will interest you greatly

A few days ago a most enthusiastic gathering of the Ames-Holden-McCready salesmen and branch managers throughout Canada was held in Montreal.

Its express object was to discuss ways and means whereby this Company can best serve you, **Mr. Retailer**, and to suggest improvements in present methods, if necessary. As a result you will be better looked after this year than ever before in your history. Every man is going forth in the spirit of whole-souled co-operation.

**Our traveling staff together assembled also took the opportunity of jointly wishing their customers throughout Canada a very successful and profitable selling season.**

In a week or two every Ames-Holden-McCready representative will be on the road with a choice, up-to-date, new line of samples for Spring 1914.

**Watch for later news on Spring styles.**

## Ames-Holden-McCready, Limited

Montreal - St. John - Toronto - Winnipeg  
Calgary - Edmonton - Vancouver



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 15

TORONTO, AUGUST 1st, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Remedying Some Big Evils in Retail Shoe Business

Too Long Hours, Indifferent Buying, the Credit Practice, the Help Proposition, Absence of System, the Multiplicity of Styles, Too Many Freak Shoes and Lack of Concentration Are a Few of the Greatest Drawbacks—Some Feasible Suggestions for Their Removal

### THE WINNERS OF AWARDS

- 1st Prize—J. T. Dureau, Montreal, Que.  
 2nd Prize—D. J. M. McGeary, Saskatoon, Sask.  
 3rd Prize—H. J. McDougall, Antigonish, N.S.

### LONG HOURS GREATEST "CURSE"

You ask what is the greatest abuse in the retail shoe trade, and I see that you enumerate a number of grievances which the average shoeman runs up against. Now it is almost impossible to state definitely what is the biggest abuse in the trade. An evil that may be very acute in one centre, such as approbation, inefficient help, or credit, possibly does not bother a shoeman in some other centre. A bargain sale shouter or a dishonest competitor may be a thorn in the flesh in one section in the country, yet a shoeman doing business in another part may not experience any of these annoyances or "curses."

Speaking for myself, I consider the greatest drawback in the shoe trade to-day is, the long hours, and long hours cause the heavy overhead expenses. Under the latter, you have to include salaries, light, heat, etc. The long hours are trying in more ways than one. By that I mean they entail extra outlay in connection with any establishment. For instance, a retailer keeps four clerks because his heaviest trade is at night. Now these four men, after the morning work of cleaning up, sorting the stock, attending to the window displays, etc., have little or nothing to do during the afternoon, but at night when the rush is on they have to labor very hard. You cannot expect a clerk to work every night, and, therefore, a dealer must keep one or two more men on the pay roll than he really needs, for he has to give each young fellow an afternoon and a couple of nights off each week. If the store did not remain open every night but say, only two nights of the week, it would not be necessary to employ more than two clerks, because they would not require nights off. There are light and other expenses which are by no means small when you do business in the evening.

Although only a clerk, I hope soon to be a boss, I consider that the latter has a more strenuous time than the clerk, for he has to be there every night to watch things.

While an employe has only to work three or four nights of the week, the employer has to labor the full six, that is, if he wants to make things go, see that everything is properly looked after and that the service is up to the mark.

Now, regarding a cure, of course, I know that in certain cities towns and villages, it is not possible to close at six o'clock unless the majority of retailers request that a bylaw be passed by the council to that effect. It is customary to stay open a couple of nights if not three. The trouble is that some member of the trade, more greedy than others, stretches a point, and starts remaining open every night, and the others follow suit. It speedily becomes a battle or a competition as to who can keep his shop door unlocked the longest and spend the least time at home with his wife and family. I have pointed out the grievance of long hours together with their concomitant expenses. You know long hours exhaust physical manhood, tend to make a fellow fagged out and narrow minded and give him a sombre or warped view of life generally, especially when he sees so many other people enjoying themselves, during the long and cheerful summer evenings.

As you say, there is no good of registering a kick without a cure. While any man can tear or pull down a structure, it requires some ingenuity to erect one that will withstand attack. Here is a remedy that I would suggest. A municipality should license shoe retailers or shoe stores the same as it does milkmen, butchers, billiard parlors, lunch rooms and others. Such a regulation would not be for the purpose of revenue, as many businesses are licensed not for the returns, but in order that the civic authorities may govern and control them. If not bought under civic jurisdiction, there is little hope of the members of any trade being rounded up into line. Say that the license fee was placed at two dollars. No shoeman would feel the burden of this, and in the license certain conditions could be stipulated to which the licensee would have to submit.

One of these would be that the store would have to close on certain nights of the week, and that during the month of July and August, there should be a weekly half holiday. The nights to keep open could be named as Monday, Friday, and Saturday, or whatever other nights might appear most suitable to each centre, as the evenings for shopping in various towns are not the same.

You say that this cannot be done. I say that it can. I know a city that licenses butchers. The license provides

that the men in the trade shall work so many hours, that shops shall close at a certain time each day, and on a certain afternoon of each week during the summer. Another municipality regulates milkmen, provides that all milk shall be delivered in bottles, that the supply shall be pure and dairies shall be kept sanitary. Why could not a municipality regulate the shoe trade in a similar manner? Then all would be on an equal basis; everyone would have to subscribe to the conditions therein. No new fellow could come along, start business, keep open when he pleased or as long as he pleased. He would first of all have to secure a license to do business, and that license would hold him fast to existing conditions. If he attempted to break any of its terms he would speedily be convicted and made to pay a heavy fine.

Don't you see, Mr. Editor, how the remedy that I propose would reduce long hours, give the employer and the employe more freedom and recreation, and materially lessen overhead expenses. Think it over, I believe my plan is feasible and easily operated. It would place all on a fair equitable footing, extending favors to none. Business would be a survival of the fittest in the matter of service, stock, efficiency and worth.—J. T. Dureau, Montreal, Que.

### CARELESS AND EXTRAVAGANT BUYING

There are, as you say, many abuses in any trade, and indeed the shoe game is no exception, but in my opinion, careless extravagant buying stands alone above all others. By poor buying many a strong house has been wrecked, and many another so badly crippled that years are needed to take away the effects. At present, when money is so tight, careless buying must be pressed home very strongly.

Now this may be dealt with from several stand-points: a buyer may not have enough interest in the business to study the requirements of his special trade demands, but trust too much to luck. He may also be easily led by salesmen, who profess to know more about your business than you know yourself. He may also let his own personal tastes lead him into a rut, so that the majority do not find the styles they seek. He may be careless in buying sizes and, thus at the end of each season, have an extra lot of left-over or ends of lines. He can also purchase from too many houses, and lines will conflict. Because of lack of study and care, too much may be shipped on one date thus tying up too much money where not necessary.

A buyer may approach a new season without any thorough study of how the demand for goods already on his shelves may effect the future. He may not know wherein what he now has is faulty or where styles can be improved upon from a practical or better shoe making standpoint. His trade may ask for, possibly certain, small details, but all points must be considered very carefully.

The remedy is a careful study of each line, together with the reading of all advance literature and style information, coupled with sincerity to make a better showing, so that his employer may have no cause to place his finger on mere chance work or sheer carelessness. This, of course, also applies when the proprietor is the buyer, as often too many interests prove to be expensive errors in buying.

A smooth salesman will point out to you, where his goods are always superior, and that a little extra here will never be amiss. He will also inform you that so much business will be lost if so and so is not bought. This frequently happens with the house that is trying to get more of your business than it should get.

A buyer should sit down before purchasing a dollar's worth and figure out what stock he now has and from that and the business he is certain of doing, complete his buying capacity. Then divide up the quantity in proportion, men's, women's; children's, etc.

Now the merits of each house purchased from previously should be weighed very carefully, and all doubtful ones passed

up. Then the volume of business should be allotted to each house on the proposed buying list. The shoes should be shipped at the time stated, according to grade and seasonableness of goods ordered. All goods bought must be paid for; thus, carefulness will count when the amount of expenditure is added up against the cash sales. In other words, this spells profit.

A portion of the business should be left for later buying, such as sorting and buying of footwear brought to the front by some quick change in style. This helps a store to have the goods asked for at the time when demanded by the customer, not after some one else has supplied the demand.

Personal tastes frequently control considerable business. Thus carefulness must be exercised as one buyer never favors balmoral styles but purchases bluchers, when there is a very good grade of customers who demand balmorals and appreciate them. In many localities, button boots are predominating, but as the buyer possibly does not like them himself, not nearly enough are secured. Carelessness in sizes, possibly touches a little on stockkeeping. Such is necessary in order to avoid overstocking on small and large sizes. These and narrow widths soon accumulate, thus a systematic account of sizes must be kept, the simpler the better, so as not to incur unnecessary expense. It pays to know what sizes are in stock and to buy accordingly.

The big problem is to make up your mind what you want, the quantity and from whom you want it and then by careful study and decision, know enough about your own business to stick to it, and not give away or be dictated to.—D. J. M. McGeary (with C. D. Mitchner,) Saskatoon, Sask.

### CREDIT IS THE BIGGEST BUGBEAR

To my mind, the greatest evil in the retail shoe trade in Canada today, is the credit one. Through it the dealer suffers losses in various ways among which may be mentioned, inability to take advantage of the cash discounts offered the retailer by the wholesaler. This in turn hurts the customer, inasmuch as he must necessarily pay higher for goods bought on the credit plan, for the dealer must make good his losses in some way to protect himself. Accumulation of bad debts which also tends to higher prices being charged, again results to the detriment of every customer. These losses also affect the wholesaler, for, on account of them, the dealer is not able to order as largely as he otherwise would.

Another objection to the credit system which may be urged, is that in some cases the man who has taken goods on "credit" from you, seldom long remains your customer. He is very apt to go elsewhere where he has the money to make other purchases.

After all, the matter of getting credit is only a bad habit, and it is up to the shoeman's interests to discourage this prevalent evil. I would suggest a combine among the retail shoe dealers of each town in Canada, having as its object the abolition of credit. Articles anent the disadvantages of the credit system as it affects the customer could be published in the local papers.

With credit abolished, shoe merchants could lower their selling prices, and this would prevent the sending of all ready money to mail order houses and keep the money in the home town where it should be.

The people can be educated up to the idea that doing away with the credit system tends to their own financial good as well as to the retailer's.—H. J. McDougall, Antigonish, N.S.

### HELP PROBLEM IS THE WORST

Looking for abuses and thinking gloomily of them is a rather pessimistic way of analyzing one's business; but

(Continued on page 49)



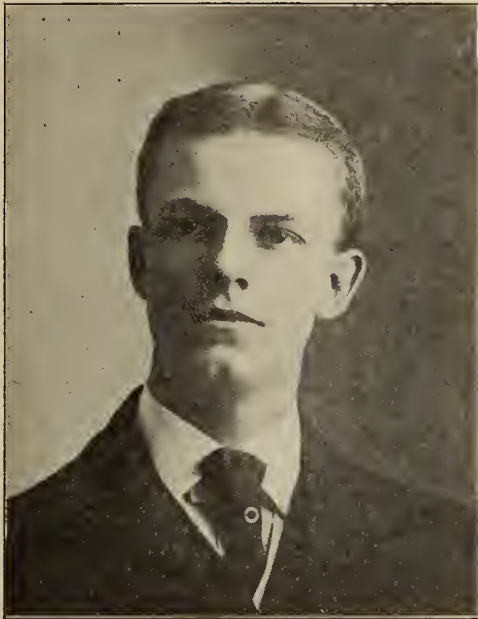
# What Counts for Success in the Buying of Shoes

Do Not Order Assorted Sizes, but Specify Them—Thing to Keep in Mind is What Will Sell at a Profit and Give the Customer Good Value—Don't Take Fifteen Pairs Just to Make Half a Case When Twelve Pairs Will Answer

(Written expressly for the SHOE AND LEATHER JOURNAL by W. H. Plummer, Sussex, N.B.)

The old saying that "goods well bought are half sold" is truer than ever, at least when shoes represent the "goods."

The sudden change in style from a high freak toe to a flat receding toe causes the buyer to pause and question the traveling salesman's assertion that the "English" last is having a big run and that "your customers will surely want it." While there is, and no doubt will be, a consider-



W. H. PLUMMER, SUSSEX, N.B.

able demand, in large centres especially for the semi-English shape, particularly in men's wear, there is small chance of it ever becoming half as popular as the medium high toe which suits the shape of the average foot much better and appeals to almost any man.

There are many "good fellows" on the road, selling footwear that have been at the game long enough to know that it pays to have their customers' interests at heart, and they realize the foolishness of advising a man to pile up a lot of goods that they know are sure to be shelf warmers.

A great many traveling shoe salesmen, like some retail salesmen, do not handle customers in a way that will get any future business. All they can see is five per cent. commission or so much per week and "live for the day," as it were, never gaining the full confidence of the people with whom they do business, which is one of the secrets of success. It is often wise to take a salesman's advice; the wise buyer knows his man and governs himself accordingly.

Sometimes it is well to have one of the staff look over the samples, especially if the buyer does not get much chance to be on the floor and see what is selling and the general feeling regarding certain styles. Of course if he runs his business on scientific methods his records tell him just how a certain line is selling, but he must come in contact with the customer in order to know how safe that same line might be for a repeat order.

The careful buyer will not order his shoes "assorted" sizes but will state definite quantities of each size, especially if he is buying from a jobbing house. Very often sizes are "assorted" in proportion to the sizes the jobber may have

on hand, and the retailer receives the bulk of the order in the poorest selling sizes, which is his own fault. The sizes given should depend largely on the style of shoe ordered. For instance, in ordering women's tan shoes the buyer should not buy as heavily on the larger sizes as he would were he buying black shoes, for the reason that women with large feet are more or less sensitive about them and do not care to make them more conspicuous. In buying women's low heeled shoes the smaller sizes should be ordered in larger quantities as they can be readily sold to young girls who have graduated from the misses' size.

## Your Likes and Dislikes

Regarding men's shoes in freak shapes or styles they should be touched very lightly in most cases and confined to small sizes say from 5 to 7½ or 8 as they are only sold to young sports looking for something "different." A good buyer is not blinded by his own dislikes or likes when making selections. The thing to keep in mind is what will sell at a profit and give the customer good value.

There is a story told of a red headed tailor who was so influenced by his own personal taste, that he bought only those cloths that suited his own complexion until his eyes were opened by a witty Patrick who called to have the "majure took." After carefully looking over the cloths, Pat remarked, "Shure and it's not overalls, but a widdin' soot I'm after wantin', and thim's all too yaller."

Then it is no uncommon thing for a buyer to refuse to buy from a certain traveler simply because he has a little grudge against him or because he is too fresh, etc. Sometimes it does go against a fellow's grain to give some of these dubs an order but you are in business to please your customers and to make money, and "getting square" won't help you accomplish your purpose. It is just as big a mistake to buy from a man because you like him. He may be genial, magnetic, and a "white head," but his shoes would not sell any faster if his visage were stamped on the sales, so forget him and consider shoes. You can visit the theatre or attend the match with him after that if you enjoy his company.

## How to Check Overbuying

Over buying can best be checked by buying just those sizes that are actually needed. If it figures twelve pairs, do not make it fifteen pairs to make "half a case;" excelsior is cheap and a few extra pairs here and there run into stock. Orders should not be placed any further ahead than is absolutely necessary, but should not be put off so long that the season is partly over before you receive the goods. Advantage of the best cash discount should be taken whenever possible, and the net cost of the article should be figured when comparing values of different houses. It is not necessary that the buyer pay the bills, but he should be consulted by his accountant or cashier to make sure that the goods are in and have opened up satisfactorily before drafts are accepted.

The terms should be carefully noted as well, as some houses have different terms to different merchants and a mistake will sometimes occur. The heaviest buying should be for spring, fall buying of leather goods light. Buying should be confined to as few houses as possible which is another way to avoid over-buying. It does not complicate matters nearly as much as purchasing perhaps the same manufacturers' jobbing lines from different houses.

# Women's Footwear Needs and Purchases Increasing

Milady Must Now Have Shoes Appropriate to the Occasion and to the Costumes with Which They Are Worn—Cost of Production Grows with the Varied Styles that Are Crowding to the Front—Popularity of Colonials

The season of extravagance is at hand, so far as woman's dress is concerned, and the modish woman's footwear is not by any means the smallest item of this extravagance. Each year the boots and shoes and slippers required for smart and correct dressing seem to increase, but this season it has gone upward with a jump, thanks to the enormous vogue of the short skirt and the narrowness of that same fashionable skirt.

Even where the evening gown by some device is made to have more ample width at bottom and lies on the floor or trails, its cut is usually of a sort which brings the slippared feet much into evidence, and, as has been said before, all of this skirt tendency has made footwear more than ever an important problem.

## Shabby Shoes Won't Pass

Shabby shoes hopelessly ruin a costume effect now, where once upon a time they might have had at least a fighting chance of passing unnoticed. Not only must one have shoes that are not shabby, one must have shoes appropriate to the occasion and to the frock with which they are to be worn.

A bird's eye view of the footwear owned by a girl who claims to be fashionable dressing to-day would be enough to make the average young man shy violently away from matrimony. At a debutante tea the other day a group of young women were discussing the season's footwear and one of them lamented that she had been obliged to cut down on furs because of her shoemaker's bill.

"It's awful, you know, the way one has to have shoes for everything nowadays," she moaned. "Why, mother says the year she came out she had three pairs of slippers and didn't need any more and she had two pairs of walking boots and a pair of dress boots and that ended it."

"Talk about the good old times! Why, I had to have four pairs of satin slippers and a pair of gold ones and a pair of black velvet ones and just an ordinary pair of black patent leather ones, and then there were black velvet boots for my black velvet afternoon frock and grey ones for that grey dress, and two patent leathers and two pairs of what mother calls sensible walking boots. She won't let me wear pumps or low shoes on the street in cold weather."

## Carriage, Motor and Skating

"And when you count my carriage boots and motor boots and skating boots, it's simply dreadful! There didn't seem to be much left for furs and hats."

Not every debutante expends in such a lavish fashion as this, but the fact remains that most well dressed women have spent more on footwear than they felt they could really afford, and it is to be hoped that the public will be properly appreciative.

Certainly the shoemakers have improved their opportunities and turned out an uncommonly pretty lot of boots and shoes and slippers.

Of course the evening slippers afford more scope for variety and beauty than the boots and shoes, but the latter are doing fairly well. More striking effects are permissible this season than would have been considered in good taste a year or two ago, though women do not seem to be going to such lengths as the Parisians.

Extreme effects in shoes confine themselves chiefly to the use of smart buckles, sometimes large and rather striking, but, giving an undeniably chic air to a pretty foot. Buckles covered with the shoe material are the quiet version of the idea and will best suit the woman of fastidious and

conservative tastes, but there are extraordinarily good-looking buckles in dull silver and gold and steel and jet, and some effects in enamel, colored to match the costume, are really lovely. For elaborate house and evening toilettes one finds some exquisite jewelled buckles as well as buckles in paste or rhinestones, some of them copied carefully from buckles of our great grandmothers' day. And with the great popularity of the colonial pump this season, buckles are certainly varied.

## Colonials Are the "Go."

Colonial pumps are, perhaps, the most pronounced slipper fad of the season and have the advantage of being comfortable as well as pretty and becoming. As much cannot be said for the black satin slippers, which although popular, are not being worn quite as much as in the past few seasons. Satin never moulds to the feet as comfortably as velvet or leather, but the black satin slippers are good looking and are often beautifully embroidered in jet, rhinestones, steel, gold or silver, while the best slippers of black velvet are usually decorated only by some tiny ornament. Slippers of gold and of silver, trimmed in tiny bows or chous of metallic gauze or lace, or, more barbarically, in a jewelled buckle, ornament or embroidery, are very much worn.

Black patent or dull leather pumps still have their uses. Suede is as well liked as ever and the methods of cleaning suede and ooze leather are now more generally understood, so that one sees fewer shabby-looking boots and shoes in these leathers. A little sandpapering will sometimes work wonders in this matter where patent cleansers fail, but there are some fairly satisfactory cleansing preparations.

Tan boots are worn by some women, chiefly among the younger contingent, for the street with tailored trotting suits, and one sees many boots with patent leather or kid vamps and cloth tops harmonizing with the costumes. An entire boot of cloth trimmed in leather to match is turned out in black and in several colors.

## Shoe Advice for Children

A shoe store which has a large children's shoe department, got out a booklet for the last holiday trade which contained, among other things, expert advice on the care of the child's foot. Summarized, the advice given to the children was as follows:

1. Wear shoes with soles as broad as your foot is when you stand with no shoe on.
2. Do not lace your shoes so snugly about the ankle that the pressure will interfere with the circulation of blood. Cold feet often comes from tight shoes, tightly laced.
3. Let the heels of your shoes be broad and low.
4. Never wear tight garters. They interfere with the movement of the blood through the blood vessels.
5. Remember that tan shoes are rather better than black shoes for summer wear, because they do not keep the feet so warm.
6. Keep the feet dry and warm but, if possible, avoid overheating them.
7. Be sure that your shoes are large enough to give your toes as well as your ankle a chance to move and to be useful when you walk.



# Bargain Table Is Best Outlet for Odds and Ends

Sault Ste. Marie Dealer Finds Such a Method Satisfactory—Cash Register Receipts Giving a Discount of Five Per Cent. Payable in Goods is Effective in Wiping Out Credit—Adapt Your Displays to the Character of Your Trade

"Remove those bargain tables and you would have one of the nicest shoe stores in this part of the country. Why do you keep them there?"

The speaker was a traveler, and the man addressed was H. Megginson, shoe retailer of Sault Ste Marie, Ontario, where he has been in business for the past eleven years.

"No sir, not a bit of it," was the reply. "Those tables keep my stock clear of odds and ends. They have become



a feature of my store, and you must remember that in a town, where everybody works for a living, you can not run an exclusively ideal and painfully artistic store with everything laid out on regular, symmetrical lines. On "Pay Day" and busy periods, scores of persons will flock in and they make a bee line for those tables, marked \$1.45, \$1.95, \$2.45, \$2.95 and \$3.50, with children's tables at 75 and 98 cents."

Mr. Megginson believes in making conditions suit his trade, and yet he has a very attractive store, which is sixty feet deep and twenty-seven and a half wide. He recently made interior improvements and adopted uniform labels. The labels are white, black and drab, and add much to the interior appearance of his place of business. His slogan is "The store with the stock." The proprietor carries an unusually large assortment, and maintains that this is one of the best methods of building up a large trade. But the bargain tables with him are a fixture the year round, and he believes that they are the best device yet known for keeping things on the move.

## The Discount Plan for Cash

Another expedient that Mr. Megginson put into operation two years ago, is in giving cash register tickets with each purchase, which entitle the holder to one dollar in goods for every

twenty dollars' worth purchased. In other words, the discount for cash is five per cent. Previous to employing this plan more or less requests were received for credit, but now a practically all cash business is done. The checks are saved by many large purchasers and presented when they reach a sum of one dollar or over.

No repair department is conducted, all work of this kind being attended to by the repair men in the Soo. Mr. Megginson considers that by eliminating this branch of the business he has rid himself of a lot of worry and requests for free work, "just because the shoes were bought at your place."

"Retail conditions in the shoe line to-day would be ideal," he remarked, "it if were not for the three drawbacks, credit, repairs and approbation." He has got clear of the former two, and is doing his utmost to discourage the latter by keeping it down to the minimum. He handles only sane, conservative lines of shoes. "No freaks," he declared. "When people are after them they can go across the river and secure all they want."

The only drawback in the shoe trade at the Soo, according to Mr. Megginson, is the tendency of certain persons to buy their footwear across the line. Reciprocity in this respect is all one sided. There are scores of residents of the American Soo earning their living in the mills and factories on the Canadian side, but they rarely spend a dollar there. No United Statesers come over to the Canadian town for goods except perhaps for woollens or other kindred lines which they can purchase cheaper. "But," added the speaker, "perhaps this is the rule in all border towns, and ours suffers no worse in this regard than others."

## Has a Well Rounded Insight

Beginning his shoe career as messenger boy with Butler Bros., when they conducted a retail store at the corner of Denison Ave. and Queen Street West, Toronto, Mr. Megginson secured his first job in 1889. R. M. Butler, one of the then firm, is now a traveler for the Canadian Consolidated Rubber Co., and the other brother, John J., conducts a progressive shoe store in Haileybury. Later Mr. Megginson was with the Clapp shoe store on Yonge Street, Toronto, for five



INTERIOR OF THE MEGGINSON SHOE STORE, SHOWING THE BARGAIN TABLES



years. Going west he was for three years warehouse manager for H. G. Middleton, and Co., of Winnipeg. He started for himself in Sault Ste Marie on July 1st, 1902. Until recently he handled hosiery, mitts and gloves as well as trunks, but he has eliminated these lines all except suit cases and traveling bags in order to afford more room for his stock of shoes.

His store closes the year around every night, except Wednesday and Saturday, at seven o'clock, and there is a bylaw in force to this effect which is well observed. The biggest trade is done on Saturdays and on the monthly "pay day." Two semi-annual sales are conducted, one in February and the other in August. Mr. Megginson believes in securing a good living profit on all lines, and declares that



AN ATTRACTIVE BLACK AND WHITE LABEL

fifty per cent. on the selling cost and thirty-three and a third per cent. on the selling figure is what he aims at. Considering the rapidly changing styles and the "fag ends" in the footwear business, he considers that no shoeman can make money to-day with the constantly increasing expenses of doing business, unless he so marks his goods.

#### Goes Over Stock Frequently

All stock received is recorded in a special stock book and the goods are frequently gone over to see what lines are selling. The number of repeat orders entered in the book gives the proprietor a good index of what is moving, and slow-going styles are cut out as soon as possible or placed on the bargain tables. Mr. Megginson believes in newspaper advertising, and says in all the years that he has been doing business his relations with the public and travelers have been of the most pleasant character.

"Yes," he concluded, "I never had a word with any roadman except one man. He came in on a Saturday night and bothered me when I was fitting customers. He butted right in, and was bound that I should make an appointment with him. I frankly told him several times that there was nothing in his range that I required, but he still persisted. Finally he stuck out his manly chest and declared with considerable vehemence, that I could not run an up-to-date shoe store without his line. Then I turned and told him plump and plain that I would show him I could get along if I never had any of his goods. I pointed significantly to the door and he departed, much quicker and less pompously than he entered that Saturday evening, when the shop was full of people. I find it pays to always receive a traveler cordially and courteously, whether you buy from him or not, but once in a long while you meet a real Jonah who is bound to stamper you into buying his goods."

If any one criticizes your work, do not get angry. Think the criticism over, and if it is just, it will help you, and if unjust, you need not pay any attention to it. Unjust criticism may hurt your feelings, but criticism, even if unjust, is better than flattery. Flattery will make you feel satisfied with yourself, but criticism of any kind will, if you are the right sort, cause you to try and remedy the faults.

## Retailer's Wife Takes Up the Cudgels

Dear Mr. Editor,—I happened to be in the shop on the afternoon when my husband's copy of the SHOE AND LEATHER JOURNAL was delivered. I generally like to look over the paper to get a glimpse of the styles and find out what is new and natty in women's shoes. In glancing at the different pages in search of illustrations, I noticed on page 47 of the June 1st number a heading which rather caught my eye. It read—"When a Woman 'Shops' in a Shoe Store." Naturally I expected some pleasant references, and sitting down on one of the fitting chairs, I anticipated a few minutes' of delightful reading. When I was through, my temper was anything but tranquil. In fact, I was worked up considerably, and I gave your nasty old book a throw on a table and told my husband that he could read it, that I was done with a paper that made such reflections upon women customers. Moreover, I informed him that I intended to give you a piece of my mind and tell you just what I thought of you to pitch into women customers the way that you have. I hope you will have the fairness to print this and thus give the other side a hearing.

Like myself, many wives and also the daughters of various dealers often help at busy times. I take a hand in the selling on certain busy afternoons. In the first place, your article would lead the reader to believe that nearly every woman was a "professional shopper," "a crow," "a bargain chaser," or that she really did not know what she wanted. One would think that she believed her feet were smaller than they really are, that she was not acquainted with the footwear she had at home, that she delighted to keep two or three clerks dancing attendance upon her, with little or no thought of buying. These, and half a dozen other ideas, are apt to pass through the mind of the reader.

Now, I know from long experience that Western women do not come under these heads. I have sold hundreds of them shoes and did not find them cranks, crows or crooks. In fact, I would rather wait upon a woman than a man, because she generally has better taste in selection, is a more loyal friend of the store, and buys more freely. If you once gain her goodwill, you are sure of the family trade. It is all very well to poke fun at us, but I want to tell you that the patronage and purchases of "female shoppers," as you call them, are the mainstay of every shoe dealer.

Of course, your little article may have been written with an attempt at humor or to have a sly dig or jaunty jab at feminine curiosity, pride and indecision, but I think it went just a trifle too far and such effusions should be laid on the shelf with the mother-in-law, summer girl and star boarder jokes. These may occasionally be all right in the funny columns of the daily press, but one does not care to meet them in a reputable trade journal like yours. Such matter as you have inserted would not have been taken seriously in the Sunday supplement or comic section of some yellow paper, but it certainly did not reflect much credit upon the judgment, good taste or wisdom of the editor who allowed this highly imaginative screed to get into his columns.

Yours very truly,

Calgary, June 29th, 1913.

P.S.—Your "shopper" apparently did not know her size. Now, my experience has been that a woman is not so pernickety about whether she wears a four or five, so long as she gets a fit, and the shoe looks shapely and stylish. The only fault that I have with women is that occasionally one of them will not remove her shoe. The inference is that she prefers to take chances on a proper fit rather than show the hole in her silk stocking.



# Some Really Freak Shoes in Days of Long Ago

To Such Extremes Did Toes Extend that Gold and Silver Chains Were Used to Connect the Curving End with the Knees—Finally the Law Had to Step in and Intervene—The Evolution of Style

One hears a great deal to-day about absurd shapes, ridiculous creations, far flung effects, and millinery styles in footgear. But all the present productions of the factories are works of art and skill as compared to what our forefathers a few centuries ago "sporting" in covering their pedal extremities.

Like the costumes of ancient days, the assorted collection of primitive foot equipment makes you smile. There are really no freak shoes to-day when one contrasts them with the outlandish concoctions herein.

Imagine running to catch a street car in a pair of shoes made after the pattern shown in Fig. 1.

Or playing a game of golf with an attachment similar to Fig. 2 protruding from the end of your boot.

Or walking into your club with the points of your shoes fastened to your knees by means of a chain, as shown in Fig. 3.

It would be just as incongruous to think of Thomas A. Becket making use of the telephone, of Henry VIII touring

in a motor car, or of Joan of Arc typing letters dictated by Charles VII of France. Yet it was in the far away days between the times of the prelate and the Tudor monarch that such "shoon" were worn.

## Fitted Them Exceptionally Long

Fashions like these, though picturesque, would be decidedly inconvenient in our busy times. This style of footgear, however, though modified in the reign of "Merry King Hal," was worn in the fourteenth century. The shoe of that period was not only a great length ending in a strange curving point, but its length was even extended by means of the appendage spoken of above (Fig. 2) called a cracowe, the shape of which has been likened to a snout, a scorpion's tail, etc. These were about six inches in length, stuffed with tow or moss and fastened to the end of the shoe. By a glance at Fig. 14, which shows a scorpion, the resemblance can be easily noticed.

This long-plaited form of footwear found favor throughout several reigns, and became so extravagant in length that, in order to keep them in shape, they were placed closely with wool or moss like the cracowe. To such extremes were they carried that chains sometimes made of gold or silver were used to connect the curving ends of the shoes to the knees.

In France and Germany, men wore points of iron a foot long, attached to the toes of their shoes, through which a chain was passed so that they were held in position.

The pointed shoe had a great run. They were worn in Germany and Italy, even before the reign of the Norman kings in England. This was the period of splendid ornamentation on the shoe—braiding, gold banding, and pearl embroidery on cloth of gold.

The fashion was at the height of its folly during the reign of Richard II. Then, for a period of about three decades, more moderation was shown, but in the time of Henry VII the vogue of the long-peaked boot again resumed its sway. All mortals of that era, however, were not favorable to the pointed shoe. Even then, some stand was taken against them, and finally the law interfered to prohibit persons displaying points exceeding two inches in length. The penalty for the delinquents was a fine of twenty shillings, in addition to being "cursed by the clergie."

Another peculiar fashion of the time was the wearing of a clog with a pike attached to the end, as in Fig. 4. This style was mainly for out-of-door use. A pattern or overshoe, also pointed, and bound to the foot like a skate by a buckle or strap (Fig. 11) was also probably intended for out-door use.

## Fitting the Occasion

An amusing instance was witnessed by a shoe salesman early last winter in a town down east. The shoe dealer's place of business was next to that of a hardware man. There were some shoes in the hardware windows and some skates and hockey sticks in the footwear merchant's place. It certainly looked as if these two neighbors were conducting a merry warfare. Inquiries, however developed the fact that it was simply an exchange of goods in order to give a little diversity to their trade. The hardware chap had allowed the shoe dealer a certain number of skates in return for so many pairs of shoes and they both got their hand in on a new business. Of course, while the shoeman could possibly fit a client in skates, the hardware fellow did not deem that for one moment he could satisfy or fit very many customers, except in skating boots.

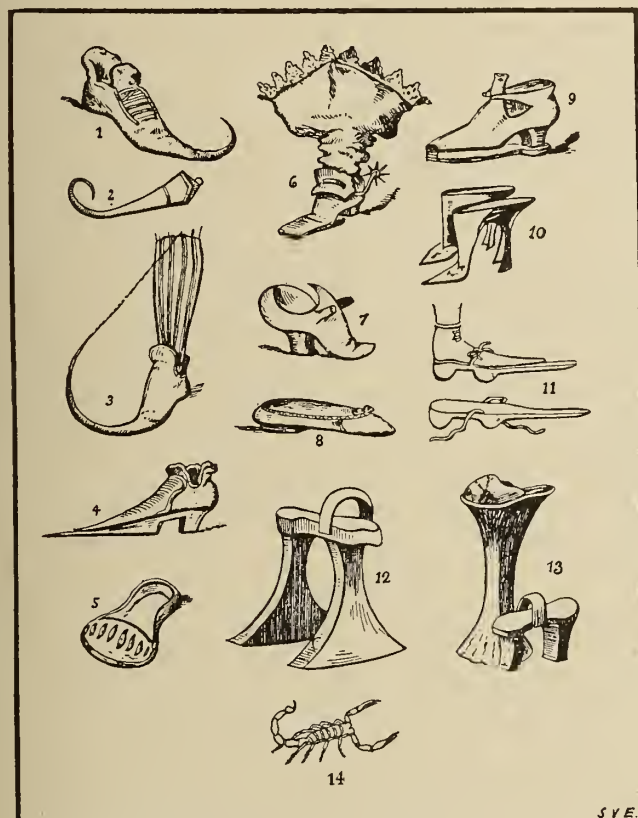


Fig. 1—Long peaked shoe (Henry VI). Fig. 2—Cracowe stuffed with moss, fastened to end of shoe (Richard II). Fig. 3—Shoe showing toe fastened to knee by chain. Fig. 4—Shoe with overshoe or clog (Henry VI). Fig. 5—Tudor shoe with short upper part. Fig. 6—Cavalier's boot (17th century). Fig. 7—Shoe worn in reign of George I (heel almost in centre of sole). Fig. 8—Shoe with low heel (George III). Fig. 9—Shoe with clog of wood fastened to sole. Fig. 10—High heeled shoes (1814). Fig. 11—Shoe and patterns (Reign of Richard II). Fig. 12—Chapiney as worn in Venice. Fig. 13—Chapiney as worn in Venice. Fig. 14—Scorpion, showing similarity in shape of the tail of a cracowe.

# Do Not Be Afraid to Tackle the Job Higher Up

How a Shoe Clerk Lacked the Nerve and Strength of Purpose to Become Head Salesman in a High-Class Shoe Store—His Record and Business Acumen Were Good and He Let Another Come Forward—Made the Mistake of His Life

In the commercial career of nearly every man and woman, be they clerk, salesman, cashier, mechanic or educator, there comes a time when he or she is forced to pass judgment upon the merits of a present position and another that perhaps will pay more money.

"I made the mistake of my life," said a department manager in a Montreal store, "when I rejected an offer from an exclusive retail shoe establishment as head salesman over a force of fifty men. I've been in my present position for twenty years, and my salary has not increased in proportion to my service and length of employment.

"I had been on the payroll of my present employers for five years, when the offer came to me from this retail shoe firm. It was a new concern, but appeared to have ample backing. I had been married a little more than two years, and was paying for a home.

"My wife was pleased at the suggestion of my changing employment. The salary offered was better by \$300 a year than that I was drawing. The hours seemed conducive to my spending more of my time with my family. I pondered over the offer for a week. I broached the subject to my present employers in an effort to learn whether opportunity lay ahead of me and whether I might reasonably expect an increase in salary.

"I was flatly told to use my judgment. They couldn't promise me anything definite at the time. But when conditions warranted, I was assured, I should be accorded the same chance as the men alongside of me. In substance, I was politely informed I could resign if I wished. That was to be my affair.

"I've always considered that courteous but none the less certain answer to my concern over future and salary was the rock on which I wrecked a life's chances. To tell the truth, I lacked the nerve to strike out on my own judgment. I consoled myself later, while enduring many moments of painful regret, with the thought that had I not been possessed of a wife and a financial obligation, my present employers 'couldn't have held me. Not for a minute.'

"And yet it was my wife's wish and her counsel that I accept the better offer. She was willing to risk the luxuries of our then mode of existence, should I perchance be thrown out of employment. She even was willing to stake our home against my ability to climb. She knew me better than I did myself.

"Thus I, possessed of the faint heart, remained. And here I am today, and probably here you'll find me so long as I am able to attend to my duties. I see my mistake, but I can't remedy it. Silver hair and a scant amount at that are assurance that I shall remain a department manager.

"On what do I base my belief I would be in more affluent circumstances had I accepted that offer to embark in the shoe business? Just this. A clerk in my department, and we were chums before I married, accepted that position.

"He was unmarried, and a thrifty, clean cut young man. So was I.

"I assume that I possessed business acumen equal to his. My record as a salesman alongside him had proved my ability in that line. He was pleasant, a good mixer and an altogether likable chap. So was I.

"The offer of that position came to me direct from the vice-president, the active head of the new concern. I had 'the rail,' and was 'under wraps' to use racetrack parlance. Is there any reason, since they thought well enough of my ability to handle the position, that I should not have continued to climb? I think not.

"The man who did take the job, my boon companion,

today is secretary-treasurer of U. S. concern. He has told me frequently, not with any idea of humiliation, that I made the mistake of my life. I know it.

"This to the young man or woman employe: Your boss pays you for judgment exercised in the handling of his affairs.

"Now use that judgment with just as much care and foresight in your own affairs. If you are satisfied an offer of another position holds greater opportunities for advancement, accept it. If you make a mistake in your youth, and realize that mistake before age and family and financial care anchor you to a position—you can face about and retrieve yourself."

## Charming Parisian Styles

Writing from Paris, France, a correspondent, says: "It cannot be denied that American shoe firms do an enormous business in Paris, due to the fact that the American shoe retailing for 25 francs is of a better quality of leather and workmanship than a French shoe at the same price; but it will probably be of interest to many Americans to learn that Paris, to a great extent, sets her own fashions in high-grade footwear, the influence of which is strongly felt in other countries. In high-grade shoes—I mean a woman's shoe selling at \$12—I do not believe that in any other country can one get superior workmanship or better leather than one gets in the French shoes turned out by such bootmakers as Hellstern, Place Vendome, and Thomas, rue Caumartin, also the English bootmaker, Justessen, on the rue de la Paix. These firms have the exclusive Parisian trade and they come in for their share of the American trade also; that is, the people to whom money is no object and \$10 to \$12 not too high for a pair of shoes.

"At this moment the popular shoe worn in Paris is made with the vamp of patent leather and the uppers of antelope in light shades, French gray, biscuit and suede. The buttons, of the small, round, flat, pearl variety, are exactly the same tint as the shade of antelope employed. The white uppers are not so prominent now as they were last season, due to the fact that the vogue of black and white is passe. Cloth uppers are seen made of small checked material usually navy and white or tete de negre and white, worn with costumes in the same combinations.

"The fashionable afternoon shoe is the modern Grecian sandal with ribbons crossed and wound around the ankle. The effect is very easily obtained by choosing a pair of black patent leather pumps with Louis XV heels and sewing on either side of the front black moire or grosgrain ribbon about one-half inch wide. Another shoe showing much the same idea is made on the lines of the Oxford tie with laces set very wide apart and an absence of the tongue, thus revealing the stocking, and the ribbon laces crossing over in the manner of the braid laces, though, instead of tying in a small bow, the ribbons are wound around the ankle and tied higher up.

"Evening slippers follow the mode of the day, and are frequently of very vivid satin, emerald, cerise, etc. Metallic brocades are extremely popular for evening slippers, adorned with a large fancy buckle of brilliants, or else the buckle is of colored stones harmonizing with the principal colors seen in the brocade. Very elegant slippers are of gold or silver tissue overlaid with black or white Chantilly lace.

"Colored heels, while very daring, are occasionally seen. At the last big race meet a very smart Parisienne wore slippers of gray antelope with red heels. The heels, studded with brilliants, introduced last season, are still being worn to a slight extent."



# Errors in Judgment Often Made by Purchasers

Both in Style and Size—Dealer's Opportunities of Selling These People Again Are Many While the Patrons Chance of Realizing on His Mistake is Small—Goodwill is Greatest Asset of Shoe Business

"There is nothing about this business of ours except what has to do with the buying and selling of merchandise. The most interesting part is in the selling end, for here is where we begin to encounter the difficult problems, and it is the manner in which we meet these problems and overcome them that marks one's ability as a successful shoeman," said Fred C. Small before a meeting of the Boston Retail Shoe Merchants' Association in an address on "Adjusting Claims and Satisfying Customers."

"The particular kind of difficulties I am considering has to do with exchanges, credits and the adjustment of customers' claims, problems which every retail shoeman has to contend with regardless of whether he conducts a specialty shop, a high-grade store, family shoe store, or a department store shoe business.

"Whenever the question of exchanging shoes sold at reduced price comes up, I often think of an incident that happened several years ago when I was helping out a special sale in a prominent city shoe store. A customer bought a pair of children's shoes at a reduced price, and while the purchaser understood the store did not make exchanges on sale goods, he thought it was principally because the clerks were too busy to do so. The shoes were a size too small, and remembering there were plenty of the next size larger in the lot, the customer returned early the next morning before the clerks got busy, picked out the wanted size, and asked the privilege of exchanging them for the shoes he had in his bag. The clerk consulted the proprietor, who was a very positive character and who turned down the request quick and hard. The surly manner in which it was done angered the customer who, after expressing his views on the matter, proceeded to attempt to make the exchange himself in defiance of the proprietor, whereupon the shoes were taken from him and he was asked to take the pair he brought back for exchange and leave the store.

"I merely cite this little incident to show the possible results of an inflexible rule and more determination than good judgment. It made a lasting impression on me as a witness, and you can imagine what kind of an impression it made on the customer.

## A Good Principle to Adopt

"Many experiences, through personal contact with every kind of condition and customer that one meets in selling shoes, have convinced me that whenever shoes are sold, whether from bargain counters or in cut price clearance sales, even though they are ticketed, not exchangeable, if they are presented for exchange in as good condition as when they were sold the exchange should be made cheerfully or the price allowed toward payment for any other article you have to sell. Errors in judgment are often made by customers in the size or style required, and hence, purchases may prove worthless to them. The dealer's opportunities of selling them again are many, where the customer's chance of realizing on his purchase is very limited, and the good will involved is often worth more to the business than the cost of several pairs of shoes.

"Speaking of good-will, what other asset does a shoe business have that compares with it? Capital will rent, equip and stock a store, but without the good-will of the purchasing public, of what use is it?

## One Irritable, Other Reluctant

"Regarding the adjusting of claims when customers return with shoes which have not proven satisfactory, I may say that a man who can deal successfully with the

thousand and one intricate problems which these claims present, must truly be as wise as a serpent and as gentle as a dove. Some customers will come tearing in with blood in their eyes, all over some little trivial thing that has gone wrong and demand a new pair of shoes, when really nothing of a serious nature was the matter, while another, with meekness and almost reluctance, presents a justifiable claim. Between the two extremes one gets plenty of experience in diplomacy.

"Of course, imperfections will escape the examiners at the factory and, if of a serious nature to injure the shoe, the factory should make good, either paying the cost of fixing the shoes, if this can be done satisfactorily, or giving credit when shoes are damaged enough to justify returning and giving the customer another pair. But the many claims that are presented where soles did not wear long enough, or where the binding on a rough skirt cut the back stay

## A Retailer With Public Spirit

A shoeman with interests larger than his business who finds time to serve the public and take an active concern in the welfare and prosperity of the town in which he has resided for nearly twenty years, fittingly describes the career of J. P. Gorman of Antigonish, N.S. He is a valued member of the town council, a director of the local hospital and president of the Antigonish County Liberal Association. Mr. Gorman is still a young man, being four years on the sunny side



of forty—or in other words—only thirty-six years old. Born in East Tracadie in Antigonish County he took a business course at LaSalle Academy, Halifax. His first and only position was with Wilkie & Cunningham, general merchants of Antigonish, in whose employ he remained for the long period of seventeen years. Two years ago he embarked in business for himself and bought out the old established and widely known boot and shoe store of N. K. Cunningham, in Antigonish, and since that time, trade has been increasing steadily. Mr. Gorman is a careful buyer, a good shoeman, and a public spirited citizen, who enjoys the confidence and esteem of a wide circle of friends.

like a rasp, or where interference chafed a hole through at the ankle joint, or perspiration weakened the stock, or while the soles were damp they were set on something too warm and burned until brittle and cracked; these are a few of the real problems for adjustment.

#### Some Evils Are Unavoidable

"When trying to make satisfactory settlement of claims like these, it is well to remember that while we are

dealing with these unavoidable evils of our business, perhaps the customer does not have an experience of this kind but once in years, therefore if they sincerely feel that the claim is just and that the dealer is trying to avoid a proper responsibility in the matter, the situation becomes a delicate one. Your honor as a responsible dealer of reliable merchandise is on trial, and unless you arrive at a settlement that is satisfactory to the customer your good-will has suffered and the loss is hard to estimate.

## Arch of Foot Not Intended to Bear Brunt of Weight

No Human Can Emulate the Motions of Gripping the Sidewalk Bricks With One's Toes—No One Standard of Shoe Applicable to All Feet—What Are the Requisites of a Good Fitting, Comfortable Boot ?

By DR. J. D. ADAMS

A perfect foot is never found exemplified in any individual. The tendency of to-day is to dress the foot from the standard of the aesthetic to the detriment of producing one fit for use. The anatomy of the foot is such as to admit of motion on three plans, which renders it capable of adapting itself to the various changes of poise and balance of the body.

The arch of the foot with the scaphoid bone—its highest point—was never intended by nature to bear the brunt of the weight of the body. The straight outside, from the point of the little toe to the middle of the heel, well padded with muscles, and soft tissue, is the natural base from the standpoint of mechanics on which the majority of the weight of the body should rest. The centre of gravity of the body normally should drop between the first and second toes. Briefly the bases on which we stand can be represented by a trapezoid, with the feet almost parallel, the body weight falling in a line passing from the shoulder through the centre of the great trochanter, knee joint and external malleolus.

#### Where is Centre of Gravity

It would seem to be an illusion to say that the centre of gravity is actually borne back in a perpendicular in a high heel shoe. Nevertheless, this is true. This fact explains the reason why so many people feel relief from the symptoms of a strained foot, namely back-ache and pains in the calves of the legs by wearing a high heel slipper. A high heel shoe on the contrary so eliminates any possibility of freedom of motion in the muscles of the foot and calves of the leg that they become atrophied from disuse, as when the heel is elevated one necessarily combines this physical quality of the shoe with the pointed toe, so that the only firm joint of wearing is in the region of the transverse arch or across the great toe joint, and as a result, this portion of the foot becomes very much thickened and distorted, and such deformities as hallux valgus and flat-foot prevent the proper mechanics of the foot and bring about a strain of the entire musculature of the body.

#### The Foot of the Indian

As we study the manifestation of the feet of individuals who are subject to considerable use of the legs and feet, namely the Japanese jinrikisha men, we note the static position as described above with the weight almost entirely on the straight outside of the foot. This is also exemplified in the American Indian and back-woods guide, whom we formerly supposed were flat-footed, and who in reality give an apparent deformity only, as the muscles through the arch are markedly developed from the freedom of motion in the moccasins and sandals worn. Analyzing their gait, we note that they walk with the feet parallel, with the heel striking the ground first, and ride along the outside of the foot, coming forward on the toes in a position consistent

with the anatomical construction of the foot, namely the little toe being shorter than the great toe. The most favorable position for motion would be as described.

#### Moccasin No Flat Foot Cure

This fact has led many to the other extreme of shoe construction, and at the present day, the moccasin type of shoe which emulates the moccasin in flexibility and sole, and general alignment, has been taken up as a preventive and cure for the flat-foot. The promulgation of such a shoe has proved to those of experience the fallacy that any one standard of shoe is applicable to all feet. To put a foot which is not flexible or capable of bearing the plane of motion by its own muscular effort into a flexible shoe, is a mistake which is being often committed at the present time.

Did we put many of the savages under the conditions of environment which we live, namely, hard side-walks and uncarpeted floors, it is reasonable to suppose that they too, would fall heir to many of our present alignments.

#### Essentials of a Good Shoe

It is inconsistent to the ability of any human being to believe that he or she can emulate the motions of gripping the sidewalk bricks with one's toes. So, briefly, the essentials of any good shoe lie in the fact of a broad low heel, carried well forward under the os calcis, a broad shape coming perfectly straight on the outside, and coming out well under the upper of the shoe. In fact, there may be no point in the outer bearing of the foot which is not completely supported. There should be a perfect straight inside from the great toe joint back to the middle of the heel. The shoe should grasp the heel firmly and from the tip of the heel to a point three inches on the os calcis fairly well rounded up in the arch and with a toe that is consistent with the line of the toes without being cramped.

In the average afflictions of the foot, the extreme type of shoe would throw the foot into adduction entirely unnecessary. The demands of fashion at the present day will not admit of the popularity of such a shaped shoe.

There are many feet which will not succumb to treatment without the use of steel plates and these should only be made under the direction of one skilled in the anatomy of the foot, and should be made to order in each case to which they are applied. The plates should not be so long as to splint the foot, and in a large majority of cases will teach the individual the proper bearing for the weight of the body so that they may be discarded after a certain period of time.

The mechanics of the foot with all of its bearing muscles, represent the most perfect exemplification of mechanics and the problems of stress and strain can be admirably worked out, provided we give the foot the opportunity of freedom of motion.



# A Shoe Dealer Who Goes After Large Turnovers

Montreal Retailer Believes in Having Ready Cash at All Times—Says Special Sales are Life of Shoe Trade—Believes in Advertising—Free Shines Are a Good Pulling Feature

"I've tried forty different methods of running a shoe store so as to enable me to sift out the best ones. From this experience I arrived at the conclusion that frequent turnover is best for every dealer even though he has to give a certain amount off a pair of shoes." This is the statement of David Mendelsohn, whose store is located at 423 St. Lawrence Boulevard, Montreal.

The store, which has double window space, is 70 feet by 30. The single carton system which prevails, runs all the way around the shop. The office is located at the back where customers can be seen on entering.

## Believes in Free Shines

Mr. Mendelsohn is a strong believer in advertising for the retail shoe store. As well as using the daily papers, he uses the "free shoe shine" method as a medium and says he has found it a splendid business-getter. The shine parlor is located next the office and is in operation steadily, so that customers may depend upon it. A card is placed in the window announcing that the store will be pleased to have the public take advantage of the offer. Mr. Mendelsohn told the writer that he estimated a shine did not cost more than one half a cent or a cent, and when one came to figure it out, this was cheap compared to expenditure necessary for certain forms of advertising which did not bring nearly as good results.

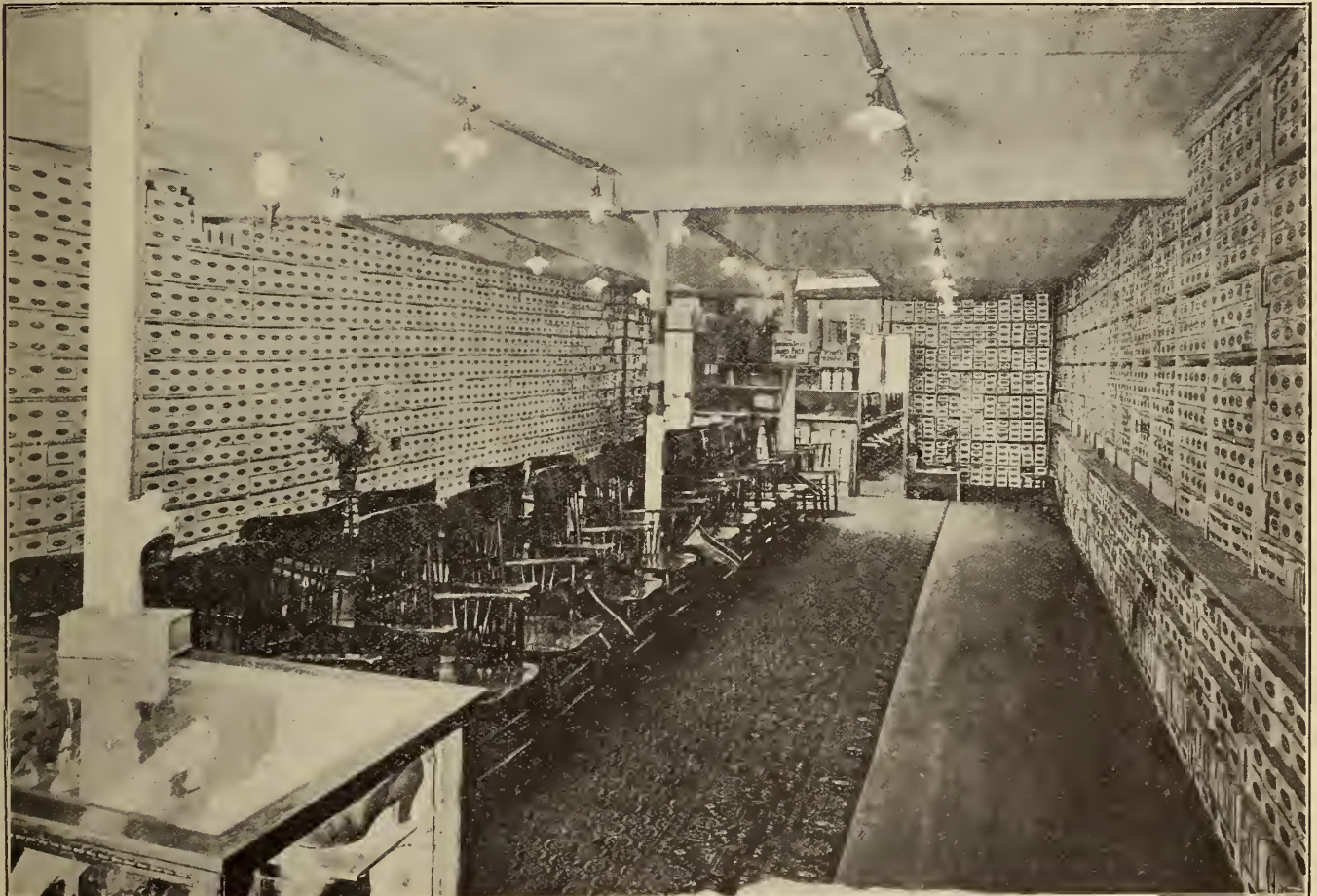
The entire floor is covered with axminster carpet and chairs run the length of the store on both sides. The uniform cartons which are used add to the attractiveness and

have a harmonizing effect. Medium price goods are carried as well as a few lines of American shoes. A good call is made for findings, of which a comfortable stock is always kept.

## Says Special Sales Are Big Payers

Mr. Mendelsohn conducts four special sales each year, and says he has disposed of a very large amount of stock which was left over when he took the store over two years ago. These sales, he holds during the months of February, April, June and October. The extra stock is kept in the cellar. The proprietor got his first experience in the shoe business working for his brother, who is proprietor of a shoe establishment on the same thoroughfare. He stayed with him for eight years, going afterwards to the Slater Shoe Co., Montreal, covering for them the district between North Bay and Vancouver. From the Slater people he went to the Regina Shoe Co., and covered Ontario province between Cornwall and Windsor, during which time he made many friends. Two years ago he decided to branch out for himself and located where he is at present.

As already stated, Mr. Mendelsohn is a strong believer in the principle of "Money Talks," and said that much profit could be made by any retailer as long as he does not tie up his capital so that he cannot get at it when occasions demand. He said he did not believe in letting a few cents prevent a sale, as he found that it was much better to let goods go at a slight reduction, looking at it in the light that manufacturers offer decidedly better terms to the retailer with ready money than to the man who was looking for credit.



THE INTERIOR OF THE MENDELSON SHOE STORE, MONTREAL.



# More Constructive Retail Advt. Criticisms

The Watson Shoe Stores ad. is splendidly laid out. Its balance is well-nigh perfect, and it would be hard to improve on the general arrangement for a 7-column cross-page newspaper ad. The heading is a frank appeal for business, and the ensuing copy plays up to the heading in every particular. The cuts, of course, do not show off here to the best advantage because the ad. has been very much reduced. As a whole, they are unusually good cuts and help to drive home and emphasize the selling points of the copy proper. While such cuts as these are usually to be had from the manufacturers for the asking, more's the pity that they're not used oftener.

The introduction is straightforward and interest-compelling. In the copy proper, every panel contains one or more strong selling points. Subheads are bright and snappy. Plenty of white space is left to make the copy stand out very clearly. The writer has not fallen into the all too common error of trying to *cram*—yes, that's the word—too much matter into each panel. Ads. such as these show why Watson gets lots of business in Victoria. They are compelling reasons for more business.

## Gets Right at the Point

The Nutana Shoe Store, Saskatoon, goes right to the point and tells its message in brief, well-chosen sentences. Prices are mentioned. It is also well displayed, and the cut, though of the stock variety, looks well and fits in with the general

tone of the ad. If one might criticise, it would be to say that it might perhaps have been better to have mentioned only



## SHOES

### SPECIALS FRIDAY AND SATURDAY


Boys' School Boots. Reg. \$2.00. Special.....\$1.00  
 "Dorothy Dodd", reg. from \$4. to \$6. Special....\$3.50  
 Only a few pairs left.

Women's McKay, Vici Kid, patent toe cap.  
 Regular \$3.00. Special .....\$2.95  
 Men's Tan Button, few pairs only. Regular \$5. Special \$2.95  
 Men's Strong Walking Boots, the well-known Amherst make. Reg \$4.50 to \$5.50. Special.....\$3.50

**NUTANA SHOE STORE**  
 A. RICE, Prop.  
 803 Broadway.

two or three lines, going more into detail as to talking-points, then stating that these were only a few examples showing the genuineness of the "specials" offered.

**The Biggin Oxford.**



PRICES FROM \$4.00


## Watson Wants Your Shoe Business

### HERE'S THE INDUCEMENTS

We strive to provide (and are reasonably successful in so doing) the best shoes on the Pacific Coast at the very lowest prices compatible with honest, all leather quality. We know we deserve your trade and are prepared to offer you exceptional value for each shoe dollar left with us. Try us out to-morrow. We're here with the goods.


**There's Something Here You Want To-morrow**

See "Empress" First



PRICES FROM \$4.00


**Low Shoes**



In all the latest styles and patterns shown here. Come in and see them. Ask for a look at the "Biggin".

\$6.50 PAIR.

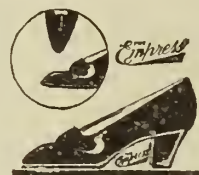
**"Watsonia" Shoes**



"Watsonia" is Latin for "nothing better" and they deserve the name. Come in and see the 15 different styles.


PRICES \$4.00 UP.

**Empress Style**




Have you ever wished for relief from tired feet? Ever wished for a shoe you could wear all day without thinking of your feet? There is just such a shoe for women. It is called "Empress." We are "Empress" agents.

**Room for Five Toes**



In the "Classic" Shoes for Children. Drop in and fit them on the little ones. A dozen styles at \$1.25.


**Dr. Reed, Sir**



is a genuine benefactor to the busy city man who must have foot comfort. The soft cushion inside is a wonder. Once bought always demanded.

\$6.50 A PAIR.


**George A. Slater's**



The shoe as good as its name. We are making a strong showing of these shoes in Tan and Black

TO-MORROW \$6.00.


**Surveyor's Headquarters**



for the best in shoe leather: Weyenberg (Milwaukee), Copland & Rydora (Wisconsin), Day-foot's (Georgetown), Leckie's (Vancouver).


In all heights.

**Need No Breaking In**



Ever broken in shoe? Don't do it again! You don't need to as we sell shoes that fit from the first day. Try the difference. This pattern in Patent cost \$5.00.

**The Corns Rejoice**



when a pair of cushion soles are put on for the first time Empressurs your corns a good time in a "Tread easy," soft vinyl kid togs. The price is light, only \$5.00.

**"Empress Cushion SOLE TREAD EASY"**

633-635  
YALE ST.  
King Edward Block.

TWO STORES—NOTE THE ADDRESSES

## WATSON'S SHOE STORES

1321  
DOUGLAS ST.  
Odd Fellows' Block

Seven column wide Victoria announcement



# Canada's Largest Shoe House Was Generous Host

Great Sales Convention Held in Montreal by Ames-Holden-McCready, Limited—Enthusiasm, Instruction and Entertainment Marked the Proceedings—Delegates Return to Their Respective Homes Chock Full of Zeal, Information, and Pleasant Memories of the Gathering

It was a great Convention.

If you don't believe it ask the fellows who attended. They have all gone to their homes fired with enthusiasm over the splendid facilities of the company, the excellence of its output and the remembrance of the jolly time spent in Montreal.

Ames-Holden-McCready, Limited, Montreal, on July 21st, 22nd, 23rd and 24th, played host to all the managers and travelers of the company from every part of Canada. The instruction and entertainment were of the highest order. The most important social feature was the banquet at the Windsor Hotel which will long remain as a bright spot in the memories of those who were fortunate enough to be present. The decorations of skins, cut soles, heels, etc., were decidedly attractive and excited favorable comment on all sides. A visit was also paid to Dominion Park, while the Lachine Rapids were "shot."

The three large factories of the company were in gay attire for the auspicious occasion and the visiting salesmen inspected every portion of the big plants. Now that the enthusiastic gathering is over the travelers of the Ames-Holden-McCready Limited, together with the branch managers, have all returned to their homes and will become more alert and aggressive than ever for the company. During the twelve months ending April 30th last, the firm sent out a million dollars' worth more of shoes than they

shipped during the previous year. Counting the seven distributing warehouses of the company, the firm's three shoe factories, the cut sole factory, the heel factory and the paper box factory, there are over 2,000 employes producing 10,000 pairs of shoes a day to keep over half a hundred salesmen of the concern on the move. The amalgamated enterprises of Ames-Holden-McCready Co. have an output that is by far the largest of any in Canada. The officers of the company, including Vice-President and General Manager, Clarence F. Smith; General Sales Manager, W. S. Louson, and General Superintendent, W. V. Mathews, did their utmost to make the visit of their representatives edifying and entertaining. Among the many subjects considered were the styles for next fall, while the samples for the spring season were closely inspected and much admired. It is expected that great benefits will follow the gathering and the firm express the opinion that they consider the recent assembly as one of the most successful sales conventions ever held in Canada.

The convention opened Monday morning, July 21st, when a preliminary meeting was held, at which greetings were extended to the visitors and brief addresses of welcome were given by the General Manager, Clarence F. Smith, and the General Sales Manager, W. S. Louson.

No regular business was entered upon, but the programme for the week was outlined and the subjects to be



THE JOLLY BANQUET TENDERED THE BOYS AT THE WINDSOR HOTEL



discussed were briefly gone over. A holiday was taken in the afternoon for the purpose of giving the visitors an opportunity of resting up after their long railway journeys, and to enable them to see something of the city by daylight.

#### Demonstration in Men's Welts

On Tuesday morning, promptly at 9 o'clock, the first business meeting was held in No. 1 Factory on Inspector street, the Head Office of the company.

A demonstration of men's Goodyear welt shoes was given by W. V. Mathews, the General Superintendent, after which all the salesmen were taken through No. 1 Factory, which specializes on men's and boys' footwear.

After lunch the afternoon session was held at 2.30, for a general discussion, the lines of which ran almost entirely on the product of Factory No. 1.

On Wednesday morning a special car took the members of the convention up to No. 2 Factory on Mount Royal avenue, which specializes on women's, misses' and children's work. Here a demonstration was given by Mr. Mathews on turns and women's McKay sewed footwear, then the factory was gone through very thoroughly.

The Mount Royal avenue building comprises, in addition to the regular work of shoe making, an entirely distinct cut sole factory and also a heel factory, both of which are the most up-to-date of their kind on the continent.

Here also is the Carton Factory, which makes all the cartons for the shoes produced in Factories Nos. 1 and 2.

Luncheon was served in the large sample room, this room being fully 100 ft. long and elaborately decorated with flags and bunting.

After the lunch provided by caterer Joyce, which left nothing to be desired, the afternoon session was held, and a discussion of the product of No. 2 Factory was fully gone into.

At 4.00 p.m. a special car took the delegates out to Lachine. Disembarking, they were conveyed by the steamer

down the Lachine Rapids to the city harbor, where they were met by another special car and conveyed safely back to their hotel.

On Thursday morning the Grand Trunk Railway provided a special car, which took the entire party out to St. Hyacinthe factory, where a visit was paid to No. 3 Factory. This factory has been reorganized and has a capacity for producing 6,000 pair a day of the best staple footwear on any market. They returned to the city about 1.00 p.m., in time for lunch.

A special meeting was held in the Windsor Hotel, and after listening to an inspiring address by F. E. Mutton, Managing Director of J. J. Gibbons, Limited, who spoke on the higher points of salesmanship, the address being followed intently by everyone present, another regular business session was held, which lasted until 6.00 p.m.

#### Unique Decorations for Banquet

At 8 o'clock all the visitors, the Factory Superintendents and heads of Departments, were entertained by the management at the Windsor Hotel. The banquet room was decorated entirely with the product of the shoe factories, the walls being covered with skins and festooned most tastefully with cut soles, heels, and other appurtenances of the shoe trade. The banquet proved to be an occasion that will never be forgotten by anyone present.

The General Manager, Clarence F. Smith, presided, supported by the President, D. Lorne McGibbon, the Branch Managers, and some of the Directors of the company.

Some thrilling speeches were given and many representative salesmen from the different territories spoke, evincing an enthusiasm and loyalty that bespeaks much for the future of the company.

The versatility of W. V. Mathews, the genial General Superintendent, displayed itself not only in the tremendous improvement shown in the line of footwear produced in the three factories, but also in the very tasteful decorations



THE HAPPY GATHERING ASSEMBLED IN FRONT OF NO. 2 FACTORY



of the banquet hall and the doorways of the three factories. Also in having provided a most unique vaudeville entertainment, which followed the banquet.

### Jaunt to Rubber Plant

On Thursday morning a large number of the delegates visited the Montreal factory of the Canadian Consolidated Rubber Company and greatly appreciated seeing through the works there, and getting a more intimate knowledge of the way rubbers are made.

They also appreciated the courtesy which was shown them by Mr. Pearce, the General Superintendent, and his assistants.

In the afternoon the final meeting of the convention was held, when matters previously taken up were reviewed and items that might have been overlooked were taken up and discussed.

The new samples for spring were inspected, and the very great improvement over previous productions of samples filled the men with enthusiasm over the prospects for the coming year.

### Those Who Were There

The Branch Managers and heads of Departments attending convention were: Clarence F. Smith, Vice-President and General Manager; W. S. Louson, General Sales Manager; W. V. Mathews, General Superintendent; A. L. Johnston, Western Manager, Winnipeg; Charles Bonnick, Manager Toronto Branch; W. M. Angus, Manager St. John Branch; A. R. Angus, Assistant Sales Manager, Montreal; C. Brouillard, Superintendent Factory No. 1; A. J. Mathews, Superintendent Factory No. 2; F. J. Boyden, Superintendent Factory No. 3; J. R. Mireault, Comptroller; F. McKenna, Purchasing Agent.

The travelers of the company in attendance were: Edmonton—Messrs. Granger, McLeod, Sharpe, English, Hurst.

Winnipeg—Messrs. McCallum, Tyler, Thompson, Hen-

dren, Hall, Franks, Geddes, Musgrave, Carter, Logan, Giroux, Whitworth, Whitley.

Calgary—Messrs. Clarke, Alexander, Flaxin, Lafontaine.

Vancouver—Messrs. Clarke, Richardson, Bates.

St. John—Geo. E. Dawes, J. E. Petrie, H. C. Simmons, W. T. McLeod, T. E. Ackerley, S. C. Mitchell, A. B. Matheson.

Montreal—C. M. Mills, R. H. Mills, A. Lefaivre, G. Lefaivre, A. J. LaBerge, F. W. Wait, Jas. Armstrong, Geo. C. Trudeau, Henri Martineau, John Feron, Champagne, G. St. Pierre.

Toronto—E. A. Chalk, A. E. Snider, W. J. Drysdale, W. H. Stagg, Geo. Lloyd, Fred Knibbs, H. W. Pearson, John Paine, R. H. Partridge.

### Stray Shots from the Ranks

There were present at the convention 52 salesmen and three Branch Managers.

One salesman from St. John and one salesman from Edmonton were unable to attend.

Three of the Branch Managers, Mr. A. B. Erskine of Vancouver, Mr. E. A. Dagg of Calgary, and Mr. F. M. Morgan of Edmonton, were also prevented from coming, and missed the greatest Sales Convention ever held in Canada.

Ten or twelve of the travelers brought along their wives to Montreal, and these ladies were also entertained by the company, having a motor drive around the principal points of interest and a Tally-Ho drive to Mount Royal Park and the residential section.

They also accompanied the members of the convention on their trip to Lachine and down the Rapids and were taken to the theatre on the evening of the banquet.

A. R. Angus, the Assistant General Sales Manager, succeeded in seeing that the boys were entertained after business hours, and from all reports the enjoyment of everyone was very complete.

## No Radical Changes Predicted in Shoe Styles

**Shoe Modes are Being Gradually Put On a More Standard Basis—Some Detailed Information Regarding General Trend of Styles—Medium High Toe will be Strong—What Leathers are Going to Prove Popular**

Practically every Canadian shoe factory is now busy preparing samples for the Spring and Summer season of 1914. In many shoe plants this work is completed or nearly completed and travelers will start out within the next two weeks on their respective territories. Although the Western men are the first to leave, there seems to be this year, a kind of all-pervading anxiety amongst those representing manufacturers in the East, to get as early a start as possible, in order to secure the benefit of early orders. Many travelers are of the opinion that considerable early buying will be done, as most shoe merchants have by this time worked off the better part of their heavy stocks, and are enabled to see a little further ahead now than was possible some weeks ago.

### Styles are More Permanent

A movement has been on foot for some time in the United States whereby the manufacturer, jobber and retailer are united, and doing all in their power to keep down the abnormal number of footwear styles, decreasing this number as much as possible, and making every effort to establish a certain standard scale of shoe styles. Up to the present, the sailing has been pretty rough, but nevertheless, a great deal of good has been accomplished. Freaks

and gingerbread effects are, for the most part, things of the past. This movement must of necessity, influence the shoe trade in Canada, and gradually the former numerous changes of styles have been cut down, and although the average Canadian shoeman finds he is still called upon to carry too many different lasts, the market is slowly being put on a firm basis.

### No Radical Changes

For the coming season no very noticeable changes are announced. Although every manufacturer has added a certain number of new lasts to his stock, these do not differ to any great extent from those of last season.

In leathers, tans will of course be strong. Many think that the popularity of the tan shoe is decreasing, and although it still remains a strong favorite with the men during the summer months, dealers in many districts report a heavy decrease in the sale of women's tans. White goods are becoming more and more popular every day. In men's lines, gunmetal will still continue to be the heavy seller. Tan still seems to be a favorite with male shoe wearers, and it looks as if this type of footwear has come to stay, as it has a pretty firm hold on the public demand, and after all, there is nothing that gives the dressy, summer effect

that goes with a pair of tan shoes. Patent leathers will also be a strong seller.

The demand for white canvas and nubuck in women's lines has been gaining very steadily during the past year, and these two lines have been gradually supplanting the tan for female wear. A very small demand for tan shoes this summer is influencing the showings of manufacturers for the coming season, and as a result the tan is the line that suffers.

Fabric tops still continue to be good sellers in women's shoes, and will be worn extensively the coming season. Patent leathers with white nubuck uppers will be active sellers next season. There is a heavy demand for this shoe in American cities and Canadian makers are showing some lasts along this line. Striped fabrics are also being shown and a considerable demand is expected for them.

#### About Receding Toes

The most radical change in footwear in the last season or two, has been the advent of the receding toe effect. Many prophesied that the recede toe would prevail. While this style of shoe has advanced pretty steadily, the demand for it has been rather conservative, and although it still remains a good seller, many manufacturers anticipate that it will occupy about the same position the coming season as it does at present. The strong seller, they say, will be the medium-high toe. This is a cross between the recede and the high-toe effect, so that the average wearer feels at home in a pair of these no matter whether the call be for high or recede toes. 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 toes turned out in Canadian factories. The combination medium high recede toe will be a very good seller, and some pretty styles along this line will be shown the retailers by some of the manufacturers. Vamps will average about the same length as last year, although in some cases they may be a little longer as in the receding toe effect, which usually means a longer vamp. Wide edges will not be shown a great deal, and the call seems to be for the narrower decks which give a much neater effect to the shoe. Of course, every manufacturer has his own ideas along these lines, along with his own personal preferences, and this affects their showings very often.

Now, what is going to sell in men's shoes in 1914? It is impossible to predict correctly what is going to go and

what will not sell. The only thing one can do is to follow indications. It may be said however, from some jobbers' samples that have been already presented and from other lines that are going through the factories to be sold direct to the trade, that no extremely noticeable changes will be made in the offerings for the coming Spring and Summer. The fate of the whole shoe, must naturally depend a great deal on the style of toe. Will they be extremely high, medium, or low? There is a certain number of each type which has a steady demand, but which is the retailer to stock heavily? Which is he going to call his best seller? From appearances the medium high toe is going to be the money-maker in men's. However, there are several lines which will be strong during the coming season. One large firm manufacturing Goodyears has turned out a shoe which ought to be a strong mover. This cannot be said to be a recede, but is rather on a straight last with the London toe effect, having a low heel and a medium width shank, and it presents a very well balanced neat appearance.

This season a very heavy demand has been felt for men's lace oxfords, especially those with the gunmetal finish. Tan of course remains a heavy seller, and may be as popular as ever next season. White canvas, rubber-soled shoes, both in bals and oxfords, have been heavy sellers during the present season. Manufacturers anticipate a growth in them next summer and are, in accordance, showing several lasts along these lines. Several manufacturers are of the opinion that the bal is to a certain extent replacing the blucher, although they say this is only noticeable in high class goods. Blind eyelets continue to be popular, and as well as having them in their new lasts, many firms are adding them to some of their regular lines.

#### In Women's Shoes

As is the case with men's shoes, styles in women's for next season, will not change to any very noticeable extent, although there are bound to be more new lasts and new effects than in the men's. As was said before, fabric tops will be strong sellers in women's footwear.

Several manufacturers are showing lines having the latest kidney heel, which gives a wide flat tread and deep double concave similar to the French heel. Vamps in women's shoes will be, if anything, a little longer next season. Heels will remain about the same. The medium high toe will in all probability prevail, although a tendency is being shown for the recede effect. This comes in the medium



BUTTON OXFORD, PATENT, GREY SUEDE TOP, AND GREY BUTTONS, 12-8 HEEL, MODIFIED TOE  
BY KINGSBURY FOOTWEAR CO.



PATENT BUTTON, MODERATELY HIGH TOE, 14-8 HEEL, CORDED CLOTH TOP  
BY KINGSBURY FOOTWEAR CO.



PUMP, PATENT 15-8 HEEL, PLAIN FULL TOE, JET ORNAMENTS, AND TONGUE  
BY KINGSBURY FOOTWEAR CO.



high recede lasts, and is a good looking, neat and comfortable fitting shoe. Patent leathers with gunmetal uppers will be strong and manufacturers are showing several lasts along this line. Blind eyelets in women's shoes are also coming along strongly and the demand is expected to increase.

As is the case this season, button shoes will have the call in women's wear. They have been selling well in the large American cities as well as in Canada, and manufacturers are paying particular attention to this class of goods.

All the spring and summer samples presented by the various manufacturers in Canada will reveal snap, style, graceful lines and attractive appearance, combined with a high grade workmanship. Every taste, every shape of foot,

ence to high cut lines in Goodyear welts, suited for surveyors, engineers, prospectors and miners. The company report that they expect a very active spring business.

The C. N. W. Shoe Co., Limited, of London, Ont., makers of women's high grade welts, report that they think patent leather, especially in buttons, will be the best seller, while gunmetal and tan will take a good second and third place. The company are adding two new lasts, which are up-to-date, one being the new pointed pump and colonial last. It is believed that heels will run a little lower, except of course, the new style kidney heel, which the firm are featuring. They are also displaying a cushion sole, which was a very large seller with them last season. About 60 per cent. of the C. N. W. Co.'s samples will be buttons.

J. A. and M. Cote, St. Hyacinthe, Que., report that



PATENT BUTTON, DULL CALF TOP,  
14-8 HEEL, MEDIUM HIGH TOE  
BY RENA FOOTWEAR CO.

TAN CALF BAL., 1-INCH HEEL,  
STRAIGHT LAST, RECEDING TOE  
BY EAGLE SHOE CO.



MEN'S TAN CALF BLUCHER OX-  
FORD, RECEDING TOE, SQUARE  
EFFECT, 7-8 HEEL  
BY MINISTER-MYLES CO.

14 BUTTON. PAT., KID TOP, NAR-  
ROW RECEDING TOE, KIDNEY  
HEEL BY MINISTER-MYLES CO.

and every pocket can be gratified, and the creations of Canadian factories will measure up in point of general get-up with anything from foreign markets.

#### What Some Firms are Offering

Daoust, Lalonde & Co., of Montreal, write that their spring samples are all ready and that they have added two new lasts in their men's welts. One is a receding toe last on English lines and the other is a half high toe, fairly wide. This firm are also turning out a few rubber soled shoes and a few felt lined goods for fall and winter wear.

Dupont & Frere, Maisonneuve, Que., report that they have put in two new lasts, one a growing girls' last and the other for men's wear. They report that their growing girls' last is very attractive and that several jobbers pronounce it the best last on the market. They think that the medium high toe last will prove to be the best seller in men's lines. They are also making a number of shoes on a rather wide last, with a round toe. The firm do not anticipate very many changes in styles and lasts for McKay work, as the high toe lasts have proved such good fitting ones that people do not like the change to the receding toe which many declare are not so comfortable or easy fitting.

George A. Slater, Limited, Montreal, have made every provision for the spring season with a variety of new lasts, to take care of the ever-broadening fields of taste. This applies to both men's and women's shoes. In the latter, the firm say they have made long strides in development and they report that their women's samples, in fit, finish, style and workmanship, will prove equal to their men's.

C. B. Dayfoot & Co., of Georgetown, Ont., have added several new lasts for spring and are giving special promi-

they do not go very strong on changing styles or lasts each season. They do not care to lead in styles but leave that to others. They report that their aim is to build solid McKay and Goodyear shoes on conservative lines, thus avoiding fads, so as not to produce "jobs" at the end of the season for retailers.

The Nursery Shoe Co., St. Thomas, Ont., have one of the finest ranges of samples which they have ever produced. These all run on high-grade calf, kid and patent, together with several lines of cloth top in the McKay make. Fancy colored calf slippers have also been added to their range of turns. Three new attractive lasts have been introduced which should prove interesting to the trade. These lasts are not extreme, but have been chosen with a careful regard to their fitting qualities. The firm state that they consider the best fitting lasts in children's trade is one of their strongest points, and is something much more called for than extremes in style. In regard to heels, these are running as formerly, varying in height according to range of sizes, which in a heeled shoe runs from a small 5 to a large 5. The greatest change in styles that the firm have made is in a growing girl's last, sizes 2½ to 5, a line which, during the past season, has proved a very strong one.

The Weston Shoe Co., Limited, of Campbellford, Ont., have a very representative range for ladies, misses and children. The number of buttons is exceptionally strong and the shoes are all built on lasts that have not only graceful outline, but are exceptionally good fitters. Gunmetal, patent and dongola are liberally represented, while there is a sprinkling of tan calf. Medium and high toes are both shown in a varied number of styles.



# AMONG THE SHOE MEN.



David Robb has started a shoemaking business in Carn-duff Sask.

P. A. Doig, of Fisk Limited, Montreal, was in Quebec last week.

J. B. Douglas, boot and shoe merchant, Calgary, Alta., has sold out.

J. B. Metras has opened a new shoemaker shop in Edmonton, Alta.

The American Shoe Store, of Three Rivers, Que., has made an assignment.

Glass & Lyons will open a shoe and men's furnishings store in Deloraine, Man.

Manuel Hayward, shoemaker, of Glace Bay, N.S., has removed to Port Arthur.

D. G. Hardie, with John Lennox, Hamilton, spent a few days in Montreal last week.

A. J. Abernethy, of Kingston, spent a few days in Toronto last week on business.

Glass Bros., shoe retailers, of Calgary, have sold out their widely known business.

J. T. Tebbutt, of the Tebbutt Shoe Co., Three Rivers, Que., was in Montreal recently.

Geo. G. Parker, of The Dominion Supply Co., Montreal, was in Toronto last week.

J. B. Jardine, of J. B. Jardine & Co., Toronto, was in Montreal recently on business.

F. H. Meinzer, of the Miner Rubber Co., Montreal, was in Toronto during the past week.

G. H. Lockett was in Montreal recently in the interests of the Midland Shoe Co., Kingston.

R. Vise, 790 Queen street east, Toronto, has added a line of shoes to his clothing department.

Lemon Bros., of Colborne, Ont., dealers in shoes, groceries, etc., suffered a loss by fire last week.

Jackson & Dowdell, manufacturers of heels, Adelaide street west, Toronto, have dissolved partnership.

A. Lapointe, of the Rena Footwear Co., Montreal, spent a couple of weeks in the country recently.

Geo. A. Slater, of G. A. Slater, Limited, Montreal, recently opened his summer home at Prout's Neck.

A. W. Ault, of the A. W. Ault Co., Ottawa, was in Montreal on a buying trip recently.

A. Malcoff, shoe dealer of Ville St. Pierre, Que., has made an assignment for the benefit of his creditors.

Mr. Berube has been made foreman of the lasting department in the Rena Footwear factory, Montreal.

N. MacFarlane, of the MacFarlane Shoe Co., Montreal, spent a few days in Toronto and Hamilton last week.

C. E. Sterling, Sterling Bros., London, was among the shoemen who have been in Quebec the past two weeks.

J. Adams, of the Rideau Shoe Co., Montreal, was in Toronto last week with an attractive line of spring samples.

Richard Weston, of the Weston Shoe Co., Campbellford, spent a few days in Toronto last week on business.

J. G. McDiarmid, of the Cook-Fitzgerald Co.'s traveling staff, is spending his holidays at Christie's Lake, near Perth, Ont.

Fire visited the premises of W. H. Butler, North Battleford, Sask., completely destroying the shoe store, harness shop and shoe factory. The loss on the stock is placed at

\$12,000 and on the building \$4,000. The insurance carried was \$4,000.

E. L. Thomas, of Getty & Scott, Limited, has returned from a business trip to Boston and other New England shoe centres.

G. Dupont, of Dupont & Frere, shoe manufacturers, Maisonneuve, Que., was in Toronto last week calling on the trade.

Miss Houde, formerly with the Wayland Shoe Co., has been made assistant forelady of the Rena Footwear Co., Montreal.

Endor Fournier, manager of the Plessisville Leather and Shoe Co., of Plessisville, Que., was in Toronto last week on business.

Erwin C. Greb spent the past week in Montreal and other eastern points in the interests of the McKellar Shoe Co., of Berlin.

M. L. Miller, secretary-treasurer of the Chicago Tanning Co., of Chicago, recently paid a visit to the Montreal office of his firm.

F. H. Guinivan, managing director of the Walk-Over Shoe Store, Montreal, has moved with his family to Pointe Claire for the summer.

W. C. Allan, proprietor of the Quebec Shoe Store, Main street, Winnipeg, has opened a men's shoe store at 624 Main street in that city.

J. G. Connor left this week for Manitoba, Saskatchewan and Alberta in the interest of McLaren & Dallas, Toronto, with a full range of samples.

Ed. Cook, of the Owl Shoe Store, 123 Yonge street, Toronto, and wife have returned home after spending a few days' holidays in New York city.

J. A. Holland, advertising manager of the Canadian Consolidated Rubber Co., Montreal, who has been ill for several days, is able to be around again.

G. J. Scott, representing P. Jacobi, shoe store supplies, Toronto, left this week on an extended trip through Western Canada and will be absent several weeks.

Cunningham and Redmond, shoe retailers, 338 King street, Kingston, have disposed of their business to H. B. Wartell, formerly of Verona, who has taken possession.

R. G. Percival has joined the traveling staff of the Kingsbury Footwear Co., Montreal, and will assist W. E. Short in covering territory between Port Arthur and the Coast.

Harry Thompson, of the Thompson Shoe Co., Montreal, has returned from a vacation trip to one of the large Maine resorts, where he spent a couple of weeks with his family.

G. L. Williams, of the Williams Shoe Company, Brampton, Ont., was in Saskatoon during the second week in July, and proceeded further West to visit the trade with samples of his line.

The Quebec National Union of Shoe Manufacturers ran an excursion to Montreal last week when the visitors were entertained by their fellow workers in the Montreal National Union.

W. E. Short, J. D. Campbell and R. B. Chalue were in Montreal last week and will soon leave for their respective territories with spring samples in the interests of the Kingsbury Footwear Co.

The National Leather and Shoe Finders' Association



at Philadelphia discussed the tariff in its relation to trade demanding quick action by Congress to relieve distressing business conditions.

Syd. Vermilyea, of the Belleville Shoe Co., Belleville, Ont., spent a few days recently in Montreal and Quebec on business.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co., Montreal, has just returned to the head office of this company as well as a selling trip in Ontario. He reports conditions as being quiet.

The Snedcor & Hathaway Co., erecting a factory at Tilsonburg, Ont., for the manufacture of shoes, have commenced cutting and expect to have their factory working to full capacity in a very short time.

The annual picnic of the Winnipeg branch of Ames-Holden-McCreedy, Limited, will take place on August 7th at Selkirk park, where they will put on a program of sports, etc., that will afford much interest.

C. S. Sutherland and J. S. Coates, of the Amherst Boot and Shoe Co., were among the shoemen who were in Quebec and Montreal last week looking after spring samples. They went to Boston on their way home.

Many shoe retailers are now holding or will start during the coming month to conduct the usual mid-summer sale. July trade has on the whole been very satisfactory, although some western reports are not so encouraging.

The handsome new store which is being erected in Trenton, Ont., for J. J. Haines, who was burned out some months ago, is nearing completion and will be one of the finest footwear houses in the eastern portion of Ontario.

Cameron Rood, a shoe manufacturer, of Boston, Mass., has applied to the Sydney board of trade as to the possibilities and advantages that would be derived from the establishment of a shoe manufacturing industry in that city.

Mr. and Mrs. John Stroud, Montreal, announce the engagement of their daughter, Edna Marguerite, to James George Robinson, son of Ald. and Mrs. James Robinson, also of Montreal. The marriage will take place in the autumn.

H. A. Tanney, late of the Owl Shoe Store, Toronto, has gone to Midland, Ont., where he has taken a position as manager of the shoe department in a large establishment in that town. Mr. Tanney was for some years manager of the Neill Shoe Store in Galt, Ont.

In accordance with a usual custom of giving the employes a week's holidays—a practice which has not been departed from for many years—the W. B. Hamilton Shoe Co., of Toronto, closed their factory last week, but are resuming operations again on the 5th.

At the recent fair in Brandon a very creditable display of harness leather was made by the Northern Tannery Co., of Edmonton, Alta. All the leather is chrome tanned and the product is known as the "Lion Brand." A. Dorris and George Long were in charge of the booth.

Ludger Duchaine, 591 St. Valier street, Quebec, has under way negotiations for the repair of his shoe factory amounting to \$75,000—three storeys, 75 x 125, stone foundation, structural steel and brick construction. The architect and general contractor is Magloire Cauchon, of Dorchester.

C. B. Kirtland, managing director of the Fraser River Tanning Co., has been visiting Chicago, Montreal and other cities on an inspection trip regarding tanning methods. The Fraser River Tanning Co. will shortly enlarge their plant, which is situated in New Westminster, doubling their present capacity.

The shoe stores of Knechtel & Co., Shore & Paff, Fletcher Johnson, J. D. McCrimmon & Co., Woolway Bros., and the millinery and dry goods store of F. G. McTavish, Stratford, held a picnic on July 16th at Lakeside. A baseball game between the staff of the Arcade and the shoe clerks was the big feature of the day.

The C. N. W. Shoe Co. will remove from London to Orillia, where they will erect a factory and be ready for business early in October. The ratepayers of Orillia recently carried a by-law by a majority of 350 authorizing

a loan of \$25,000 to this enterprising company which began business nearly a year ago and made excellent progress. The loan is given the company for twenty years without interest while a free site will be provided and a fixed assessment for a term of years.

The Edmonton Shoe and Leather Co., at South Edmonton, have commenced operations and are employing several men. They are making a specialty of manufacturing oiled tan leather goods, especially shoe packs from the hides which they tan, and are looking forward to a heavy demand for their products in the winter.

The shoe store of Johnston & Murray, on Dundas street, London, was visited by fire recently and considerable damage done to the stock. The loss is about covered by insurance. The flames were burning a couple of hours before discovered, as the fire brigade was busy fighting a blaze in the Adam Beck box factory nearby.

C. F. Stanley, manager of the Wm. A. Marsh Co., Western, Limited, wholesale footwear merchant, Winnipeg, has returned from a few weeks' visit to the trade in the East. He also attended the convention of the Miner Rubber Co., Limited, at Granby, Que., and was accompanied by R. K. Jenkins and R. Leullier, of the Marsh Company staff.

On July 21st, during the fair week in Brandon, Man., the Travelers' Day procession took place. Among the manufacturers and wholesalers who contributed prizes towards making the industrial parade a success, were The Cook-Fitzgerald Company, Limited, London, Ont., and Dupont & Frere, shoe manufacturers, Maisonneuve, Que.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, the widely known slipper manufacturer, of Waterfoot, England, who returned some time ago from a trip to England, got back last week from a successful business visit to Winnipeg and other western points. Mr. Ashworth is now calling upon the wholesale trade in other parts of Canada.

Harold Doyle, aged eighteen years, was killed at St. Thomas the first day that he worked as a fireman on the Grand Trunk Railway. He had just left his position as cutter in the Just Wright Shoe Factory and was given his first assignment of keeping up steam on locomotives used on work trains when he met death. It is thought he was struck by another engine.

The merchants of Peterboro had a joint picnic last week in the People's Park, on the Otonabee river, and the event was a decided success. Practically all the stores were closed and the gathering was attended by 3,000 citizens who voted the affair one of the most delightful ever held. The hearty co-operation with which the business men entered into the proposition is worthy of all praise.

The leading firms of Montreal shoe manufacturers report sound business. There is a natural tendency to some slackness during the summer season but in some cases manufacturers are of the opinion that their collections for the current year are hardly up to the average, but are hopeful that the slight depreciation will be fully made up and exceed the record of 1912, before the end of the present year.

The Korreect Shoe Store has opened for business at 5 Richmond street east, Toronto, under the management of Max Schwartz, assisted by S. Lowther. The premises are decidedly attractive and the front, with its double plate-glass windows is inviting. The uniform carton system prevails throughout, the label of yellow and black being a pleasing feature. The Korreect Shoe Store will handle all lines of footwear.

A leading jobber who has returned from spending several days on business in Quebec and Montreal and other points, says that Eastern houses are talking of another raise in the price of shoes in the near future, owing to the scarcity of hides, the soaring figure for leather and the higher wages which all firms have to pay. Quotations on regular lines are now very firm and just when the advance will come cannot be said.

Gordon McCrady, who covers north-eastern Ontario for McLaren & Dallas, Toronto, was married recently to



Miss Gertrude Pearl Noice, daughter of A. E. Noice, of Guelph, Ont. The wedding took place at All Saints' Church, Toronto, the ceremony being performed by Rev. A. S. Larter. Mr. McCrady and bride have taken up their abode at 166 Jarvis street. His associates in the warehouse presented him with a beautiful piece of cut glass and his many friends in the shoe trade are now extending congratulations.

J. A. Ingraham, who was burned out in the recent fire in North Sydney, C.B., expects to open one of the nicest boot and shoe stores in that town in about two weeks' time. Mr. Ingraham's premises are being most attractively fitted up and will possess every convenience and facility known to the trade. He intends running the store under the old name of J. W. Ingraham and many old customers and friends will wish him every success in his handsome and artistic new business home.

The exportation of boots and shoes from the British Isles to Canada is greatly increasing each year, though small by comparison with importation of these goods from the United States. The following are the values of importation of boots and shoes from the British Isles for the last five years: 1908, \$69,810; 1909, \$127,335; 1910, \$209,180; 1911, \$285,770; 1912, \$484,230.

A recent despatch from Rockland, Mass., says: The most unusual reason for going out on strike was given when twenty-five men in the finishing room of the E. T. Wright Company shoe factory quit work this morning, because their view of the scenery surrounding the shop had been shut off. The firm recently put up screens of white cheesecloth on the windows of the finishing department. The men protested that it cut off their view of the landscape and made working conditions unpleasant.

The Anglo-Canadian Leather Company, Limited, have obtained, supplementary letters patent authorizing an increase of capital from \$2,000,000 to \$5,000,000. The company have tanneries in Huntsville and Bracebridge and are the largest sole leather tanners in the British Empire, having a capacity of 3,000 sides per day. The company have warehouses in Montreal, Toronto and Quebec. The business of the Anglo-Canadian Leather Co. was founded by the president, Brackley Shaw, over fifty-four years ago.

The National Council of the Canadian Credit Men's Association assembled in Winnipeg recently. Tuesday forenoon, organization details were discussed, one result being a decision to increase the membership of the council to 17. Eleven of these members will be Winnipeggers, and each outside branch will have a member on the council. The delegates were: W. H. Lamont and T. W. Learie, Toronto; D. S. Benvie, Montreal; W. H. Berkinshaw, Calgary; Alex. Calder, London; F. Parsons and H. Vessey, Vancouver; W. F. L. Edwards, Regina.

Negotiations are now being made by the Great Northern Harness Company for the erection of a large factory for the manufacture of harness in the vicinity of the Northern Tannery Co., Edmonton. The plans prepared are for a two-storey structure, and the foundation will be of sufficient strength for the addition of four more storeys at a later date. It will be of fireproof construction and will cover ground floor dimensions of 50 by 150 feet. Building operations will commence early next month. It is hoped to be completed and ready for occupancy by November.

The Alberta Rubber and Supply Co. have amalgamated with the Motor Car Supply Co., of Calgary, Alta. The new company will be conducted under the name of the Motor Car Supply Co., and will be managed by E. Cavanaugh. P. T. Gonerher, who was the manager for the Alberta Rubber and Supply Co., is the pioneer auto supply man of Calgary. Mr. Cavanaugh has spent his whole life in the business. The patrons of both companies will reap the benefit of their combined stock, which will be one of the largest and most complete in the West.

The marriage of George H. Witheridge, of the office staff of D. D. Hawthorne & Co., Toronto, to Miss Mary Etta Blue, daughter of Peter Blue, of Kendal, Ont., took place in Toronto on July 16th, the ceremony being performed by Rev. Robert Herbison, pastor of St. Giles' Presbyterian

Church. Mr. Witheridge and bride, after spending a few days in Kendal, Oshawa and other points have returned to Toronto and taken up residence at No. 3 Oak Place. The staff of the D. D. Hawthorne & Co. presented Mr. Witheridge with two handsome chairs accompanied by best wishes and a congratulatory address.

A. A. Durkee Co., manufacturers of Security Footwear, Truro, N.S., which company was recently authorized to increase its capital, are now asking the shareholders and business men of Truro to make additional subscriptions of preferred stock. No part of the new capital is to go into outfit or enlargement but to provide working funds. During the past seven months, from December 1st, 1912, to June 30th, 1913, the sales have exceeded by some \$10,000 the entire production of the combined two years of 1910 and 1911. The 1913 sales have run at a rate equal to 44 per cent. increase over the yearly output of 1912.

The International Shoe and Leather Fair will be held in the Royal Agricultural Hall, London, England, from October 6th to 11th. This is an annual exhibition of the shoe and leather industries which has attained great importance in recent years. The management hopes to see more visitors from Canada and extends a hearty invitation to the trade through the SHOE AND LEATHER JOURNAL, from whom tickets of admission may be obtained. If any Canadian manufacturer, tanner or shoeman is visiting England this fall he will be warmly welcomed at the International Shoe and Leather Fair.

Abigail Bechtel, widow of the late Rev. E. B. Detwiler, and mother of Noah B. and Dan. B. Detwiler, of the G. V. Oberholtzer Co., shoe manufacturers, Berlin, passed away in Berlin in her 92nd year, having been born in Pottstown, Pa., October 8th, 1821. She came to this country with her parents in 1829, and settled in Waterloo county, and was one of a family of ten children. Mrs. Detwiler has had a large share of pioneer life. Her family was three weeks en route from Pennsylvania to Waterloo county, traveling with a four-horse team. They crossed the Niagara river at Queenston, and Mrs. Detwiler well remembered Gen. Brock's monument, which had been erected just a short time before.

A despatch from Buenos Ayres says that efforts to add to Argentina's prosperity by establishing industries are exemplified in boot and shoe manufacturing. The centre of this industry is in the municipality of Buenos Ayres. No single one of the establishments is yet very extensive, 223 firms employing about 7,000 people. The annual output amounts to about \$8,000,000. Besides the Buenos Ayres factories there are shoe manufacturing plants in the provinces. Santa Fe has seven factories, Tucuman five, Cordeba seven, and other sections of the province of Buenos Ayres have three. Although home manufacture is being encouraged, American and European exporters of footwear still find a wide market in Argentina to absorb their products. The Argentine uses more footwear than ever. In a recent year there were imported more than 2,000,000 pairs of shoes from abroad.

The Nugget Polish Co., of Toronto, are making decidedly attractive exhibits at the various fall fairs in Canada. Their booth at Winnipeg and Calgary was in charge of W. F. McNeill, general manager of the company, and T. W. Hart, western representative. Mr. McNeill was taken ill and had to return to Toronto, but has now recovered from his illness. Mr. Hart remained, having charge of the exhibit at Brandon, Saskatoon, Edmonton and Regina. H. W. Parsons, of the Nugget Polish Co., has gone to Halifax on a business trip and will supervise the firm's demonstrations at the exhibitions in Halifax, Fredericton and St. John, N.B. L. R. Howard will look after Quebec, Sherbrooke and Ottawa fairs and S. B. Bollard will attend the London and Chatham shows. The Nugget Polish Co. will make its usual display during the Toronto exposition.

McGibbon & McDougall, stock brokers, of Montreal, have sent out the following interesting letter: "We wish to call your special attention to the securities of the Ames-Holden-McCready Company, Limited, boot and shoe manufacturers. The 7 per cent. cumulative preferred shares of



this company are selling at 72, at which price they yield 9.72 per cent. on the money invested. Last year they earned 112-3 per cent. on the preferred stock and, after paying the regular seven per cent. dividend on the preferred shares, they had 31-3 per cent. applicable to the common stock. If an equal number of shares of the preferred and common stock were purchased you would receive 8.04 per cent. on your investment and this is the plan which we strongly recommend. For example: 2 shares of preferred at 72 would cost \$144 and yield 9.72 per cent; 2 shares of common at 15 would cost \$30, making total cost \$174, and yield 8.04 per cent., and for larger lots in the same proportion. The market price of both classes of stock is remarkably low at present and will doubtless greatly appreciate in value within the next twelve months."

The stock of the Barlow Shoe Store, 750 Broadview avenue, Toronto, which assigned some time ago to J. P. Langley, Toronto, has been sold to John Brotherton, 550 Yonge street, Toronto. The proprietor of the store was Ralph Barlow Ritchie. The paragraph in last issue stating that it was the Barlow Shoe Store, 256 1/2 Queen street west, which had assigned, was erroneous and misleading. J. A. Barlow, the proprietor of the latter store, who bought the business from T. Davis some months ago, is doing a fine trade and the inadvertent insertion of the item relating to his establishment is regretted. The mistake arose through there being, until recently, two Barlow Shoe Stores in Toronto, but having no connection with each other.

At the annual meeting of the Independent Rubber Co. gratifying reports were presented on the operations of the past year, showing a large increase in business. The following were elected members of the Executive for the ensuing year: C. S. Sutherland, Amherst, N.S.; J. B. Kilgour, Winnipeg; James Robinson, Montreal; Philip Pocock, London; J. A. McLaren and Hugh White, Toronto. At a subsequent meeting of the board, James Robinson was elected president, Philip Pocock, vice-president, and W. H. Hunter, secretary-treasurer, while R. F. Foote is superintendent and general manager. The plant was thoroughly inspected and found to be in excellent working order and business for the coming season is reported favorable.

Many friends in the Canadian leather and shoe trade will regret to learn of the death of William Hugh MacKenzie, who passed away recently in Bridgetown, N.S. He was the veteran founder and president of MacKenzie, Crowe & Co., tanners and manufacturers of shoepacks and larrigans. Mr. MacKenzie came to Bridgetown from Pictou, county twenty-nine years ago and bought a farm at Granville. In 1892 he joined W. E. Crowe in partnership under the name of MacKenzie, Crowe and company. A tannery and larrigan factory was soon started. From a small beginning the products of this factory cover the Dominion. Some years ago his second son Arnold became a member of the firm and is now manager. He was predeceased by Mrs. MacKenzie five years ago. Mr. MacKenzie was a staunch Conservative, a Presbyterian and a charter member of the local lodge of Odd Fellows. He had been in failing health for some years and his death was not unexpected. He is survived by three sons with a brother and sister. His oldest son, William, resides at Wetaskiwin, Sask., Arnold and Harry at home, Adam A. MacKenzie of Pictou and a sister, Mrs. Hugh MacMillan, of Winnipeg.

The Cimon Shoe Co., Limited, of Montreal, which has been organized with a capital stock of \$150,000, divided into 1,500 shares of \$100 each, is composed of Andre Pamphile Cimon, Charles L. Papineau, Eustache Baril, Onesime A. Lachapelle, and Pierre E. Houde, all of Montreal. Among the powers of the company are: (a) To purchase and acquire as a going concern any and all movable property and assets of the business carried on by A. P. Cimon, in the City of Montreal, as manufacturer of boots and shoes, under the name and style of A. P. Cimon; to sell and purchase hides and to tan the same, to carry on the business of curriers, to manufacture patent leather; to purchase, sell and deal in and deal with all kinds of leather; to manufacture, import, export, purchase and sell boots and shoes, wooden and metal lasts and all and everything relating to

the same, including rubber soles and heels; (b) To carry on any other business, manufacturing or otherwise, which may seem to be capable of being conveniently carried on in connection with any of the above objects, or calculated directly or indirectly to enhance the value or facilitate the realization of or render profitable any of the company's property or rights.

#### PREPARING FOR SHOE CONVENTION

At a recent meeting of the Toronto city boot and shoe section of the Retail Merchants' Association, officers were elected for the coming year. T. H. Bigwood is the new president; J. H. Shinnick, first vice-president; A. R. Trudeau, second vice-president; J. Jupp, jr., secretary and W. T. Fegan, treasurer. A conference of the shoe retailers of Toronto and representatives of the city wholesale houses took place recently with a view to making arrangements for holding a joint picnic, but owing to so many being away on their holidays and the fact that the season is now pretty well advanced, it was finally decided not to have an outing this year, but one will be held next season. The shoemen of Toronto have, however, invited their brethren in Hamilton to come to Centre Island for a picnic and engage in a baseball game. The date was first fixed for August 7th, but that being during the observance of Hamilton's centenary demonstration, an effort is being made to have the event come off on August 20th. Negotiations are being conducted with this end in view by T. H. Bigwood, president of the Toronto Association, and John Lennox, of Hamilton. The second annual convention of the Ontario Shoe Retailers will be held in Toronto during the progress of the Canadian National Exhibition, and the date, which will be during the last week in August, has not yet been definitely fixed owing to the absence of Secretary E. M. Trowern on his holidays. It is expected that the gathering this year will be a large one and many retailers have intimated their intention of being present.

#### OPENING ANOTHER FINE STORE



The Brockton Shoe Co., who nearly four years ago opened a store at 119 Yonge street, Toronto, has found business so prosperous that a second shop has just been started at 264 Yonge street. Both establishments will be under the management of A. R. Trudeau who came to Toronto over a year ago and has met with great success in conducting the business. D. J. Lynch will have supervision of the upper store, while the lower one will be under E. B. Sidley. Mr. Trudeau, who is an officer of the Ontario Shoe Retailers' Association, as well as one of the vice-presidents of the Toronto Association, is an enthusiastic shoeman and has many friends in the trade in which his brothers are also engaged in Montreal. The new shop is 130 feet deep and 14 feet wide. It is one of the most imposing footwear establishments with its tiled entrance, its hanging electric sign and receding double windows thirteen feet deep. The single carton shelf system prevails up to the mezzanine floor or gallery, and above that the double carton system. Some original advertising was done in the Toronto papers representing "Happy Jim" starting on a journey from Montreal to Toronto bearing a secret message. The nature of his mission was not revealed in the announcements until the day before the opening. The chairs are of oxidized wire with hardwood arms and are very comfortable. The walls have several British plate glass mirrors and the hardwood flooring is covered with rich, heavy rugs. The electric fixtures are handsome. Several unique features have been embodied in the lay-out of the premises and upstairs is a fine private office for Mr. Trudeau, while at the front of the building, and reached by a stairway just inside the entrance, Dr. J. C. Johnson, chiropodist, has his parlors, which are nicely fitted up and possess all the latest appliances, including an X-ray machine and a high frequency electric machine for the treatment of skin diseases and pedal



ailments. At the rear of Dr. Johnson's offices is a reading room and library for clerks when not on duty, equipped with all conveniences. There are also a well lighted stock room and a place for all window display fixtures, as well as an automatic elevator. The floors are of hardwood and checkered glass partitions separate the different apartments. Everything about the new Brockton store is neat, inviting and admirably arranged. The firm will handle men's shoes exclusively, specializing on their well known four dollar line.

## Breezy Notes from Winnipeg

John Orr, of the Yale Shoe Store, has been spending a week at Brandon, where he took in the exhibition.

During the past month many hot weather sales have been held in order to stimulate business—in fact nearly every retail shoe store has put on a bargain sale.

M. L. Savage, Western representative of the Tetrault Shoe Manufacturing Co., Montreal, is spending his holidays at Beachwood, Me., and states he is having a splendid outing.

R. K. Jenkins has taken over the position of sales manager of W. A. Marsh Co. Western, Limited. Mr. Jenkins has been with the firm for a number of years and is one of the most highly esteemed shoe travelers from Winnipeg to the Coast.

The Nugget Polish Co. made an excellent exhibit at the Winnipeg Fall Fair which attracted a good deal of attention. The exhibit of the T. Eaton Co. shoe department at the Winnipeg exhibition proved to be an attraction for a large crowd and was far above the ordinary in point of merit, arrangement and plan.

Ye Man's Bootery is the name of a new store which is being opened at 296 Smith street by D. J. DeVine, formerly of the Yale Shoe Store. The establishment will carry only men's and boys' shoes in which it will specialize. The store is about 25 feet square, with a balcony all around, 7 feet from the floor. A single carton shelf prevails below the balcony and two carton shelves above. There will be an iron railing all around the balcony. It is expected that the new store will open about September 8th. One can pass to either side of the balcony from a neat stairs in the centre of the rear portion of the store, where the office will be located. There will be large drop electric lights in the centre of the premises and above the back balcony wall there will be deep red burlap inlaid with hunting scenes. The store woodwork will be all white enamel and also the railing. The floor will be covered with a heavy carpet of deep red; the windows at the sides will have red burlap the same as above the office. There will be two large electric drop lights in the windows for illumination purposes. Two large double mirrors, one on each side, and fitted in the fixtures, will demonstrate the fit and form of the shoe on the foot. A neat design in the shape of a trade mark will be seen on all the labels, wrapping paper and literature of the new store. This trade mark will be in red on the carton, and on the bottom of the shoes it will be in natural color or finish of the leather, and on the firm's stationery it will be in black. A heavy steel sign will point over the sidewalk with the words "Ye Man's Bootery" illuminated. It is the intention of Mr. DeVine to carry real shoes and sell them at a fair profit. He intends to "deliver the goods" in the pure sense of the term and to give satisfaction to each and all. All the lines are being made up specially for the store and thus customers will be assured of splendid value at fair prices, a specialty being made of a \$6.00 shoe. The store will also carry a full line of the latest findings. Mr. DeVine, the proprietor, is a shoeman of wide experience who has a large acquaintance in the trade. His first attempt as a shoe salesman was 33 years ago in a small village in Hastings county, Ont. He drifted away from the trade for a while and went to the Pacific Coast in 1888. He spent some time in Seattle and then got back into the foot toggery game again. Only for short periods has he ever been out of the business. He has served in some of the largest footwear houses in the United States and Canada and holds

recommendations from many of the leading shoe manufacturers and merchants as being one of the best salesmen in the West. Many business and personal friends of Mr. DeVine will wish him unbounded success in his new enterprise.

## Has Joined Wedded Ranks



Another popular shoe salesman has joined the ranks of the benedicts. His name is Frank M. Downs, eastern Ontario traveler for McLaren & Dallas, Toronto. He was married a few days ago in St. Paul's Church, Bloor street east, Toronto, to Miss Mary Bernadette Franklin. The ceremony was performed by the Rev. Mr. Watkins, assistant rector of the church. Mr. Downs and bride have left on an extended trip and on their return will make their home in Peterboro. The happy couple were the recipients of many valuable presents. Mr. Downs is highly esteemed in the shoe trade and his legion of friends will wish him and his bride long years of prosperity and happiness.

## Newsy Jottings from Quebec

Gale Bros., Limited, are improving their building and report business as very good.

All the shoe factories are quite busy at the present time, and are working on jobbers' samples. The prospects for a good season are considered bright.

Brown & Rochette, Limited, jobbers, have bought the building where they are located at a cost of \$12,000. It is a solid brick and stone structure and was formerly occupied by Fisk, Limited.

The demand for white shoes of all kinds has been so great that practically all the dealers have run short in supply and have been unable to obtain them from either the manufacturers or the jobbing houses.

Tourigny & Marois have renewed their lease for the factory that they are occupying for two years more. They are making more samples this season than ever and have installed a machine for repairing the toes on patent leather shoes.

Louis Gauthier, son of the late Louis Gauthier, was married on July 19th to Miss Eva Hirard. They have returned from spending their wedding trip at Niagara Falls, Toronto and Brockville and are receiving the congratulations of their friends.

L. Duchaine, shoe manufacturer, who recently suffered a heavy loss by fire, has torn down the front part of his factory, which he will rebuild with Scotch brick. The contract for the work has been awarded at \$15,000. Mr. Duchaine is making other renovations inside the building and after these are completed will have one of the brightest shops in Quebec.

Jos. Beaulieu & Co., shoe manufacturers, Quebec, have discontinued making peg work and in future will devote their attention to McKay and standard screw outputs. They have added several new machines and have bought the right to manufacture a new patent shoe in which the eyelets are invisible. They state that the shoe is much appreciated by the jobbers, to whom samples have been shown.

Among the visitors in Quebec during the past few days were: Robt. Taylor, of Robt. Taylor Co., Limited, Halifax; E. Rising, of Waterbury & Rising, St. John, N.B.; R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B.; L. Higgins, of L. Higgins & Co., Moncton, N. B.; T. Lemieux, Frasierville Shoe Co., Frasierville; E. DeLottinville, of the Eastern Townships Shoe Co., St. Hyacinthe, Que.; J. LaRose, of Phaneuf, LaRose & Co., Montreal; L. Dufresne, of Dufresne & Galipault, Montreal; Alf. Lambert, Montreal; E. Bastien, representing J. G. Watson, Montreal; P. Chouinard, representing J. I. Chouinard, Montreal, and many others.



## ENTERPRISE OF WESTERN FIRM IN "MADE-IN-CANADA" SALE

The large departmental store of R. H. Williams & Sons, Limited, known as the Glasgow Warehouse, and located at Regina, recently held an exhibition and special sale of "Made-in-Canada" products for one week. In the sale every department of the store was represented and the exhibition furnished an eloquent demonstration of the variety and excellence of the products of the Canadian mills and factories. In the Regina Daily Leader of July 4th, in a twenty-page advertisement, the firm attractively described the variety and excellence of the various lines

had been selected as representative of Canada's best.

The accompanying illustration affords a view of the special shoe window display during the "Made-in-Canada" sale, which proved to be a thorough success. In the twenty-page advertisement of the firm, among the shoe announcements are those of J. & T. Bell, Limited, Montreal; the Dr. A. Reed Cushion Sole shoe; the Eclipse shoes for children, made by the Galt Shoe Mfg. Co., Gait, Ont.; Dr. Scholl's Foot Specialties, and the Scottish Rubber Co.

The departmental store of R. H. Williams & Sons is



which they handle. This advertisement is believed to be the largest ever published by any retail store in Canada and the house cordially endorsed the products of the Canadian manufacturers. The merits of their goods were cleverly set forth in page after page of illustrated and interesting reading matter. The firm stated that the lines

one of the largest and most imposing in the west. It is located at the corner of Hamilton street and 11th avenue, in the Capital city of Saskatchewan, and is five storeys high with basement. The firm are certainly to be congratulated on the progressive spirit and original genius shown in their "Made-in-Canada week" exhibit and sale.

### Remedying Some Big Evils in Retail Shoe Business

(Continued from page 28)

looking for abuses and thinking of ways to remedy them is a more progressive idea.

There certainly is no trouble in finding abuses in the retail shoe trade, but when one is asked to pick out the greatest it requires some thought to do so. Quite a few of the "thorns in the flesh" mentioned in the announcement of this competition, are really not abuses.

Therefore, under the heading of abuses, we could not class "rapid changes in style," "delayed deliveries," "constantly increasing prices," "mail trade which exists all over." Then the retailer himself is often the greatest abuse to his business by allowing such things as "the credit evil," the "return of worn shoes by customers," "long hours," "loose stock keeping," and "careless and extravagant buying," especially allowing the latter with the "Shoe and Leather Journal" as guide.

"The dishonest competitor," "sensational and misleading advertiser," and "bargain sale shouter," should not be taken too seriously as they generally last only for a short time.

No, I think that if the retailer is alive and progressive he can still do a good business in spite of these drawbacks

and can by honesty and work overcome them. I do consider the help problem the greatest abuse. Holding one's trade by means of pleasing contact with your customers is one of the most vital points of business. The retailer may possess all the qualifications essential to success, but it may amount to nothing if his salespeople are not alive to his interests as nothing will drive trade away quicker than listless or perhaps impertinent clerks.

One cannot "watch" one's staff all the time, and if one does, they generally soon know it and this condition of affairs between employer and employee does not bring out the best service from the latter. My suggestion for a remedy would be to allow my help to share in the profits, to hold short meetings for the exchange of ideas in salesmanship, and also outside of business hours to maintain as far as possible a kindly interest in their affairs.—G. H. Scott (of Scott Bros.), Pakenham, Ont.

A shoemaker in Kansas City had a sign above his door which read, "A. Swindler." One day a man came in and said: "Why don't you put your given name on that sign instead of your initial? People will think you are a rogue." "Why, dot would make it worse," said the shoemaker. "It is Adam."



### AT WORK IN NEW FACTORY

The Galt Shoe Company are now installed in their handsome new factory on Queen street west, Galt, Ont. The removal of the equipment and machinery from their old premises is completed and the whole factory system has been reconstructed and departmentalized to suit the new conditions. The building consists of four storeys and a basement, the area of each floor being 4,000 square feet clear, as the lavatories, washrooms, stairways and elevators are in a tower on the west side. Its river bank location makes a healthful and pleasant place for the employes to work in and ample light is provided by windows on all four sides. Hydro-Electricity is the motive power used throughout, the machinery being controlled by individual motors on each floor. All the doors leading into the tower are of metal and automatically close in case of fire, thus minimizing the danger if a blaze breaks out. All the construction is along the lines of the most modern architecture and nothing has been left out that would add to its efficiency as a factory.

### BIG SHOE BUSINESS CHANGES HANDS

J. B. Douglas, one of Calgary's best known shoemen, who has been conducting a shoe business in that city for the last seven years, and during that time has built up one of the largest retail shoe businesses in Western Canada, has disposed of his stock. Messrs. Hood and Irvine are the new proprietors. W. H. Hood, the senior member of the firm, came to Calgary from Prince Edward Island about two years ago, and has for some time past been head salesman in the shoe department of Pryce-Jones company. F. M. Irvine, the junior member of the firm, came to Calgary from St. John, N.B., over nine years ago and was for some years employed as salesman in the store of J. A. Palmer, who at that time conducted a shoe business in the Lineham block. For a number of years past Mr. Irvine was head salesman for Glass Bros. company. Mr. J. P. Hood, for many years one of Charlottetown's (P.E.I.) most prominent business men, is also a member of the new firm. The Douglas store, which Messrs. Hood and Irvine have taken over, is one of the best known stores in Western Canada. It is centrally located in the city, being 107 Eighth avenue east. It is a large, bright, roomy store and fitted up-to-date with all modern appliances.

### SHOEMEN HAVE FINE OUTING

The Sixth Annual Picnic of the shoe branch of the Montreal section, Retail Merchants' Association of Canada was held on July 17th at Otterburn Park, St. Hilaire, in conjunction with that of the dry goods merchants and was attended by about 700 people.

The event, due to the hard work on the part of J. A. Beaudry, secretary of the Retail Merchants' Association, proved a big success.

The special train which conveyed the excursionists left the Grand Trunk station at 9.30 a.m., arriving at the park 50 minutes later, and so well thought out were the plans of the committee that within half an hour part of the list of sports had been started.

Following is a list of prize winners:—No. 1—Girls' race, 50 yards, won by Miss A. Oakes; 2—Boys' race, 75 yards, won by L. Mailloux; 3—Young ladies' race, 75 yards, won by Mary Oakes; 4—(Shoe) Ladies' race, 75 yards, won by Mrs. Aug. Garand; 5—(Dry Goods) Ladies' race, 75 yards, won by Mrs. J. O. Boulerice; 6—Boys', 100 yards, won by H. Gareax; 7—Open to ladies, 50 yards, Miss Y. Huot; 8—Dry Goods men, 75 yards, won by L. Gelinax; 9—Shoemen, 75 yards, won by W. Labrie; 10—Dry Goods travelers and Shoe travelers, tug-of-war, won by dry goods men; 11—Race, open to all excursionists, won by E. Larose; 12—Mixed race, won by Mrs. P. Church; 13—Race, open to journalists, won by H. Barrier.

The prizes were all well worth competing for and everybody agreed that the "best man won" in every case. Representatives of other sections of the Retail Merchants' Association were also present.

A banquet was given in the middle of the day by the committee and was largely attended. After this the pro-

gramme of sports was resumed and prizes distributed at 4.30 p.m. The different contests excited much interest, particularly the tug-of-war, which, sad to say, was won by the dry goods men, although it was not through any lack of effort on the part of the shoemen. Dancing was also held in the pavilion in which an orchestra from the city was stationed. The train back to Montreal left at 6.30, carrying a tired but happy crowd of shoe and dry goods exponents. The picnic committee was composed of the secretary, who ran the events at the park, assisted by D. Demers, J. O. Boulerice, E. Belanger, J. A. Alain, J. Morier, C. R. LaSalle, T. Dussault, L. Adelstein, O. Bernier, A. S. Lavallee, J. G. Watson, P. Robitaille, and F. Morrier on the shoe section and the following dry goods men: Messrs. A. I. Vallieres, J. E. Benard, A. Rouleau, I. Cardin, L. P. Dion, T. Oakes, Eugene Viau, I. Cardin, A. A. Lefebvre, Jos. Corbeil, I. A. Lemay, G. Dany, Ed. Jette, Jos. Filiatrault, Adelard Lesage, Nap. Marcotte, Cos. Ethier, E. Cote, G. Gagnon, J. O. Martineau, J. W. Moreau, E. Bourbeau, H. Lamy, L. M. Cornellier, W. U. Boivin, Of. Legendre, C. Lemire, J. P. Gervais and J. O. Gareau.

### VISITORS TO EASTERN SHOE CENTRES

Among the members of the trade who have been spending several days in Quebec and Montreal recently in connection with spring and summer purchases and in viewing the samples of the different manufacturing houses, were: W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto; C. A. Davies, of Blachford, Davies & Co., Toronto; J. A. McLaren, who also visited Boston; John Abernethy, of D. D. Hawthorne & Co.; Hugh White, Toronto; S. C. Cronk, Toronto; L. Higgins, Moncton, N.B.; R. T. Hayes, of J. M. Humphrey & Co., St. John; E. Rising, of Waterbury Rising, St. John; M. J. Burns, London; J. Damer, of Damer, Lumsden & Co., Vancouver; J. G. Townsend, Hamilton; Philip and Joseph Pocock, of the London Shoe Co., London, who also visited Boston; Horace Weston and W. G. Damer, of F. J. Weston & Sons, Toronto; D. G. Hardie, of John Lennox & Co., Hamilton; R. B. Griffith, Hamilton; Mr. Karn, of the Karn Shoe Co., London; J. B. Jardine, Toronto; C. S. Sutherland, of the Amherst Boot and Shoe Co., Amherst, N.S.; C. E. Sterling, of Sterling Bros., London, and others.

### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

WANTED—Two travelers to represent a Montreal shoe firm in North-West and British Columbia. Apply, giving experience to Box 506, SHOE AND LEATHER JOURNAL.

WANTED—Good accountant. Must have \$3,000 to \$5,000 to invest in shoe manufacturing business. Good proposition to the proper party, who must take full charge of office and financial end of business. Apply to "Manufacturer," care SHOE AND LEATHER JOURNAL, Toronto.

A MANUFACTURER OF BOOTS AND SHOES in Quebec Province employing 150 people, pay roll \$50,000 per year, is looking for a new location. Town must have good shipping arrangements and good electric power with fair fire protection. Correspondent must be the party who can make the bargain, and all correspondence must be strictly confidential. Address, "Business," care SHOE AND LEATHER JOURNAL, Toronto.

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, Ont.



Established Over Half a Century



# Our Brands of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better Shoe Findings, Etc.

THE BREITHAUPT LEATHER CO., LIMITED  
BERLIN - - - ONTARIO

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.

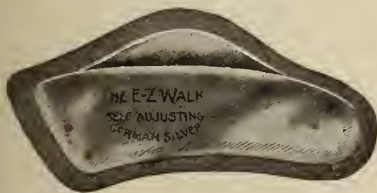
THE R. M. BEAL LEATHER CO. LIMITED, LINDSAY

You'll agree when you've tried them that Logan's Slaughter and Sweat Sole Leathers have no equals for real quality.

Logan Tanneries - - - - Pictou, N.S.

## ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting

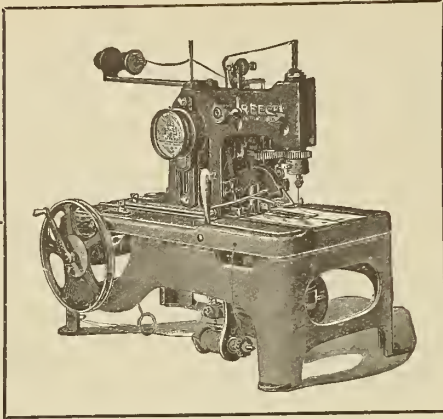


THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

THE E-Z WALK MFG. CO., 33, 35, 37, 39 Sixth Avenue, New York

Small  
Cost of  
Upkeep ;  
Simple in  
Operation



Little  
Noise ;  
High  
Speed  
In Use

## REECE High Speed Button-Hole Machine

is AUTOMATIC, which insures you against careless operators ; no part of the work on the button hole demands the operator's care. Hence the finished button hole is of A1 quality, and it stands wear in use.

WE WILL INSTALL IT ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL** **TORONTO** **QUEBEC**  
 L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
 INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
 REECE BUTTONHOLE MACHINERY CO.  
 WILCOX & GIBBS SEWING MACHINE CO.

## 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 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.

“La Duchesse” Shoe Co.  
 REGISTERED  
 “Successors to B. Vaillancourt”  
 40 Grothe St., MONTREAL

## THE TWENTIETH CENTURY WELTS

you have sold this season will assure you of a good business for the Spring of 1914. There are going to be some really good styles for Spring. Be sure you see them.



Men's Retail at  
 \$4.50 - \$5.00  
 5.50 - 6.00

Boys' Retail at  
 \$3.50 - \$4.00

The  
 C. E. McKeen Co., Quebec

## K. & S.

## Russet Leather Repairer

For mending damages on any kind of Russet shoes

## K. & S.

Manufacturers of

Patent Leather Repairer, Russet Repairer,  
 Patent Russet and Canvas Cleaner, Crayons for  
 Repairing all kinds of Leather, Russet Polish  
 made to match all stock. Bottom, Heel, and  
 Edge Ink, Bottom Stains and Edge Filler.

TRY OUR

## Repairing Crayon

for repairing Vici, Box Calf, Velours, etc.  
 Made in Black, Light and Browns

## KENT & SMITH

71-75 Blake St., Lynn, Mass., U.S.A.



## 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.

## Woven Labels

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL



## SPHINX Shoe Cement Paste

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.

It is a quick, strong and clean adhesive, ready for use.

It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.

It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.

Best for sock linings, as they never loosen.

There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

## J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -- TORONTO

REPRESENTING

**Tetrault Shoe Mfg. Co.**

Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**

Exclusive Children's Line

**Regina Shoe Company**

Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370

## Cheaper Satisfaction



All Leather Fair Stitched

YOUR customer's customer will pay less for more satisfaction if you put **GUAY ALL-LEATHER COUNTERS** in your shoes. It pays.

Prices and Samples on application

**Eugene Guay**

230 St. Marguerite St.  
MONTREAL

We also make Union, Standard and Leather Board Counters

## DUCLOS & PAYAN

Manufacturers of **CHROME SIDE LEATHER**

Box Sides

Velours

Matt and Waterproof Sides

Chrome Sole

Factory and Office, Store, 224 Lemoine St.

**ST. HYACINTHE. MONTREAL**



## McKay Specialists

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

**DUPONT & FRERE**  
301 Aird Ave.  
MONTREAL

THE **AHRENS** SHOE

EVERY PAIR  
SOLID LEATHER

Charles A. **AHRENS** Limited

BERLIN, ONT.  
Manufacturers of  
Solid Leather Shoes

INDEX

PAGE		PAGE		PAGE
53	Ahrens, Chas. A., & Co.....	53	Duclos & Payan.....	11
21	Aird & Son.....	53	Dufont & Frere.....	3
26	Ames-Holden-McCreedy, Limited...	51	E-Z Walk Mfg. Co.....	22
17	Anglo-Canadian Leather Co.....	53	Guay, Eugene.....	Perth Shoe Co..... Inside Front Cover
24	Appelbee & Neuman.....	8	Harney, P. J., & Co.....	Pfister & Vogel..... 21
53	Arabol Mfg. Co.....	7	Hartt Boot and Shoe Co.....	Rideau Shoe Co..... 12
51	Beal, The R. M., Leather Co., Ltd..	53	Heffering, J.....	Robinson, James..... 16
24	Bonner Leather Co.....	6	Independent Rubber Co.....	Sisman, T., Shoe Co..... 22
51	Breithaupt Leather Co.....	52	Kent and Smith.....	Star Shoe Co..... 25
15	Canadian Consolidated Rubber Co..	13	Kingsbury Footwear Co.....	Staynes & Smith..... 54
24	Chicago Tanning Co.....	52	La Duchesse Shoe.....	Tanning Research Laboratory..... 53
54	Clarke, & Clarke.....	51	Logan Tanneries.....	Tebbutt Shoe & Leather Co..... 4
54	Colonial Weaving Co.....	23	Marden, Orth & Hastings.....	Tierney, John A. E., & Co..... 20
19	Cote, J. A. & M.....	17	McDermott Shoe Co.....	Ullathome & Co..... 24
19	Davis, A. & Son.....	52	McKeen Co., C. E.....	United Shoe Machinery Co., of Can- ada..... 10, 14, 18, Inside Back Cover
5	Davis Leather Co., Limited.....	54	Moenus Mach. Co.....	Williams, Walter & Co..... 23
52	Dominion Die Co.....	24	Montreal Box Toe Co.....	Wood-Milne Co., Limited..... 20
9	Dorothy Dodd Shoe Co.....			Young, Richard..... 54
52	Doyle, Thos. C. (reg'd).....			

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

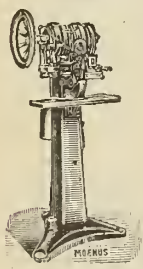
Sheepskins Sklvers "Ryco" Matt Kid

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

**W. H. Staynes & Smith,** **HIDE and LEATHER FACTORS**

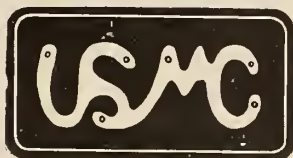
CASH ADVANCED ON CONSIGNMENTS. **Leicester, Eng.** and at Kettering, Northampton Frankfort-on-Maine.

Cable "HIDES," Leicester.



"Moenus" Non-Royalty Welt Fair Stitcher No. 919  
is the best in the market. Write for particulars to  
Moenus Machine Company, Frankfort-on-Main, Germany





**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**

**MONTREAL, QUE.**

**122 Adelaide Street W., TORONTO**

**492 St. Valier Street, QUEBEC**

# How are Miner Tennis going?



Yachting Balmoral

If you're having the same experience as most retailers, your stock of Miner Tennis and Sporting Shoes will need plenty of replenishing now.



Yachting Oxford

Keeping your stock in good shape is the surest method of keeping up your sales. It is not wise to be without some styles or sizes simply because they are sold out.



Sporting Balmoral

Make the stocks at our four branches, and our nine selling agencies mean something to you. Order what you need from the nearest stock—you'll get excellent service.



Sporting Oxford

## The Miner Rubber Co. Limited

Granby Montreal Toronto Quebec

### SELLING AGENCIES:

Jackson & Savage, Limited, Montreal    R. B. Griffith & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B.    F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London    Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



AUGUST 15th, 1913

THE

TORONTO

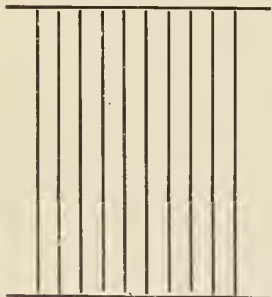
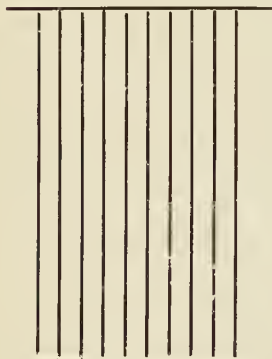
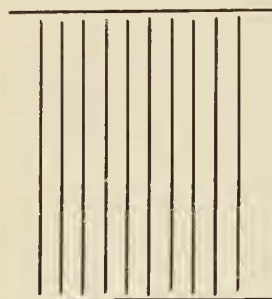
# Shoe & Leather



More News and  
Views on Spring  
Styles

**ACTON PUBLISHING CO., LIMITED**  
TORONTO MONTREAL

# Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer



You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES

The Union employee demands Union made goods. He has been educated to insist on Union stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

## Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN  
General President

CHAS. L. BAIN  
General Sec. Treasurer

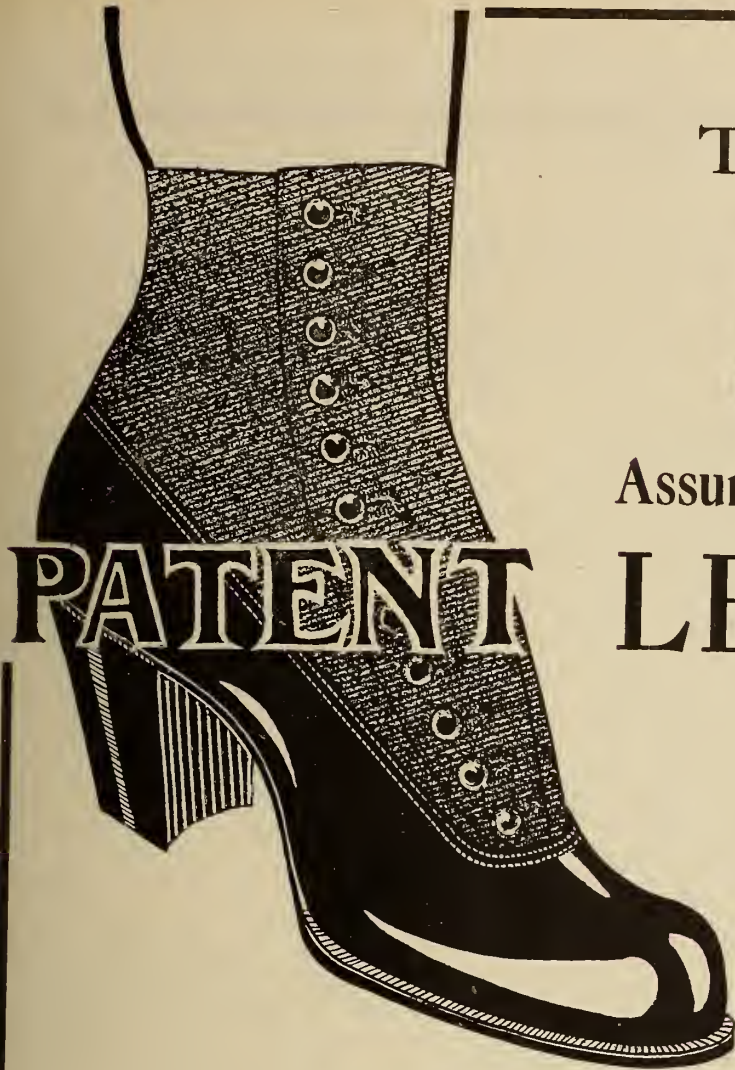


THIS MARK



Assures Perfect Quality in

**PATENT LEATHER**



We operate the largest patent leather plant in the British Empire and our outstanding success is mainly due to the production of patent leather that is absolutely reliable. The use of "A.R.C." Patent Leather means less waste and more profits in your cutting room and assured satisfaction to your customers.

**A. R. Clarke & Company**

Limited

Toronto, Ontario

BRANCHES: MONTREAL AND QUEBEC

## Are you going to cater to the women's trade next Spring?

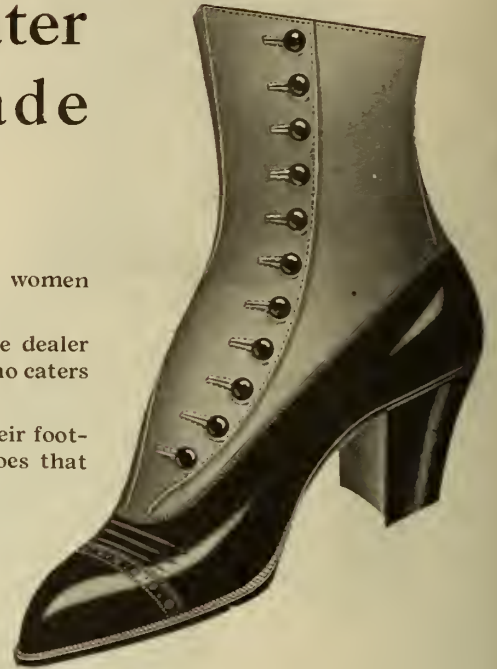
**Y**OUR store and your stock will never be popular with women if you just "keep" women's shoes.

Women's trade is a big factor in any community, and the dealer who succeeds in getting the big share of it is the dealer who caters best to the women.

Because women show so much taste in the choosing of their footwear, and because they are so critical, the making of shoes that really appeal to them is becoming, more and more, a matter of deep study and specialized manufacture.

No manufacturer making a general line of shoes for feet of all kinds can hope to turn out a Women's Goodyear Welt to compare with the Perth Shoe. Not because Perth shoemakers know more about shoemaking, but because they DO know more about Women's Goodyear Welts—and that because of constant study of, and application to, one particular line.

In laying before you Perth samples for Spring of 1914, we do so confident that they show what discriminating women will wear, and are not mere fanciful creations of the last maker and designer



Perth Shoe Company, Limited, Perth, Ont.

Women's Goodyear Welts Exclusively



**R**EMEMBER, the welfare of the whole Perth institution depends on the reception Perth Shoes receive from the women of Canada. That is the reason so much thought and study is given to their production.

**L**INE up this Spring with the dealers who make a success of their women's section. Book a conference with a Perth salesman, and let him give you the reasons that make the Perth Shoe the best women's shoe proposition in the Dominion.



**Don't be  
Receiving Room  
wise, and  
Cutting Room  
foolish**

*It is a "penny-wise" policy that induces a manufacturer to choose one leather in preference to another because the price is a trifle lower. A cheap skin is a cheap skin, no matter where you buy it. If it lets you down easy in the receiving room, it certainly bumps you hard in the cutting room.*

*Davis leathers may cost a little more than inferior lines—but they're worth it. In the first place, they were much better hides, and they've been worked up into much better skins. They've a finer grain and break, are better finished, and far better worked out.*

*While they may lose you a trifle in your receiving room, they pay you well in your cutting room. They are so even that every inch can be used. The skirts, heads, and butts, which, in the cheaper skin are a loss, cut up just the same as the body. In a Davis skin you get paid for every inch you pay for.*

*A little loss in the receiving room means big profits in the cutting room.*

*Matt, Russia and Nigro (Gun-metal finish), you'll need them all for your Spring line.*

**THE DAVIS LEATHER CO., LIMITED**  
NEWMARKET, ONTARIO

# James R

## Sort up your Fall lines

Is your stock of Fall footwear in shape for the coming business?

Soon your stock will be showing signs of your sales of seasonable goods. It will be well for you to see to it now that it is complete, so that you will be able to quickly and profitably satisfy your customers' wants.

At the first sign of a weakening in any line, use my In-Stock Department. Don't wait for a big order, but fill every gap as soon as it shows up. You'll get just as good service on a small order as you do on a large, and you'll have your goods when you want them.

Just imagine this In-Stock Department is a big reserve stock of your own—and go ahead and use it.

182-186 McGil



# binson

## Prepare for Spring business

I'm going to show you soon, one of the most profitable assortments of shoes I ever handled.

Every year, it seems to me, my opportunities grow, and by taking advantage of them I get a better stock of footwear.

For the coming Spring season I have made selections which, I firmly believe, are the best you will be offered. I have chosen partly for style, partly for workmanship, and partly for price.

When you see the samples you will at once realize their sales-strength, and when you hear the prices you will agree that they will be exceedingly profitable.

If you will give my salesman the opportunity he will show you the wisdom of buying from this range.

Street, Montreal

YOUR



**USMC**



**GUARANTEE  
FOR QUALITY**

---

**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC





## These shoes have a certain profit

**S**TOCKING Williams Shoes is like buying a house in a growing town. You're sure of your profit whenever you sell.

The fact that Williams Shoes are bought for service and not for style, makes them sure-profit propositions. You can't buy this Fall styles that will be "dead" next Fall. Every shoe you buy, you sell---and sell at your regular price.

And the beauty of it is that every day Williams Shoes are becoming better known and more popular. It is becoming easier every day to sell them.

When placing this Fall, keep in mind your profits next Spring, and order a goodly assortment of Williams sure-profit staples.

**Y**OU will do well to hear the Williams man's story when he comes to see you. He talks profit for you

**H**OW do you like the two styles shown here? They are both remarkably good sellers, and well-deserving of their popularity



**The Williams Shoe Company**

Limited

Brampton, Ontario

# MR. RETAILER

- ¶ We shall shortly submit our spring samples for your approval.
- ¶ There are reasons for believing they will strike a popular chord.
- ¶ We have infused into them all the shoemaking genius we possess.

## THE COOK-FITZGERALD

London

Visitors welcome at our exhibit in the  
August 23rd to



# EVERYWHERE

☞ There are many new lasts and patterns from exclusive sources.

☞ Reserve your high-grade requirements—we will do the rest.

☞ ASTORIA and LIBERTY on shoes stand for something.

## D COMPANY, LIMITED

Ontario

Manufacturers' Building at the Big Show,  
September 8th



## These shoes have real selling points

Tebbutt Shoes have features that you and your customer will not find in other shoes. These features appeal to men because they give ease and comfort without loss of style and appearance. In selling Tebbutt Shoes you have the assistance of real facts that can be readily understood and appreciated by all men.

The Doctor's Shoe is a water-proofed welt that is absolutely impervious to damp. Both soles and uppers are water-proofed by a special patented process. It is also equipped with a sole, in three parts, that serves to keep the foot at normal heat in both cold and hot weather.

The Professor is the most natural shoe in the world. It is built correctly on anatomical lines, and conforms perfectly to the natural shape of the foot. It has besides a patented cushioned inner sole that makes walking a pleasure and calloused feet unknown. It is the shoe of real comfort.

Both these shoes are good representatives of the Tebbutt line, and have the advantage of carrying distinctive labels which aid you in making repeat sales.

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1908 1909  
NON  
PERSPIRO

THE  
*Professor*

PAT. NO.  119409  
GOLD CROSS  
SHOE

The Tebbutt Shoe & Leather Co., Limited, Three Rivers, P.Q.



*Tanners of* MAPLE LEAF BRAND Oak, Union and Hemlock Sole. Output 20 Million pounds. Capacity 1,250,000 sides.



*Cutters of* MAPLE LEAF BRAND Tapsoles, Top-pieces, Outsoles, Etc. The Largest Sole Leather Tanners in the British Empire.

*Tanneries:*

Huntsville and Bracebridge

*Warehouses:*

Montreal Toronto Quebec



Our Exhibit of Sole Leather—South East Corner Manufacturers' Building  
Canadian National Exhibition



*Let your profits  
customers profit*

It takes a good, solid specialist  
wear to give you a profit worth  
tee satisfaction to you and your cut

The new Cleo styles are very work  
essential of shoe value—Style—Fit—

*The Cleo Shoe  
Company*

*London,  
Canada*



*Also bring your*

red foot-  
and guaran-  
.  
le in every  
vice.

See Cleo  
Styles for  
Spring 1914



## Many Calls Will Be Made Upon You For



### What Sizes and Styles do You Require?

If you sold FLEET FOOT last year you *know* that demand for this brand is greatest during August and September.

The reason for this is obvious. Most people take their vacations during these months, and summer sports are in full swing.

This year FLEET FOOT is more popular than ever before and sales have been immensely greater---due to the splendid wearing qualities of the shoes themselves, and the fact that their merits are being advertised in 1000 Canadian newspapers.

### You can make these next two months show Bigger Sales and Bigger Profits by meeting the demand for FLEET FOOT

There is no "slow season" for the dealer who handles FLEET FOOT. The demand is steady and sure and continues right up to the Fall. And you don't have to overstock to keep your lines complete---because our unequalled service enables you to get the sizes and styles you require in the shortest possible time.

Send in your order---large or small---to our nearest branch, and it will get instant attention.

**FLEET FOOT will Give You the Results You are Looking For**

## Canadian Consolidated Rubber Co., Limited

SALES BRANCHES:

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





Patent Colt

Spring  
Styles



Dongola Kid

For  
1914



Gun Metal Calf

# THE PRESTON SHOE

ALL SOLID LEATHER

Men's Winners at \$3.50

Women's Hot Sellers at \$3.00



Gun Metal Oxfords



Home of the Preston Shoe



Patent Pump

All Up-to-date for  
Spring

Nine New Lasts

Wait and see them. Our travelers will call on you with a full line of Spring Footwear. Prices Right.

## Solid Leather Shoe Company of Preston, Limited

PRESTON, ONTARIO, CANADA



Tan Calf

We study  
the  
wants  
of the  
people



Velour Calf

Preston  
Shoes are  
complete  
Fitters and  
give  
Satisfaction



Tan Calf

The "Imperial" Shoe  
"Beaver Brand" Shoe

Come on up and see  
these good values

**The "Varsity"  
Shoe**  
Men's, Boys' and  
Youths' McKay  
Sewed

**"Little  
Canadian"**  
Fine Shoes for  
Misses and  
Children

**"Maple Leaf"  
Brand**  
Solid Leather  
Heavy Shoes

**"Elmira" Felts**

**"Moose"  
Moccasins**

If you visit the Canadian National Exhibition this year, do not fail to drop in on us and see what we have to offer. We are creating a number of exceptional opportunities which it will well repay you to look over.

Our traveling staff will be right there with the "glad hand" to meet all their friends, and to give personal attention to their orders.

Whether you wish to order, or whether you merely wish to see what we have, come up and look us over, anyway.

You're all welcome!

Remember this address:

**30  
Front Street  
West**

**"Beau  
Brummel"  
Shoe**  
Men's Special  
High Grade  
Goodyear Welts

**"Kant Krack"  
Rubbers**

**"Dainty Mode"  
Rubbers**

**"Royal" Brand  
Rubbers**

**"Bulldog"  
Brand  
Rubbers**

**Trickett's  
Slippers**

**McLAREN @ DALLAS**

Wholesale Distributors

**BOOTS**

**SHOES**

**RUBBERS**



# Kant Krack

# Dainty Mode

## Is your stock in shape for the wet weather that is coming?

In a month or so more wet weather will be with us. Is your stock in shape to stand the run which will then be made upon it?

There are liable to be holes in the best assorted stock, and there is always the possibility of being low on those styles, shapes, or kinds that promise to sell best. A little time spent on your stock now, may save you a great deal of worry, and actual money loss when the Fall season is on. By sorting up now with **Independent Brands** you place yourself in a position to handle to the best advantage the trade of the coming Fall season. You will then be able to supply the demand for up-to-date shapes in the most approved styles. You will give the utmost satisfaction, and earn a profit that is surely worth while.

You do the best thing for your rubber trade when you stock **Independent Brands**.

Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside & White	Toronto, Ont.
Kilgour, Rimer Co., Limited	Winnipeg, Man.
The J. Leckie Co., Limited	Vancouver, B. C.
The London Shoe Co., Limited	London, Ont.
McLaren & Dallas	Toronto, Ont.
James Robinson, Esq.	Montreal, Que.



**Independent Rubber Co., Limited**  
**Merritton, Ontario**



# Shoe Machinery

For Every Department  
FROM  
Lasting to Finishing

TRADE



MARK

GOODYEAR  
WELT and TURN  
SYSTEMS

Consolidated  
HAND METHOD  
Lasting Machines

MODEL-C  
IDEAL CLICKING  
MACHINES

RAPID STANDARD  
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

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



# "STAR" Brand Shoes Are Popular

Therefore you should see that your stock for spring, 1914, contains plenty of these ready sellers in all lines. They are good for repeat business every time.



Pump, No. 34 Last

Note our Growing Girls' Last, No. 34, illustrated herewith. Just the thing to build up a growing girl's trade; neat, comfortable and stylish; comes in button, blucher, bals and pumps, in all leathers.

Our travelers are going out shortly. They will show this and other stylish lasts. Wait till you see them before you order.



Button, No. 34 Last

**We Guarantee Prompt Delivery for  
Spring Season**

## STAR SHOE LIMITED

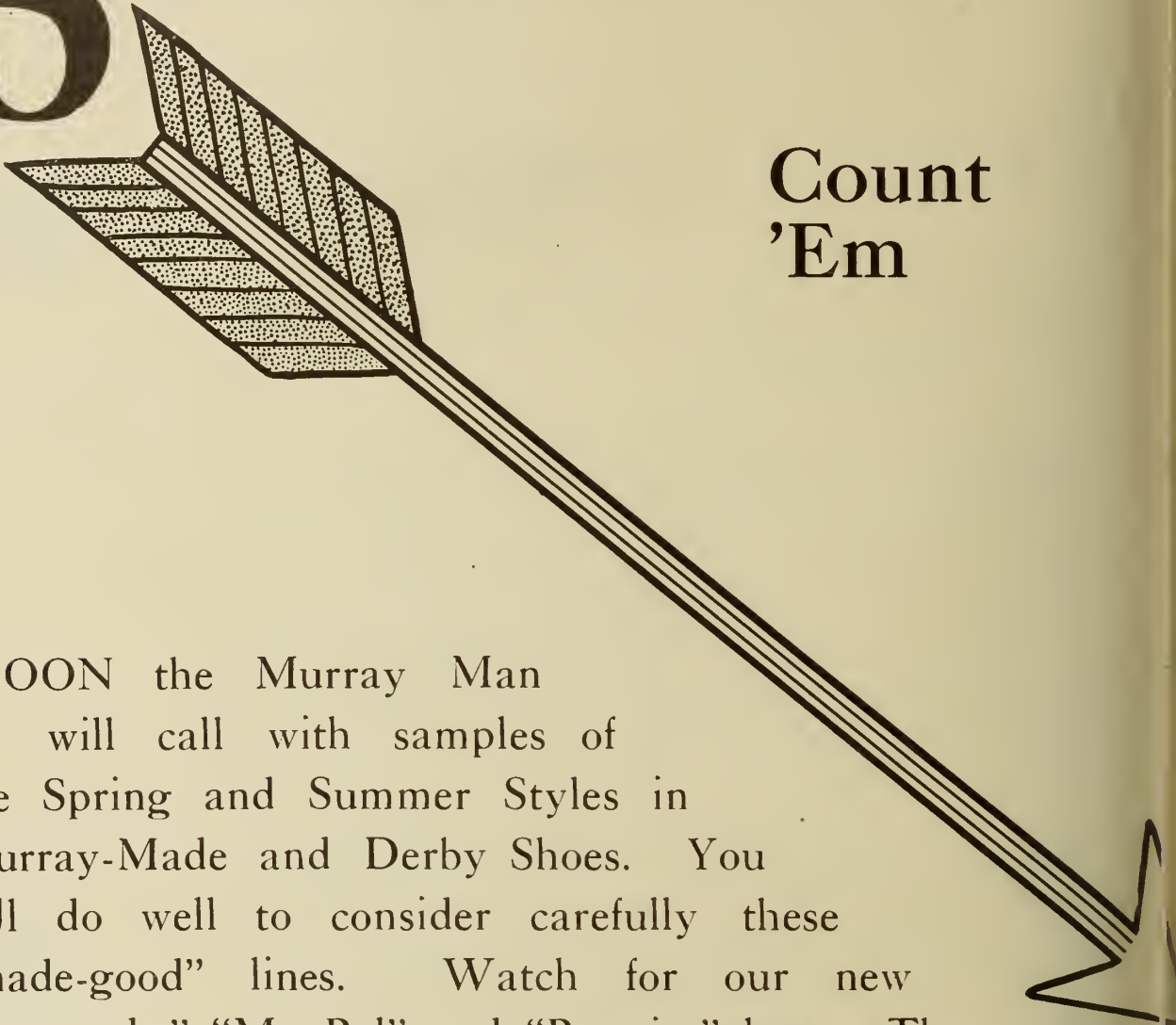
### MONTREAL

Makers of "Star" Brand Shoes

City Agent: MEDARD GAUTHIER, 16 La Patrie Building

# 5 Reasons Why

Count  
'Em



SOON the Murray Man will call with samples of the Spring and Summer Styles in Murray-Made and Derby Shoes. You will do well to consider carefully these "made-good" lines. Watch for our new "Stampede," "My Pal" and "Premier" lasts. The three new Models for Big Spring Business.

**The Murray Shoe Company, Limited**  
London, Ontario



DERBY



MURRAY-MADE

Individuality of  
Style

Superiority of  
Materials

Expert  
Workmanship

Long Profit  
Qualities

Guaranteed  
Satisfaction

# P. J. Harney Shoe Company

LYNN, MASSACHUSETTS

## SEASONABLE SHOES

IN STOCK—READY FOR IMMEDIATE DELIVERY

*All Shoes Illustrated are Women's Goodyear Welts*

HIGH IN QUALITY - - - - - LOW IN PRICE

ORDER BY STYLE NUMBER



Style No. 806	Tan Russia Calf. Button Boot.....	44 last, 15-8 heel, Price, \$2.60
900	Cloth Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price, 2.25
923	Cloth Top Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
940	Mat. Top Patent Colt. Button Boot.....	44 last, 15-8 heel, Price 2.25
941	Mat. Top Gun Metal. Button Boot.....	44 last, 15-8 heel, Price 2.25
954	Gun Metal. 3 Eyelet Sailor Tie.....	33 last, 14-8 heel, Price 2.25
955	Tan Russ. Calf. 3 Eyelet Sailor Tie.....	33 last, 15-8 heel, Price 2.25
960	Patent Colt. 3 Eyelet Sailor Tie.....	99 last, 15-8 heel, Price 2.25
962	White Nubuck Seamless Pump.....	67 last, 14-8 heel, Price 2.25
963	Gun Metal Seamless Pump.....	67 last, 14-8 heel, Price 2.25
964	Gun Metal Seamless Pump.....	84 last, 12-8 heel, Price 2.25
966	Mat. Top Patent Colt Button Oxford.....	44 last, 15-8 heel, Price 2.25
967	Mat. Top Gun Metal Button Oxford.....	44 last, 15-8 heel, Price 2.25

Carried in sizes 2½ to 7—A, B, C and D widths

SEND ALL ORDERS TO LYNN, MASS.

# P. J. HARNEY SHOE COMPANY

*Manufacturers of Women's Fine Shoes*



# Three Kingsbury Creations for Spring—



Pump, Patent, 15-8 Heel, Plain Full Toe, Jet Ornaments, and Tongue.

Not the best we have, but fairly representative of the large number of down-to-date styles making up the Kingsbury selling line for Spring, 1914.



Patent Button, Moderately High Toe, 14-8 Heel, Corded Cloth Top.

You, Mr. Retailer, can find just what your trade demands in this complete range—every shoe a splendid seller.

Look For Our Representative in Your Territory—

J. D. CAMPBELL, Maritime Provinces  
 A. J. PINNISONNEAULT, Québec Province  
 J. A. MALBOEUF, City of Montreal  
 R. B. CHALUE, Province of Ontario  
 W. E. SHORT, from Pt. Arthur to the Coast  
 (assisted by R. G. PERCIVAL).



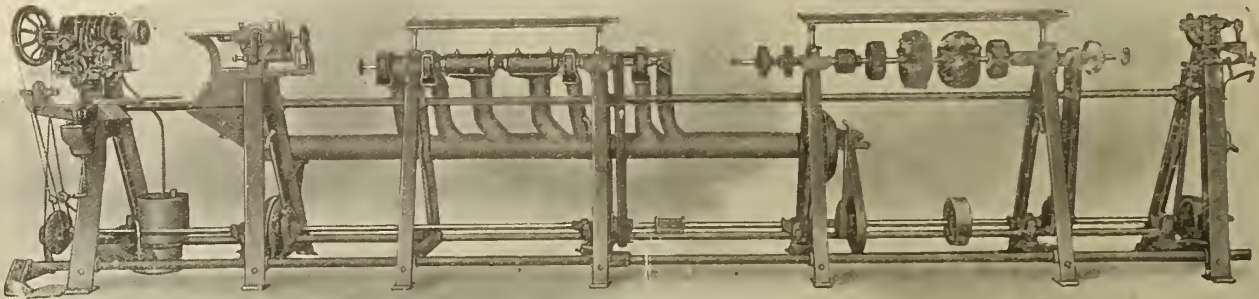
Button Oxford, Patent, Grey Suede Top, and Grey Buttons, 12-8 Heel, Modified Toe.

Kingsbury Footwear Co., Limited

*Specialists in Ladies' Footwear*

MONTREAL

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# The Big IN-STOCK Shoe House

"Pug"



Gun Metal Blu. Oxf. Pug Last

"Kummer"



Patent Calf Butt. Oxf.  
Kummer Last

The beauty about our in-stock proposition is that you never have any accumulation of old stock on your shelves. You can order just what you need for a short time ahead, then duplicate as often as desired. Our quick sorting service makes this plan perfectly practicable, and very many retailers throughout Canada avail themselves of it.

Remember that Ames-Holden-McCready shoes are made in 3 specialized factories, which means that skill and workmanship are evident in every shoe turned out.

Try the Ames-Holden-McCready service, and you will realize that it pays to deal as much as possible with one large firm that is in a position to meet your every need.

## Ames-Holden-McCready, Limited

Montreal - St. John - Toronto - Winnipeg

Calgary - Edmonton - Vancouver

# 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.

Don't  
worry  
about  
tight  
money

Sales of Aird Shoes are not affected by the style changes, or tight money markets. People must have shoes, and it's the common sense lines like Aird Staples that bring the steady business. There are no lean seasons with Aird Shoes.

Aird & Son, Montreal

Makers of Men's, Women's, Boys'  
and Youths' McKays and Turns





# Our Spring Samples Are Now Ready

In a few days our representatives will be on the road with an especially good line of Women's Shoes for spring selling. Included in this line are several new lasts and styles in various leathers that are sure to prove excellent sellers. In Women's Pumps we have an especially fine assortment. Ask, also, to see our Men's Pumps. This is a new departure with us. We know you'll like them.

**McDermott Shoe Company**  
Women's Shoe Specialists  
Montreal

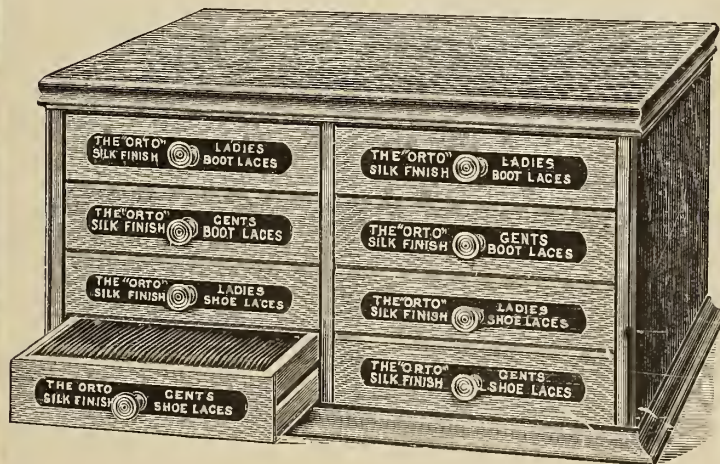
## THE ORTO SILK FINISH LACES

IN ALL LENGTHS AND WIDTHS

The BEST Lace MADE

Put up in the BEST WAY

Giving YOU the BEST PROFIT



The Orto Cabinet keeps *all* the laces clean and each kind by itself. Laces are sold in single gross of any length or width or in cabinets, assorted.

**L. H. PACKARD & CO., Limited**  
MONTREAL Canadian Distributors QUEBEC

## Four Leathers of which we are proud

Specializing on these four leathers has enabled us to put into them a quality that could not otherwise be attained. A trial of any one, or all, of these leathers will prove this to your entire satisfaction.

**Moscow** A really high grade Chrome Leather that can't help but prove satisfactory. Box or Plain Dull Finish.

**Nechro** A proven substitute for high priced Chrome. Has stood five years of tests in the largest factories in America.

**Brown Russett** You have never seen its equal for the price. A really good tannage, and a mighty economical leather.

**Flexible Splits** A leather we can give an extra recommend. Has always proved eminently satisfactory. For either Welts or McKays.

*Get quotations and samples.*

**C. MOENCH SONS CO.**

117 Beach St., Boston

GOWANDA, N.Y.  
SALAMANCA, N.Y.  
ALPENA, MICH.

BOSTON, MASS.  
CHICAGO, ILL.  
ST. LOUIS, MO.

## RIVET SHANK BUTTONS OF QUALITY AND STRENGTH

Made with shanks that built a world-wide reputation

**PEARL IVORY  
PEARLUSTRE**  
The **WRIGHT** Button

The tremendous increase in our business necessitated a larger building

NOTE NEW ADDRESS

**Appelbee & Neuman**  
**23-25 Greene St.**  
**New York City**

## CANADIAN NATIONAL EXHIBITION

This is "Expansion Year" at the greatest Annual Exhibition in the world. A magnificent Live Stock Building has been erected, a new plaza with band stand has been laid out, a new Midway, new paved streets, and practically all of Garrison Common is now part of the grounds. There will be more attractions than ever, and better ones, including over a score of bands, Cadet Drills, Musical Ride, Hippodrome, Auto Polo, The Burning of Rome, The Withington Zouaves, Athletic and Aquatic Sports, Whippet Races, Etc.

Watch for this newest one at the evening performance

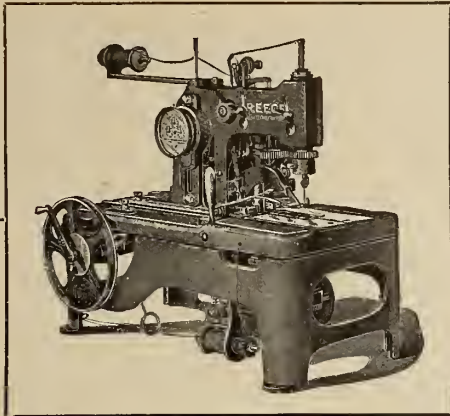
THE MUSICAL SURPRISE

Reduced rates on all railways.

**T O R O N T O**  
**AUGUST 23---SEPTEMBER 8**



Small  
Cost of  
Upkeep ;  
Simple in  
Operation



Little  
Noise ;  
High  
Speed  
In Use

### REECE High Speed Button-Hole Machine

is AUTOMATIC, which insures you against careless operators ; no part of the work on the button hole demands the operator's care. Hence the finished button hole is of A1 quality, and it stands wear in use.

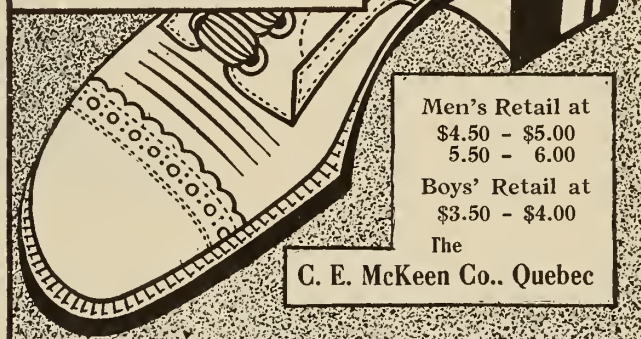
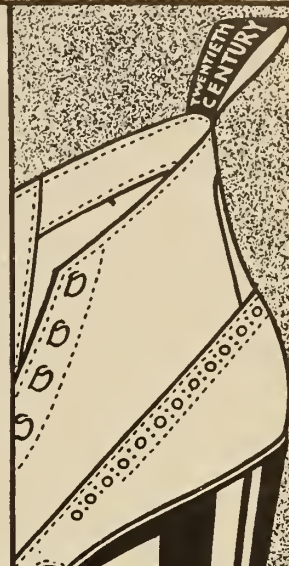
WE WILL INSTALL IT ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**  
 L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
 INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
 REECE BUTTONHOLE MACHINERY CO.  
 WILCOX & GIBBS SEWING MACHINE CO.

### THE TWENTIETH CENTURY WELTS

you have sold this season will assure you of a good business for the Spring of 1914. There are going to be some really good styles for Spring. Be sure you see them.



Men's Retail at  
 \$4.50 - \$5.00  
 5.50 - 6.00

Boys' Retail at  
 \$3.50 - \$4.00

The  
**C. E. McKeen Co., Quebec**



### BOX TOES

Leather, Cork, Waterproof, 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

## "LOGAN'S—The Leather of Quality"

Logan's Slaughter and Sweat Sole Leathers are proving to shoemakers that there's a deal of truth in this slogan

LOGAN TANNERIES

PICTOU, N.S.

# 10 New Lasts for Spring



**O**UR travelers will be on their way to you within the next fortnight with a splendid line of Spring samples—we can truthfully say ‘the best ever’—including ten new lasts.

Five of these lasts will be in Men’s Shoes, and five in Women’s. We will tell you more about them in the next issue. This is merely a foreword that you may know what to expect.

Our Women’s Shoes this season will be fully as stylish and attractive as our Men’s lines. We’re making a special effort along women’s lines. Need we say more?



*The Rideau Shoe Co., Limited - Montreal*



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 16

TORONTO, AUGUST 15th, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Button Styles Still Reigning Favorite With Women

The Different Kinds of Leathers and Lasts That Are Being Offered—Pumps Will be Among the Winners—Characteristics of Medium and High Priced Lines—A Few Words of Advice on Buying Right Kind of Goods

Practically all of the shoe factories will have their spring and summer samples completed by the end of the present month. A number of producers already have all their lines finished, and their travelers are now on the way to the West with as smart and representative lines of footgear as have ever been presented to the Canadian trade. As already pointed out in previous issues, the styles for this



COMBINATION PUMP OF GUN METAL AND GREY BUCK  
BY KINGSBURY FOOTWEAR CO.

spring show less radical changes than they have for some time. The condition of affairs will be welcomed by the retail trade. The elimination of "millinery" and "freak shoes" is particularly noticeable, and very few are seen except for display purposes or brightening up the line of samples, with a touch of color and variety.

Buying for spring is always an anxious period for the average shoeman, but he can profit by each succeeding experience if he has been a close student of the styles and leathers which his trade has most demanded. He should not let his judgment be warped by prejudice, dislikes or whims. The safe thing for him to do is to proceed upon definite knowledge and not guess work. If he has been "stuck" a few times he will move cautiously, yet at the same time cover his needs sufficiently if he will but exercise good clear head-work, and keep his wits about him.

Talking with a traveler the other day, who has been in the retail line himself, he said that the great mistake made from the latter standpoint was that the average shoe merchant sought to do his buying too quickly. By that he meant that the purchaser did not take the proper length of time. He was too anxious to get from the sample room and back to his store for fear he might lose the sale of two or

three pairs of shoes. He evidently forgets to consider that he is placing an order for several thousand dollars' worth, and even if he has to close his shop for a few hours it will well repay him, providing he buys right and intelligently.

### Do Not Scatter Too Much

The trouble with a great many buyers is that they seek to have a little of everything in stock which often results to their sorrow. They worry too much in advance about what is going to be the go when, if they had kept a close tab and check on stock, they would definitely possess all the data by which to move for the next season. Another representative remarked, "It is a fine thing to have every style in demand and to be up to the minute. It seems to be a trying position



WOMAN'S PATENT BUTTON, DULL CALF TOP, FANCY BOXING  
BY THE JOHN McPHERSON CO.

to miss sales by not having what the people call for. It is much better however, to pass up a few of these sales than to guess wrong by speculating too far in advance on novelty styles and have a lot of left overs on the shelves at the end of the season."

It is always well to remember that the bulk of the ordinary shoeman's business is done on staple styles. These are the ranges which turn over frequently and give him his bread and butter, that pay his rent, light, heat, wages, insurance

and taxes. A good season's clean up on these is far better than to have a miscellaneous collection of which not more than seven or eight pairs, or perhaps a dozen at most, have been sold out of each case lot. Of course, no hard and fast rule can be laid down for buying, any more than one could establish a certain diet for all individuals or make regulations regarding the weight and texture of the garments that they must wear. It is always well, however, for the average establishment to go by past records and to cut out haphazard methods and mere guess work. Your stock records or sheets, if kept thoroughly, are a good compass and log by which to steer next season's business voyage.

The buyer who understands his own local conditions



WOMAN'S PATENT BUTTON, RECEDING TOE, MAT KID TOP, 12-8 HEEL. BY THE PERTH SHOE CO.

in selling shoes and who is fairly familiar with the general trend of styles can place his orders for spring with comparative safety. Although much has been said on the different offerings for spring, a few general facts may be laid down for the guidance of the retail shoeman.

#### Buttons Will Be Winners

In the first place, buttons will still be the leaders in women's shoes. This is evident by the fact that all manufacturers of feminine footwear are showing from fifty to eighty per cent. in button styles, carrying tops from six to eight inches and from ten to the popular fourteen buttons, with heels inclined to be a little lower.

In low cuts there is sure to be a good demand for pumps, with buckle ornaments of various kinds predominating. Low cut offerings are shown with separate attachments of pretty patterns and devices, the selection being left to the purchaser. In many quarters it is believed that the Colonial pump will have a large call. It may be remarked here that since pump lasts have attained such perfection of fit, comfort and ease, this mode of footwear will certainly be in active requisition during the summer season on account of its lightness, daintiness, and smart effect generally. In lace oxfords, there will likely be the usual number on the flat last and low heel, but it is doubtful if the demand will be at all heavy. Most of the manufacturers seem to think that the three, four and five button oxford will prove a winner. It is dressy, natty and comfortable.

Regarding leathers in women's styles, patents bid fair

to be a strong favorite, but gun metal and dull calf appear to have the largest showing. The number of tans as seen in various samples is fair, and no one can tell just yet whether the demand for them will be at all pronounced. Cloth tops have received a good send-off this season and their popularity it seems will be increased, as from a style standpoint they are attractive. There is only one danger, however, and that is, do not buy a shoe with a fabric top that is made of cheap material or that will not retain its shape or looks. It is far better to adhere to all leather lines than to take any risk regarding topplings of doubtful qualities.

White footwear of all kinds has been in very lively demand this season, and the manufacturers and jobbers of nubuck, white canvas, poplin, and other lines have long since run out of sizes and assortment. There appears to be an attempt to place colored suedes on the market, and some manufacturers are showing half a dozen hues, blue being the favorite.

#### The Styles in Women's Lasts

Regarding lasts, the moderately high toe or the semi recede round toe with a short vamp, seems to be well established with the majority of consumers, but in the exceptionally high grade lines the long, pointed, narrow recede toe will command a big sale. Some of these lasts are decidedly artistic, and carry dignity and grace in every line and curve. The attempt to introduce the straight, flat English last has not met with any great favor. In pedestals one may see on many of the spring offerings the kidney heel and whether it is a passing fancy or whim only time will tell. It is said to be eminently satisfactory when used on turned footwear in the higher grades.

In men's styles practically the same leathers will prevail as last season. In the higher grade shoes bals are being largely shown on recede toe lasts with low heels, wide shanks and flat tread. There is no doubt judging from the samples



TAN CALF BAL, SEMI-RECEDE TOE, PLAIN STITCH TIP, LOW HEEL BY SLATER SHOE CO.

shown and the expression of retailers in various parts of the country that the moderate toe, in many cases quite wide and full, is well adapted to lace patterns and will continue to sell in volume in medium priced lines. It is believed that gun metal will have the largest call in leathers, but that tans will still continue to command a measure of attention. Of course, for dress occasions and evening wear, there is nothing like patent leather. In the low cuts for men some button oxfords are shown, and in toes, heels and finish, generally resemble the high cut lines.

In this issue a number of leading manufacturers, whose

(Continued on page 47)



# Weekly Half Holiday Should Be Made General

Far Better Than Letting Members of the Staff Off on Different Days—Leading Eastern Shoe Manager Disapproves of Approbation but Stands by Repair Department—Special Sales Favored but no Big Clearance Events

"There is no doubt that the approbation evil is about the worst thing that stores in small towns have to contend with, and it seems to be increasing. It is especially bad in this town. I waited on a lady not long ago and took particular pains to give her a proper fit, showing her about everything we had in stock. After I had given her an excellent fit, and had, as I supposed, suited her, she said she guessed that she would have several pairs sent up to the house. I had then spent about 45 minutes with her." So spoke W. G. Miller, manager of the retail department of the Amherst Boot & Shoe Co., Limited, Amherst, N.S.

He succeeded B. B. Black in April last, who had been in charge of the store for the past twelve years and who was transferred to the wholesale department of the firm. In announcing the change, the Amherst Boot & Shoe Co. said:—"The cash system is now being generally preferred in city trade by both buyer and seller. All accounts will henceforth be rendered monthly for settlement and a strict observance of this rule is expected."

## Crowding Too Much in One Day

Amherst is a great Saturday business town, caused, no doubt, by many of the big industries paying at noon on that day. This necessitates five extra clerks in the Amherst retail shoe store, making a force of ten in all, and even with this number, customers cannot be handled properly.

Mr. Miller has some ideas of his own which he has

carried into practice with considerable success since assuming the management. He is a great believer in special sales, but not in big clearance sales.

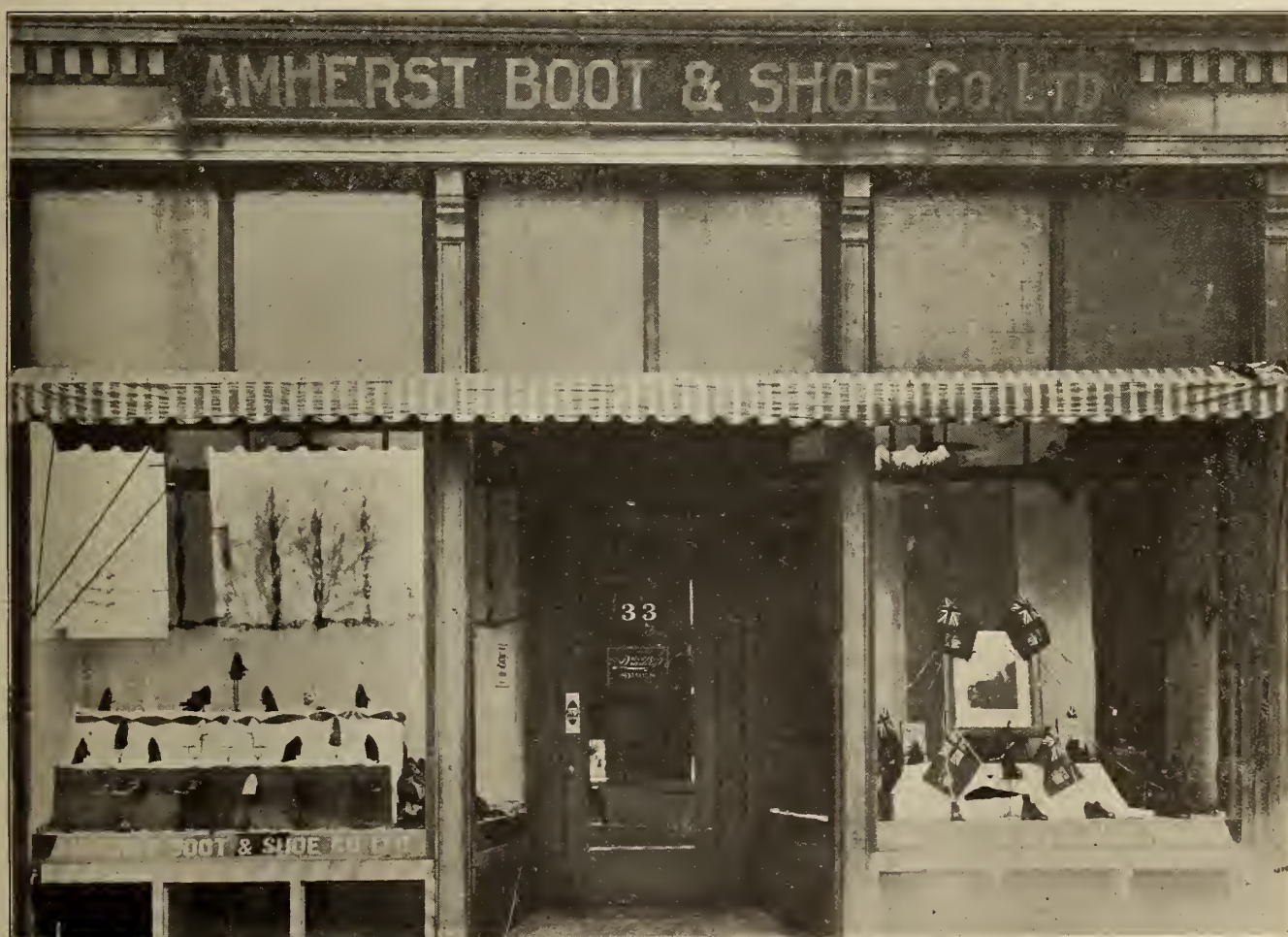
"There should," he said, "be no cause for the latter, if your stock is watched closely. A poor seller this season should be placed on the bargain table at once and cleared out at cost, rather than put away on the shelves and held for regular profit next year. Special Saturday sales can easily be held and regular profits obtained by careful buying and advertising.

"To my mind the main thing in running a successful shoe store is a good system in every detail of the business. When this is once inaugurated, the expense and losses will soon begin to melt away."

## Believes in General Half Holiday

Another thing Mr. Miller believes firmly in is that a shoe store should close half a day each week. The system at present prevails in the Amherst store is for each salesman to have half a day off during each week of the summer months. If they were all allowed half a day together and the place closed, regular work would not be interfered with.

The accompanying illustrations afford some idea of the attractiveness and spaciousness of the retail branch of the Amherst Boot & Shoe Co., which was incorporated in 1867. The basement is finished for a reserve rubber stock room. There the stock of heavy gum goods and shoe packs is held. On the first floor above, there is the reserve stock



THE FRONT OF THE RETAIL DEPARTMENT OF AMHERST BOOT AND SHOE CO.



room for leather goods. Here they also mark and keep all new goods rather than clutter up the sales room. On the second floor is the shoe repair department, two shoemakers being employed with as much work as they can possibly handle.

"Yes," added Mr. Miller, "I believe this department, if managed properly, is one of the best advertisements obtainable for an up-to-date footwear store, but it must be watched closely and repairs promised at a certain time, must be ready at that time."

The store is about 40 feet deep by 16 wide. Separate chairs are used for fitting, as the majority of both ladies and



W. G. MILLER  
MANAGER RETAIL DEPT. AMHERST BOOT AND SHOE CO.

gentlemen prefer a seat of this kind where they can move around as desired. The establishment closes the year round at six o'clock, except on Tuesdays and Saturdays. Amherst has no weekly half holiday. On Tuesday night the store closes at 8 and on Saturdays, the doors are locked sharp at 10. Mr. Miller says that personally he cannot see any advantage in keeping open on Tuesdays, as practically all they have to do on that night is to exchange goods bought on Saturday.

"Yes," he added, "Most of us agree that if a business does not increase at least a little each year, something is wrong, and every year, for different reasons, the working hours are usually a little less than the previous year. Now, if this is the case, why are there so many merchants who never want to shut up their premises until the last minute, or give their clerks a holiday? My answer is that these merchants must be dead ones."

#### A Well Rounded Insight

Mr. Miller was first introduced to the shoe game in 1902, in Fredericton, when he entered the employ of M. L. Savage. He remained with R. B. Van Dine when the latter took over the store in 1903. In August, 1906, Mr. Miller went to St. John, to take charge of the ladies' department of the then new Slater shoe store. He remained there until March, 1908, when he returned to Fredericton to take charge of the women's section for Mr. Van Dine. The latter is looked upon as one of the most progressive and shrewdest shoe merchants of the east. Mr. Miller came to Amherst early this spring to assume his present duties. He has a record as a faithful and obliging salesman and as a capable manager, and under his direction, the patronage of the retail

department of the Amherst Boot & Shoe Co. is constantly increasing.

## Hiring a Man to Be "Fired"

A lady customer came into a large city shoe store, called for the manager and angrily demanded information why it was that the shoes which she had ordered the day before had not been delivered at the hour she specified. She was much worked up over it, so much so, in fact, that the manager called the clerk who waited on her and requested an explanation. He reported that he had given the shoes to the chief delivery man at the proper hour to insure their delivery, whereupon the manager called for Johnson, who in this particular instance will impersonate the delivery man.

"Why did you not deliver Mrs. Smith's shoes at the appointed time, Johnson?" asked the manager.

"The boys were all out sir, and I couldn't go myself, just then. I thought it would be just as well to deliver the goods early this morning," replied the villain of the plot.

"This is not the first time you have made an effort to run our establishment for us, Mr. Johnson, and we will not put up with it any longer. You may go to the office and get your salary due at once."

"Now that's too bad to cause so much trouble," chimes in the customer at this point. "I really don't want this man to lose his position just on my account."

"That's all right, madam," replied the stern faced manager, who was used to this sort of thing. "We cannot allow our good name to be dragged into the mire by the faithlessness of our employes, and this man has been an offender of some long standing."

Meantime, Johnson had gone up to the back room, got his hat, and coat and after apologizing to the lady for having inconvenienced her, left the manager with a "Good day," at the same time opening a pay envelope in order to carry out the effect of the actual discharge. He then disappeared through the front door. In fifteen minutes he is back at his



INVITING INTERIOR OF THE AMHERST BOOT AND SHOE CO.'S STORE

desk ready to be "fired" again for a more or less urgent cause, and to please certain pernicky people.

While this incident is truly laughable, it does more or less illustrate a happening which might be brought about in the larger stores and which would, undoubtedly, work like a charm on many fussy customers. In the shoe business such action on the part of a manager would, undoubtedly, satisfy a cranky customer who suddenly found her shoes arriving a few hours late or who did not get the size she asked for, or for some other alleged slight.



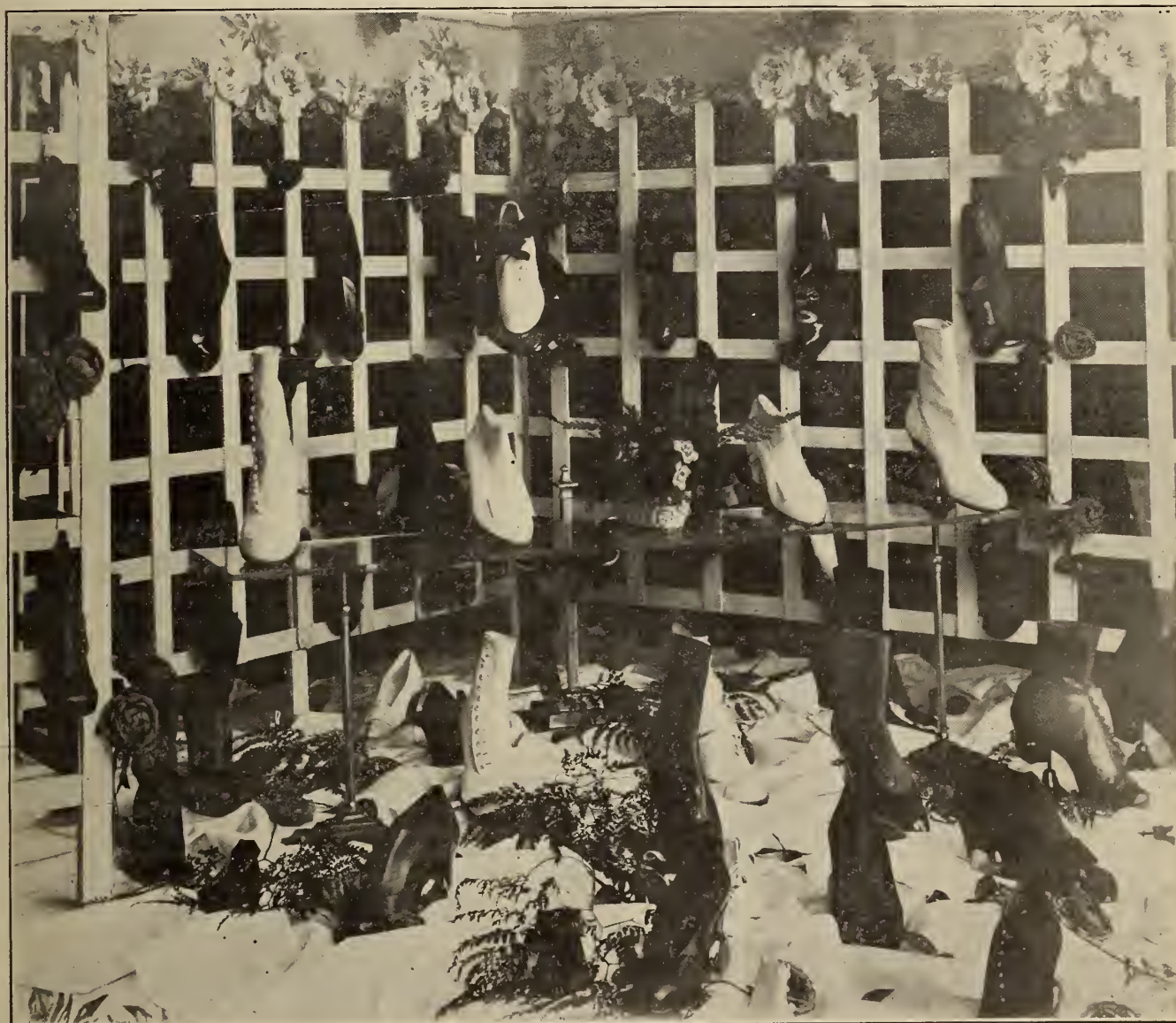
# Remedying Some Evils in Retail Shoe Trade

## TOO MANY FREAK SHOES

We are not living today as in days gone by. Then a customer would come in your store and ask for a heavy shoe. He got exactly what he asked for and he was satisfied. If he inquired for a medium weight, you knew exactly what to get him, or a pair of Sunday shoes for best. These used to be about the three ranges the retail shoe man had to handle. It was a very easy matter to satisfy a customer, but now every year brings a change of lines and styles, and to my mind, this is one of the greatest abuses in the retail shoe trade today. You probably buy twelve pair lots of three or four different lines of ladies' shoes, and sell out of one line 5 pairs, another 3, another 2 pairs, then you have left 7 pairs, 9 pairs, and 10 pairs, and its up to you to get your money out of these. How are you going to do it? Styles have changed since you bought. People now-a-days will not buy a good shoe at a

bargain, the way they did in years gone by, so you have to almost give them away or send them to some commission house to dispose of at a great loss.

How to remedy this would be—don't buy so many freaky shoes, but deal more in staple lines. Don't listen to customers telling you what to buy, for if you purchased the very thing they told you, they never want it when they see it, and get their hands on it. I know this for a fact. I had a lady just one week ago today come in for a pair of tan bluchers, low heel, and high toe. I had not this shoe in stock, but went out and did my best to procure it, but such a shoe was not to be had in town. I then did my utmost to sell her a tan button, but it was no use. She said that nothing but a tan blucher, low heel, would do, so I said that I would send and have them for her. She called today for the shoes, and they fitted her perfectly, but when she was



AN ATTRACTIVE AND IMPOSING WINDOW DISPLAY OF WOMEN'S SHOES, RECENTLY MADE BY THE PARROTT SHOE CO., OF REGINA, SASK., THE MEMBERS OF WHOM FORMERLY CARRIED ON BUSINESS IN CHATHAM, ONT.



paying for them she said that she did not like them and wished she had got a black pair.

Another great abuse in the retail shoe trade is delayed shipments from the wholesale houses, and if they haven't got the size that you order, they substitute with other sizes and this leaves your stock in a worse shape than if they had not sent anything at all. It would suit the retailer much better if the shoe traveler would just tell a fellow the lines he has not in stock. Most of them will sell you any line at all, and they know perfectly well they have not got it, but they always forward a substitute to remedy this. I always ship every pair back that is not up to sample or that I did not order. In some cases the shoeman does not bother shipping a few pairs back and thinks he will sell them, but this kind of stock from a few shoe houses soon accumulates and the first you realize is that you have a bunch of "junk" that you do not know how to get rid of. There are many other abuses indeed, but change of styles and shipment of wrong sizes are foremost to my mind. The shoeman of today, to score a success, must use his head when buying and not buy such freaky lines, see that he gets the quality and the exact sizes he orders.—Frank Halbert, Shelburne, Ont.

#### SAYS IT IS LACK OF SYSTEM

The greatest abuse in the retail trade I consider to be the lack of system. The biggest difficulty which confront most business men today, in running a successful business, is in the finding of a proper system that can be well applied, to what ever business he is conducting and yet not be too complicated.

How many times have we all had the privilege of entering many places of business, and the very first impression we got was the haphazard way in which the stock was kept and the loose way in which the business was conducted in general.

You then perhaps have gone further and got into conversation with the head of the firm, and, after discussing matters in general, you next ask him on what principles has he based his success, or what system he follows and how many times will you find him guessing?

Now here is just the point to introduce system. Business today has got beyond all question of guessing, you have to know, or, at least you should know, every element of expense and other details, which go forth to build a successful trade. In other words, you have got to have a system that will tell you everything you want to know about your business, just when you want to know it.

System should be the watch word for every detail of your business for with it you can overcome the difficulties which are bound to occur in any store. For instance, in the rapid change of style systemize your buying.

Your stockkeeping. Find a system, then keep it and improve as necessity demands. Dishonest competitor, systematize your own personality.

The greatest aid to a retail shoe trade is to inject some system and methods into your system—then go ahead—W. D. Harris (with W. G. Downing & Co.), Brandon, Man.

#### THE STYLE EVIL AND ITS LOSSES

A lot of the evils in the shoe trade are what I might term individualistic, i.e., evils which the average retailer himself can cure.

Take the so-called repairing nuisance. This can be turned from being such into a profit drawing adjunct to the store proper by putting in a plant of modern machinery and generally coming up abreast of the times.

Again, take the credit evil, and the approbation practice. With a little tact and firmness, the retailer can make his patrons see that it is not to their advantage nor his own to

continue these drawbacks. So on down the line we find that the individual retailer must combat these evils as he deems best, knowing as he does the class of people in his own locality. But there is one great evil that stands out above all others, in my opinion, and that is the one of endless freaks, and never ending changes in style. This can't be fought alone. Unity is strength. This evil brings in its train the dishonest competitor, the bargain sale shouter, etc. The retailers should form a brotherhood, each man pledged to put down this scourge by every legitimate means in his power. One of the greatest problems would be educating his customers to neat and good fitting boots and shoes. Soon we should see the results of our labors, and come into our own.

The bargain hunter would be conspicuous by his absence, and life generally would become more bright for the hard working retailer.—Frank Webster (with H. A. Graham), Burlington, Ont.

#### NOT CONCENTRATING ON THE RIGHT LINES

We find from our experience, and no doubt other concerns, not only in the shoe but in other lines, also discover that we have too many store keepers, and not enough merchants doing business. We first of all find that the average shoe dealer goes wrong, by not having enough capital to carry on his business successfully, not taking his discounts and buying a line of merchandise that his trade is not really seeking. This is caused first from lack of experience in the shoe business, and second from not being in a position to buy merchandise from up-to-date manufacturers that really have the line of goods that his trade is demanding.

On the other hand, we find the trouble with the man with the capital who can buy from any manufacturer he wishes is purchasing from too many; that is, he has too many lines to carry of the one kind, or, in other words, he is continually doubling his lines, piling up stock unnecessarily and not getting the turnover that he should get from the capital invested. At the end of the season, the money he has made is piled up in odd ends of stock that would not, on the open market, bring 40c. on the dollar.

Now we think the remedy for this is for a man to concentrate his buying, select the proper houses that have a good range of merchandise to offer him and buy his entire requirements from them. In this way it would save him duplicating his goods and at the same time reduce the amount of stock that he carries. Then he would be working on the same lines as the manufacturer who runs a chain of retail stores supplied with his own product, and who makes a good comprehensive line to offer in a certain grade that will meet the requirements of the public all along in the prices that are required, puts them into his shop and goes ahead and produces clerks to sell them to the people without having any opposition in the store with other lines. In this way he is making a complete success of it and we take it for granted, that the average retailer, if he were wise, would run his business on the same lines. In place of carrying, for instance a \$15,000 stock and doing a \$30,000 business, he would be carrying about a \$7,000 stock and doing a \$30,000 business or along in these proportions. We have been paying strict attention to the way our customers are merchandising their goods, and we find that the above is a correct analysis of their methods. We are speaking now in general, and the ones, who are making the money and progressing, are the people who are carrying on business along the methods we have above mentioned.—Getty & Scott, Limited, Galt, Ont.

Hamilton has been holding a monster centennial Industrial Exposition and old home week. The city is now 100 years old and the demonstration was a pronounced success. The chairman of the committee having the big event in hand was John Lennox, the widely known wholesale shoeman and he did his work thoroughly and capably.



# Why Do You Not Let Us Know Your Wants?



WE hear from shoe retailers after every issue who desire names and addresses of firms manufacturing some particular article, or request help or instruction in solving some perplexing problem.

The service that we give may be beneficial to you. If you are in the market for any article and do not know where to get it, our facilities will be cheerfully placed at your disposal.

The SHOE AND LEATHER JOURNAL is in a position to secure information on all new lines in the footwear trade, and on novelties, findings, leathers, shoe store supplies, etc.

Don't hesitate to write us. As a subscriber of the SHOE AND LEATHER JOURNAL you are entitled to this service.

## The Shoe and Leather Journal

13 Coristine Bldg.  
MONTREAL

1229-31 Queen St. W.  
TORONTO

# Tendency to Make Green Shoe Clerk "The Goat"

Much Depends on the Way You Handle Your New Help—Do Not Expect Him to Know Things Intuitively—The Importance of Personal Instruction—Every Clerk Should Be Given an Opportunity to Show What He Can Do

By FRANK FARRINGTON

All of us who handle our own clerks dread the day when we must break in a new one and some of us are inclined to treat new clerks as if we were trying to get even with them for something.

The new clerk who is the right sort brings to a new position an ambition, a willingness and an energy that the employe longer there does not always exhibit. Whether the new clerk is a green clerk or not, there is no excuse for treating him in a way to make his first impressions of the store and of the business unpleasant.

In the old fashioned drug store they always used to set the green boy to washing dirty bottles in a damp and dark cellar. When he had that job done they would hunt up all the other dirty jobs that needed doing and generally end by starting him "pulverizing" (?) a piece of gutta percha in a mortar. The result of this treatment, unless the boy possessed exceptional determination or a keen sense of humor, was to disgust him with a business to which he had looked forward as one that would interest and develop him.

## Do Not Ridicule Him

There is almost always an inclination on the part of some of the other employes, if not on the part of the employer, to make the green clerk the "goat." This may be very amusing for everybody else but it is far from amusing for the "goat." There are better ways of getting a clerk interested in learning the business and in working for the good of the store than to make him an object of ridicule. It is not sufficient excuse to say, "We all went through that and it didn't hurt us." Where that "course of sprouts" sort of treatment helps one man it discourages and disgusts ten. It is no help to a youngster to start him off on his business-life journey with all the discouragements that can be heaped upon him.

The relations that continue throughout a clerk's work in any store will be very much affected by the way in which he is treated when he starts in. If the manager becomes his friend, the friendship will be very likely to last and to prove mutually profitable. An employe will work twice as hard for a certain weekly wage from a friendly employer as he will work for that same wage from a man who pays it to him as if it hurt him to part with it and as if there were nothing between them but a business contract.

## Show Him the Stock

When a new clerk comes into the store if he is already an accomplished salesman, it may not be necessary for the manager to instruct him in the work of selling goods and handling customers, but it will be necessary to show him where the goods are, how the stock is arranged and what the prices are, etc.

The experienced salesman will not be able to do himself justice or the store credit if he is not informed on all these points. Of course, this is rather trite advice, but I want to impress upon every merchant the importance of doing something more with a new clerk than merely going through a form of instruction. I have seen employers take a new clerk down the line saying, "There's the so-and-so. That show case has such-and-such goods in it. The extra stock is out there in the back room, etc., etc.," and then go off and leave the new employe in charge of the situation with about the same ability to handle it that a green hand with an automobile would have after having the steering wheel and the control pedals enumerated and pointed out to him.

It all looks so easy to the man who has spent years in

that store that he does not realize how new it all is to *any other* salesman. We spend ten or fifteen or twenty years in the same store and can go to anything in stock in the dark. We forget that all other stores are not built and arranged on the same model as our own. We expect, when we hire a new man who is experienced in some other store, that he will step right into ours and know where everything is. This may be overstating the matter a little, but not so much. We expect too much of a new clerk with experience merely because he is not a green clerk.

## Think of Your First Day's Work

And we expect too much of the green clerk too. We fail to realize how green he is. We forget the first time we ever stepped behind the counter of a store and how helpless we felt when waiting on our first customer. That first customer may have asked for something we had just been examining, something we ought to be able to go right to, but just as like as not, when we tried to make the sale we floundered around in mental helplessness until someone came to our aid.

The dealer hires a clerk of perhaps more than average intelligence and puts the individual behind the counter. If the first efforts at selling are badly bungled, the boss thinks unutterable things and looks them in such a way that the new clerks understands and that makes matters all the worse, and right there is the test of the employer's ability to make good with his green hand. He either helps that clerk out right then in a way that is remembered for its kindness or he goes up in the air and whatever the clerk may say, he resents the harsh criticism he gets, and if he gets it in the presence of a customer he will never feel like waiting on that customer again or on anyone else who may have heard the calling down.

The success of almost any dealer who personally handles his own employes is to a great extent dependent upon how friendly he is with them, and the friendship between the two parties is very largely dependent upon the amount of help and information the clerk gets when he begins his work.

Of course, it is important from the customer's point of view that he be served by salespeople who know their stock. We all dislike being waited upon by a clerk who does not seem to be quite "onto his job." We want to be sure we get what we are paying for, that we are not being overcharged or given old goods. It is a common impression among buyers that it is better to buy from the proprietor himself in such stores as those where the proprietor does more or less of the selling. The sooner a new clerk is able to appear at home in the store and to give the buyer the impression he knows what he is about, the better for the business.

## Instruct Him When He is New

The time to instruct the clerk in all matters of personal qualifications is when he is new. It is a simple and a natural thing to say to a new man many things about personal neatness, about politeness, about voice or dress, that can be said only with effort later on. We can very easily tell a new clerk that we do not allow gum chewing in the store or smoking while on duty, or that we expect hands, nails and linen to be spotless. Stating these things to a clerk when hiring him is merely enumerating the rules of the store. Stating them later is or seems to be administering a reproof, and reproofs, no matter how carefully administered, are never as pleasant to give or take as a mere advance enumeration of rules.

It is a sort of satisfaction to hire a clerk "right off the



bat" so to speak. It makes a man feel that he is a good business man if he can make up his mind about an applicant for a position and close the matter all up in a few minutes.

Snap decisions, however, and snap engagements of this sort are not likely to prove satisfactory to either party in the long run. Any kind of a business proposition, any kind of a business deal between two parties, needs considerable discussion by those parties before being made into a contract. The way to avoid misunderstandings is to look ahead. Trouble between employers and employes is best corrected before it happens. The new clerk of course, needs assistance at every turn. This does not mean that he needs to be nagged or that he will be helped by the knowledge he is being watched every instant.

#### Do Not Watch Every Move

It makes a clerk nervous to feel that every move is being watched by the boss with a view to criticising or correcting. When an employe has been shown how to do a thing right, and when there is every reason to think he is sufficiently intelligent to follow instructions, then give him a chance to show what he can do without standing over him and making him so nervous he cannot do his best. A clerk will not gain any assurance or develop properly in independence while he feels watched.

I believe it is a mistake to pay the new clerk, the green hand, just as small wages as will get his services. Of course, a green clerk is not worth very much right at first. He may even spoil more goods and sales than he makes. But if he is the sort of individual you hope he is, it will not be long before he will be worth more than you are paying him. If you start a clerk at the very minimum wage, at a starvation price, do it with a promise of a raise of so much after so many weeks, because the greenest help that ever came into the store will be worth appreciably more after the first month's experience.

If the employer insists upon starting help at what he thinks them worth in the beginning, and that next to nothing, he should be fair enough to pay them more as fast as they are worth more—and that may be pretty fast in the case of the right sort of an employe.

There are special tasks in every store that call for special sorts of intelligence. It is very desirable that the right employe should be put on the right kind of work as far as possible. The qualifications of a new employe should be considered and if there is an indication of a tendency to excel in any particular line of work, if possible the opportunity should be offered the new clerk to do that kind of work. It may be, for instance, that the store has one man whose business it has been to dress the windows. A new clerk might come in who possessed little or no experience in window dressing, but with an ingenuity and originality of taste that would make him with a little experience, a better window trimmer than the older hand with years of practice.

#### Give the Youth a Chance

Every clerk ought to be given an opportunity to show what kind of work he is naturally fitted for, with a view to adjusting the whole force in the way to produce the most advantageous results. If a set of rules is laid down for the new clerk to follow, it will be the fault of the management if there is a failure to live up to those rules. The first violations of the rules may be minor infractions, such as coming in fifteen minutes late in the morning; and these early violations of the rules are easily overlooked since they are not intrinsically important. These violations are the fault of the clerks. But if they are not corrected, if they are allowed to pass unnoticed, they will increase in frequency and importance until they become very important, and their development into such importance will be the fault of the management that has not nipped them in the bud.

Discipline is as necessary in a store as in a school. Of

course, the manager of a store cannot insist upon the same literal observance of rules that a school teacher can require. The management cannot chastise the clerks who do not do as they are told, but there are plenty of ways of enforcing discipline, even where one has not the authority of a parent or of a military commander. A system of petty fines will generally operate satisfactorily, particularly if the money raised by the fines is used to the general advantage of the force, as by giving a dinner or luncheon with it when the amount reaches sufficient dimensions.

Discipline should be free from favoritism and the time to insure its proper development is at the beginning. The employer who starts right with his help will have little trouble in the days to come.

### Canada's Youngest Shoe Jobber

Possibly the youngest shoe jobber in Canada at the present time is W. Girouard, who recently entered into partnership with L. A. Guertin and E. de Lottinville, proprietors of the Eastern Townships Shoe Co., of St. Hyacinthe, Que. Born in St. Barnabe, Que., in July, 1892, when he was nine years of age the subject of this sketch became engaged as a clerk with the village store-keeper at a salary of one dollar a week. He worked after school hours and on Saturdays. In September, 1905, he entered the Sacred Heart Commercial College, of St. Hyacinthe, Que., and graduated in June, 1908. Shortly afterwards he engaged as an office boy with the Eastern Townships Shoe Co., commencing at a weekly salary of \$2.50. He liked office work very much



and devoting all his time to it, soon realized that it was paying him. His salary was increasing rapidly and nine months later he was in charge of the office, and after a period of two years was managing the stock and packing department. A few months ago the firm were short of a traveler, Mr. Girouard filled the position and made a successful trip. Both his partners have over thirty-five years' experience in the shoe business, Mr. L. Guertin as a retailer and Mr. de Lottinville as a traveller. They are widely known among the trade, and highly spoken of. Mr. Girouard is well acquainted with the wholesale shoe business in all its departments. He has not yet "taken unto himself a wife," and boards at the Canada Hotel, where he comes in contact with many shoe travelers, and by his gentlemanly manner and energetic disposition, has won many friends.

The Eastern Townships Shoe Co. are doing a large business, especially in the province of Quebec and Eastern Ontario and they handle all lines of shoes, rubber and felt footwear as well as mitts and gloves.



# The Way to Get Ahead in the Shoe Game

By WM. BRYANS

## TRIMMING WINDOWS TO CATCH TRADE

The original object of the shop window was probably to admit light—that the man bending over his last might be enabled to perform his work in such a thorough manner that his product would prove of the greatest service to his patrons. That era has passed into history and has been succeeded by an advanced one in which the window is made to perform another mission—that of displaying and selling the goods which the dealer has for sale.

It is scarcely necessary to emphasize the value of the show-window as an agent in selling footwear. Every progressive retailer realizes that his window supplies one of the cheapest yet most effective mediums that he has of attracting trade. If you doubt the value of the show window try to rent one on any of the main streets of our cities. You would probably not be able to do so, but if you did the charge would be exceedingly high. "Take away my window and you take away my business," said a shoe merchant in the downtown section of Toronto not long ago. He has only a comparatively small window, but he gets a maximum of returns from it by giving the proper attention to it. He sees it bringing in business to him every day of the week.

Yet, in spite of the general realization of the value of the window as a sales medium, it is surprising the number of poorly dressed windows that are encountered to-day. Windows that might be constantly adding dollars to the sales receipts are, through lack of attention, bringing in no returns. The standard of shoe window trimming has, indeed, made a wonderful advance in recent years, but the ideal has by no means been attained. There are those who give some attention to their windows, yet who fail to reap the largest returns possible. A small shoe merchant told the writer the other day that his windows were of great value to him and they probably were, but the writer knows that they are not as valuable to him as they might be made. He could reap a good deal more profit from them if he gave them more care and supervision.

There are windows, also, that do not suffer from lack of attention, and yet do not produce the greatest possible returns. They fall short in selling power. The primary object of the window is to sell goods. A display may attract attention, prove pleasing to the eye and yet fail to sell goods. It is well, indeed, to have an attractive window, but it should not be made so at the expense of its selling power. The happy medium should be aimed for—both good appearance and power to attract purchasing.

Many windows to-day suffer from overcrowding. It would seem as if the trimmer's aim was to show the whole range of the store's stock at once, apparently forgetting that there are other days to come. When there is too much stock in a window, the customer's gaze is not concentrated on any one particular line. People glance over it and pass it on. "One of my displays that sold the most goods in the shortest time," said a shoe merchant, "contained only five pair—all of the same line. We had just moved across the street and were pretty busy arranging our stock and didn't have much time to give to fixing the window. I put a pedestal in the window, draped a piece of raw leather over it and placed a pair of the shoes on it. At other parts

of the window I placed four other samples so as to show the shoe from different angles. A stock show card with price was put in. The number of pairs of boots that window sold was most gratifying, I must say." Those trimmers addicted to overcrowding do well to adopt as a motto, "Show less stock and display it to better advantage," or, "Fewer shoes to a display but changed oftener."

I know a store that has windows that look nice and a person seeing them for the first time would probably stop to look in them. I know I did the first time that I passed them. I had just moved into the locality and they appeared attractive. I have passed by them often in the past year but they now prove uninteresting to me—yet in a way there is really nothing to criticize except this one thing. They remain practically the same from day to day—are about the same to-day as a year ago. This dealer continually shows his stock in the same way. He has fixtures that are always in the same position—he has the same way of placing the shoes on the stands. He may change the stock, but it is not noticeable to the unacquainted eye. The continual sameness of the windows are making them rather an eye sore. Things need to be altered so that they will constantly be presented to customers in a new way, from a different angle. People tire of seeing the same thing in the same old manner. It is well to give some variety to display. Change fixtures around, elevate the floor of the window once in a while, introduce a step or shelf arrangement now and then, suspend the shoes from above in a few displays, put in a new background frequently—anything for a change. I know a retailer who carries the idea so far as to have a window once or twice a year with nothing but show cards in it, directing attention to certain lines, and pointing out their good features.

Any new idea in the way of display is valuable and the trimmer should constantly be on the watch for new methods. The trade journal should be carefully read and watched. There you will see how dealers in other parts of the country are arranging their displays. No one man ever had all the good ideas. He has to benefit by other's experiences, at the same time developing his own originality as much as possible. Occasional trips should be taken to other centres to see how good decorators perform their work. Such trips generally mean money and time well spent. Take a note book along with you and jot down ideas and make sketches of windows which you think you can use to advantage. It is also a good idea to keep a collection of all the good window displays that appear in the trade journal. When you want to arrange a window valuable pointers can often be secured from them before going to work.

The man who has charge of the windows in a large shoe store states that he gets a good many of his ideas from other displays. "Even some poor displays are valuable," he says, "in the fact that they teach you what not to do—what to avoid. From a good display, however, I often get an idea to which I can add a little bit more and secure something that might be called original."

This trimmer says that he always figures the arrangement of his displays out in advance. Sometimes he draws a rough sketch on paper, while a plan he has recently followed with good success is standing outside in front of the window and building up in his mind's eye the construction of a suggested window. It is well at any rate to have a



fair idea of what you want to do before starting. A builder always finds it necessary to draw a plan of a house before starting to erect it.

#### MAKING RETAIL ADVERTISING PAY

Every once in a while some "doubting Thomas" arises to ask "does advertising pay?" Advertising does pay—that is, the proper kind of advertising. There may be some sort that does not return the dividends that it should, but it will generally be found in such cases that the dealer has either unwisely chosen his medium or he is not using the kind of publicity to bring results. The best medium, in towns and villages at least, is the local newspaper, and with the right medium and the right kind of copy, advertising is really an investment that returns handsome dividends. In every town and city can be seen convincing evidence of what advertising has done. The merchant who started on the back street a few years ago, now has an establishment employing many clerks on the busiest thoroughfare. Intelligent and persistent advertising has performed these wonders. Advertising is the corner stone upon which many a great business has been built.

Right at the beginning let the shoe man realize that buying space is not advertising any more than the mere subscribing for a trade journal will help you in your business. In the one case you must read to get results, and in the other you must write good copy and change it often. The appearances of many shoe ads. would indicate that numerous retailers seem to think all that is necessary, is to pay for their advertising space. Many ads. do not receive the attention they should and, therefore, fail to bring any appreciable results. It is surely gross extravagance to pay out money for advertising space and then fail to make the best use of it.

Not infrequently a serious fault of the advertiser is in buying a certain amount of space and then trying to fill it. The most economical way for the retailer to buy space is in bulk—that is, make an agreement to use such a quantity in a certain time. Then he can use space to suit

his needs. If he has something special to tell his customers he can use a fair sized space. If it is only a short message, smaller space can be used. In other words he should use his space to fit his copy and not his copy to fit his space. He should also avoid overcrowding for the crowded advertisement will be passed over in the same way as the congested window.

In most cases the customer buys his shoes where he believes he is getting the best value for his money either in the low cost, satisfaction, comfort, good wear or service or all combined. For this reason the dealer should keep the people of his community informed regarding his store, the service he gives, the merits of the goods as to style and durability and other points liable to induce them to buy. Tell your story properly—imagine you have a customer before you and are trying to convince him regarding the superior points of the line you handle. Too many ads. do not give complete enough information regarding the lines listed. A mere catalogue of the goods you have in stock will not sell or attract people to your store. For instance, if you say "Men's high-class boots that are worth the money," little interest will be aroused. On the other hand we might say, "This is a line of every day boots for men that we selected for comfort and good wearing qualities. They are made in just a slightly wider last than the ordinary, yet are neat and stylish. In addition they are leather lined, have a medium sole but of solid leather, and are well put together. If you want a good serviceable everyday boot, we can recommend these. The price is \$4.00." Such an ad. tells something about the line that a man thinking of purchasing wants to know. It takes up more room, but it is better to treat one line in an intelligent manner that will bring customers to the store than a dozen lines in a poor manner.

Good descriptions are especially valuable in advertising, but desire for good descriptions should never tempt the dealer to wander from the truth. Speak of all the strong points in your goods that exist, but don't invent any imaginary



J. W. Creswell has been in the men's furnishing business in Regina for some six years and a few months ago moved into his present well equipped and spacious quarters which are among the finest and most up-to-date in the West. Some idea of the attractive character of his establishment may be gained from the accompanying cut which shows an admirable arrangement of stock. The fix-

tures are all of oak and the shoe department is at the rear. About four years ago Mr. Creswell put in a representative stock of Regal shoes and has worked up a fine business in this branch which is under the direction of Jack Kane, a Regina boy, who has made good in the footwear game. Mr. Creswell himself is a former resident of Summerside, P.E.I. A first class repair shop is also conducted.



ones. It soon destroys confidence, the basis of successful merchandising. So valuable is confidence that dealers sometimes do special advertising in order to secure it. Such statements as "We use you right," and "satisfaction guaranteed," are aimed along this line, but have not the telling effect of a confidence ad. along this line:—

"We are selling the — ladies shoe at \$4.00. This is not a special price—it is our regular figure for the shoe. They cost us \$3.00—we pay the freight, clerk hire, rent, light and heat bills, etc.,—and sell them to you at \$4.00. If you consider we are making too much, don't buy; but let us tell you that in some towns they are getting as high as \$4.50 for this same shoe.

Persistent advertising is necessary to bring results. Not long ago a young fellow began business for himself, and having read and heard of the wonders worked by printer's ink, he decided to do some advertising. He started in, but before five weeks were up became discouraged. He could not see much direct business coming from the ads., and accordingly arrived at the conclusion that it was a useless expenditure. He discontinued his ad. For one thing, direct results cannot always be seen and again it takes time for advertising to pull. This inexperienced dealer apparently expected a flood of customers to come demanding shoes immediately his first ad. was inserted. Advertising will stimulate trade, but not work wonders—at least, not in a short time.

The need of persistency in advertising is set forth in the words of John Wanamaker, "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't 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."

#### ELEMENT OF PERSONAL SALESMANSHIP

Personal salesmanship is an important factor in business to-day. The good salesman will make sales where another will not. It is for this reason that some clerks are drawing much larger salaries than others and why some merchants are achieving greater success in business. A buyer may be a good buyer and a good manager and conduct his business along systematic lines and with minimum waste, yet, unless he can sell goods in proportion to the amount of money invested and the amount of his expenses, he is going to find the road to success, a difficult or lengthy one to travel. The selling of goods is the hub around which business revolves.

How many customers come into your store daily and go away without purchasing? Why do they go away without buying? These are questions which you, whether you be dealer or clerk, should ask yourself. If the percentage is large there is something wrong—either in the kind and quality of your shoes or in your selling ability. In most cases it is the latter. You may try to make yourself believe that there is something wrong with the store, the kind of shoes or the customers themselves, but to get right down to the real cause, if you are conscientious you will admit that in the greater percentage of cases, it is some failing of your own. If you had been a hundred percent salesman you would probably have effected a sale.

Ability to sell goods of any kind, and especially to sell shoes can be materially developed by the person who is ambitious to increase his efficiency along this line. One of the essentials to good salesmanship is proper knowledge of goods. If this is lacking, highest results cannot possibly be secured. Here is a case in point. A lady seeing a pair

of boots in a shop window that appealed to her as far as appearance was concerned, went in to look at them. The clerk showed them to her, and they still appealed to her.

"Are they waterproof?" she asked. She had a particular reason for wanting to know.

"I don't know," was the clerk's reply. She then inquired as to the kind of leather and character of the soles, thinking, perhaps, she could judge for herself, but again the clerk could not give the information. Such knowledge or rather lack of knowledge certainly couldn't be expected to convince a customer, and this one decided to go down to the next store where the clerk could intelligently answer questions about his goods.

"Know thy goods" is a good motto to follow. The man who sells high-priced articles, realizes the advantages of knowing his wares. Before he goes out to approach a customer, he thoroughly studies the article he has to offer, and gets all the good points so arranged in his own mind that he can present them to customers in a convincing manner. The shoe salesman should follow the same plan. He should study his stock so as to be able to give all the fine points to customers. He should know the character of leather, the construction of the sole, why it is a good wearing line. Why it is comfortable and all the other important features. If you have a line in stock that appears unreasonably high, find out the cause. There is always a reason.

Study is of great importance to the shoe salesman. Next to study of goods comes study of customers. It is more necessary in the shoe business than in many other lines of endeavor, because different people have peculiarities in the matter of choice and requirements. Some look for style chiefly in their footwear, others for comfort, some for good wear, and some for combination of all three. Learn to size your customers up. Aim, if possible, to be able to judge a person's fancies or thoughts at a glance. It may appear difficult, but merely means a study of human nature. It can be acquired and saves a great deal of time and wasted energy. Here comes a lady customer. I can tell by her appearance that style will be her chief requirement. I also judge that she will be willing to pay a pretty fair price for her shoes.

Some salesmen accomplish a good deal by showing goods to customers whenever the opportunity is presented. Goods can frequently be introduced in this way. Probably a customer has just purchased, but that does not prevent you from showing him or her some other new or special line you have. If a man is married, you may be able to interest him in ladies' or children's shoes. Even if he does not buy, he will be glad to know you take an interest in him, providing you show him the goods in the proper way—not as if you were determined to sell him. Do not be discouraged if you fail to make sales in these attempts. It may probably mean a sale at a future time. Just how sales come this way when least expected is illustrated by a case given to me by a clothing traveler the other day.

"I went into a shoe store in a small town," he said, "to wait until another traveler had a few minutes talk with the proprietor. While waiting, a bright young clerk approached me with a shoe in his hand and said, 'I think that's a pretty fine shoe for the money. What do you think of it?' Although not interested, I looked it over, while he outlined all its good features. It certainly had many good points, and I didn't want to buy and I told him so. 'Oh! I just wanted to show it to you,' he replied, in a nice manner. 'Perhaps you will want a pair some time when you are in town.' He had pointed the good features of that shoe out to me so convincingly that five months afterwards when I wanted a pair of shoes, I waited a week until I got to that town in order to secure a pair of those boots." Thus, it is demonstrated that efforts to introduce goods sometimes sell after a long period. This should be encouraging to salesmen.



# Efficiency, Ability and Physical Fitness

By **GEORGE BIRCH.**

The question of efficiency in help is one continually perturbing the minds of present day employers. Among the chief considerations must be rated business integrity, habits, health, and a host of other things that go to make the efficient clerk what he should be. There are so many little contrarities in human nature that the real article is somewhat rare. Experience and a well balanced disposition, with the aptitude to cope with the requirements of the trade, are essential. The successful shoe clerk must be well mannered, even-tempered, and above all, possess a natural interest in his calling. He should keep "tag" on the inner workings of the trade and by suggestions to his employer, be always willing to "make the mare go." Many clerks, to my own personal knowledge, wonder why they stick, year in and year out, in the same old rut. They are too mechanical—they do not look ahead. Instead, they are always looking at the clock. The fault, I



GEORGE BIRCH, TORONTO

must admit, does not always lie with the clerk. Employers can do much by employing confidence, rewarding merit, and encouraging "a tryer." I know many clerks who never stay at one situation any length of time. They quit very often on the least inconvenience arising. Now, many employers will agree with me in saying that a good clerk, who is used to the "ropes" is a valuable asset. Nothing is more embarrassing both from an employer's, and also a customer's standpoint, than a continual change of help. A good mark should always be coming to the clerk who makes friends. Another good trait is the ability to keep his stock clean and on the "move." His first thought should be for oddments and stickers, taking care not to sacrifice the customer's goodwill. Neatness in stock keeping, avoiding that little habit so common with many clerks—leaving out stock—which causes more mismatching than anything I know. Don't grumble or make mischief between other clerks. Don't pick or choose your customers, take them as they come. Don't give yourself airs or put on a spurt because the "boss" is around. Study your personal appearance, but don't dress too loud. Re-

member that findings, repairs, etc., augment a store's takings considerably and always bear in mind that the success of the "skipper" means success for the "crew."

A clerk lacking conscientiousness is of little use to any employer. A sample of this species is the one who cares little about fitting his customer so long as he makes the sale. I have often noticed this, especially in fitting on rubbers, where the heel of the shoe did not sink flat into the heel of the rubber, resulting in a few days in the return of the offending rubber split around the heel. Another clerk I know has the habit of sitting by his customer and chatting away in a manner most assuming and often to the point of borishness. This same fellow on one occasion turned over a customer to another clerk and then told the customer confidentially not to buy, saying that "We have something extra coming in shortly." Then we have the clerk who is always chewing, a detestable habit too common in many stores. Another, who speaks loud enough to bring out the militia. Another, to whom a smile is a crime, and so on. My readers will say it is easy to find fault; well, I am not posing as a saint. Perhaps I have a few frailties myself, but I try to remedy them when I discover the fact.

## WINDOW TRIMMING THAT BRINGS RESULTS

The question of what kind of window trimming brings the best results covers a large field for controversy and is one in which store locality has an important bearing. During my experience as a window-trimmer, extending over 16 years in Great Britain and Canada, I have had ample opportunity of arriving at a logical conclusion. In arranging a "pulling" window display, first and foremost one should see that dirty glass does not mar his efforts. Unclean windows often negative what would otherwise have good results. Study your locality and what class of trade you are catering to. If your store is in a "classy" district, and you rely upon a high class trade, do not over crowd—give every shoe a chance to breathe, and above all see that every shoe looks its part. All goods may be improved by good fitting fillers, neatly laced or buttoned and put in their "Sunday best." There is always a spot in a window which first catches the eye. Make this your stand-by, by placing something special there. Keep your snappy and up-to-date goods prominent. Watch the newspapers for coming events and trim appropriately. Keep your window goods fresh by constant changing. Some years ago in conversation with a "big" retail man, I asked his opinion on the secret of good window trimming. "Well," said he, "if I were down to my last ten dollars, I'd try a change of window cards and price tickets." When I considered the magnitude of his concern with its hundred branch stores, I admitted the importance of his remark. In the medium class trade where an infant's moccasin to a plough shoe is stocked, I do not believe in starving your display. Many people will not enter a store without first seeing their shoe displayed. I had proof of this the other day. I placed a shoe, which I had no prominent place for, in an obscure position at the back of the window. However, a customer spotted the "orphan" and eventually purchased a pair. Never get careless or rush your display—a little extra care always pays. Now I come to one of the most important points in good window-trimming—always have in your mind the trim you intend putting in, It is next to impossible to trim successfully by haphazard.



go-as-you-please methods. I usually make a sketch of the display intended. Personally, I favor the pricing of window goods. This gives the prospective buyer an impression of fair dealing and enables him or her to compare your goods with so-and-so. Many pretty trims can be arranged by the use of wall paper, both for back grounds and window bottoms. In showing colored goods see that the surroundings blend. A firm I have noticed with stores in nearly every city of importance, trim the same year in and year out at all their branches. The idea intended is individuality, to make the footwear seekers aware that they have struck "one of our branches." It pays them, but may not succeed in other stores on a smaller scale. Rather do I favor versatility, something new and original. This, to my mind, gives best results.

### THE PHYSICAL FITNESS OF SHOEMEN

Modern business men are beginning to realize the importance of physical as well as mental ability. It is a recognized fact that without good health, few are able to give their best. We may, by flogging nature, succeed for a certain length of time in coping with our duties, but sooner or later that much abused friend, nature, calls a halt. Probably these facts are well known to most of us, but it is deplorable how many of us ignore the simple rules of health, and suffer accordingly. In the modern go-ahead business life, it is the survival of the fittest—the man with that virile energy that betokens a sound mind in a sound body that wins out. As an ardent physical culturist for many years, during which time I have had many experiences as an athlete and physical instructor, I may be allowed to give my fellow workers a few hints which may prove valuable. Eugene Sandow, the pioneer of modern physical culture methods, preaches "moderation in all things" and this is an excellent motto to bear in mind. There is a medium to be drawn in most things without being faddish. Avoid over-work,—working to the point of exhaustion spells breakdown and often results in that weakened condition of the body where disease finds an easy prey. The first principles of health begin at home where one should study the hygienic condition of the living apartments, always taking care to avoid low ceilings, defective drains, dampness, and other things that often cause disease. Study the relative merits of foods for often the state of one's health is attributable to improper diet. A great English physician said on his death bed, "Well I die leaving two great physicians behind me, exercise and fresh air." They were his last words, and their importance cannot be overrated. Personally I take a cold sponge down every morning, followed by a few exercises, including deep breathing. The latter could be substituted by a brisk walk before breakfast. I am not strictly a vegetarian, but I eat meat sparingly and often drop this altogether in hot weather. There is an old saying that "one man's meat is another man's poison," therefore I believe in being broad-minded on the diet question. Many people think meat a positive necessity to the worker requiring stamina and lasting energy. This is a fallacy long exploded by many diet experts. Many famous athletes, among which figure the names of Hannes Kohlemainen the wonderful Finnish runner, Fred Crubb, the English cyclist, who has just broken the hundred mile record; Freddie Welsh, England's champion light weight boxer, and many others among whom I would mention particularly George Allen, the vegetarian walker and lecturer on the subject, who walked from Land's End to John O'-Groats, the two farthest points in Great Britain, in 17½ days, averaging 53 miles a day. That in itself is sufficient answer to the beef-eaters. I have often noticed the sluggishness and slow movements of the excessive meat eater, and my own experience bears this out. Employers should see that their store is kept in a sanitary condition, paying strict

attention to ventilation. Wholesome surroundings create greater ambition in your help and give a good impression to your patrons. The Canadian winters are depressing to the health of those confined in a store. Many lack proper ventilation and are sometimes heated to excess, with the result that many are stricken with serious lung complaints on emerging into the fresh air. Yes, I am afraid we coddle ourselves too much during the cold weather. I am a great believer in the practice of hydrotherapy with its innumerable procedures in the maintenance of good health and in the treatment of disease.

Many books can be purchased on this important subject. Nature is very kind to most of us, but it is surprising what a little attention to hygiene, diet and exercise will do. That feeling of buoyancy and vigor is the natural outcome. On the other hand, have you noticed the clerk to whom it seems an effort to smile, and when he does, it seems to hurt him. In nearly every case he is to be sympathized with. There is something wrong with "the works." Space will not allow me to enter into details of the important subject of foods to eat and what to avoid. There is abundant literature to be had on this and other subjects pertaining to health. Clothing, especially in hot weather, has a material influence on health. At all seasons of the year it is a mistake to wear too much clothing. Such changes as we make with the varying seasons should be rather in the variation of thickness of clothing than in the direction of piling on garment upon garment. Many colds are blamed on draught and lack of extra clothes that, could they be traced, would be found to be due to germ-laden dust. Many people hold ridiculous views on this subject and what is due to badly ventilated places is readily blamed on to sitting in the fresh air or leaving off some article of clothing. In conclusion, I am afraid my remarks have been too disjointed to be of the value intended, but I should be pleased to answer personally any member of the trade on the subject of keeping fit, should he be troubled with any of the little ills that succumb in the majority of cases to natural treatment.

### An Attractive Business Home



HERE IS A BOOT SHOP IN A THEATRE BUILDING—AN EXTERIOR VIEW OF THE NEW O'LOGHLIN STORE AT 344 BLEURY STREET, MONTREAL



## Button Styles Reigning Favorite With Women

(Continued from page 34)

samples have been completed, are afforded an opportunity of briefly telling the trade some of the leading features of their presentations, and what they think will prove the best sellers during the coming season. In later editions of the SHOE AND LEATHER JOURNAL, further reference will be made to the styles for the coming spring and summer.

### What Last Makers think

It is always interesting to learn what are the views of the last makers in the matters of style tendencies. Here are some timely expressions of opinion for spring 1914 as secured by the Shoeman which will be read with profit. John F. Pell of Newark, N. J., says: "The trend of styles in lasts for women is undoubtedly in the direction of strictly feminine lines, in direct contrast to those prevailing during the past several seasons. I am tempted to believe that the suffrage movement, now rampant in our midst, may have been influenced, in a way, by the mannish "understandings" recently affected by the women of our country. The popular styles for the coming season will be those to carry 14-8 to 16-8 heels,  $3\frac{1}{2}$  to  $3\frac{3}{4}$  inch vamp, and with a narrow receding toe. There will be an increased demand for button boots in patents and dulls. Pumps and colonials will continue to hold their place in the popular fancy."

The Rebhun Last Co. of Cincinnati, Ohio, remark: "The tendency in men's lasts points decidedly toward the flat, recede custom effects, especially for all big city trade, whether west or east; these shoes to carry an 8-8 heel. In the country and small town trade, the high toe carrying a 10-8 heel is going to be a prevailing style. In women's goods, 14-15-8 heel colonials with narrow, receding toes will be the proper thing for big city business. For small town trade and country trade, the high toe will still maintain its popularity. The low heel, flat shank, English effect, in some sections will still hold good."

Thomas W. Gardiner of Lynn, Mass., observes: "The question of lasts for next spring is a serious problem and as usual tastes vary according to grade and locality. The high, broad toe promises well in the west, while in the east the narrow toe is looked upon with equal favor. There is a strong tendency towards a more feminine, dressier shoe than the past seasons have shown. I think the high toes are having their day. Because of the extra room in

the toes there was a call for shorter lasts, but this did not shorten the feet. Consequently they have had to fit the feet, as they always will. Feet in general do not change, no matter what the style may be. If the last is a half size short the manufacturer will get orders running mostly on larger sizes."

### Lengthening of Forepart

One authority states the general tendency all around is a decided lengthening of the forepart, which is the logical result of the present strong inclination toward French modes in women's apparel.

An exchange gives the following racy information: For many months past, shoe manufacturers and last manufacturers have both been trying to find styles that would liven business up again. The shoe manufacturers have hung to an idea that the receding toe would turn the trick, and the last men have hung just as tenaciously to the idea that a new series of high toes would make the big hit. Things have finally sifted down to a happy medium, and the styles for the immediate future will be neither extremely high nor extremely low.

The very fine shoes are, to a large extent, made over fairly narrow, receding toes. Manufacturers have tried hard to push these shapes into the popular grades, but the success of the attempt has been only indifferent. Retailers bought some of them the past season but did not find them ready sellers. The broad, high toes, have shown the men of the middle classes what real shoe comfort is, and they changed, from one extreme to the other for the sake of style, and got into trouble. The result was a scramble on the part of wearers back to shoes with "more toe room."

Manufacturers and retailers both claim that the extremely high, wide toes, were too high and too wide. To meet their demands and still provide "something new" the last manufacturers have worked modification after modification, and the great run of styles has sifted down now to the medium high, medium wide, well rounded toe. Heels and arches remain about the same, heels averaging one and one-quarter inches. Present styles, and those indicated for the immediate future, are the most sensible we have had in years.

### Will Exhibit at the Big Fair

No firm in Canada has surpassed the Cook-Fitzgerald Co., Limited, of London, in keeping abreast of the times in



TAN CALF BAL., WIDE FULL TOE, BROAD SHANK AND FULL FITTING. BY SLATER SHOE CO.



PATENT BLUCHER, CIRCULAR VAMP, FINGER FOXED, MILITARY HEEL. BY RENA FOOTWEAR CO.



TAN BUTTON, CLOTH TOP, 9-8 HEEL, AND RECEDING TOE. BY BRANDON SHOE CO.



the past, and the samples for spring and summer of 1914, shown by this aggressive organization indicate that no expense has been spared in producing a range of shoes for men that will satisfy the most exacting taste. Many sensational lasts have been popularized by them, but it is safe to assume that none will strike the popular fancy more truly than the Cub, Tecumseh, Swagger, Hyde Park and Buster—five brand new ones that have been installed after months of study and selection. They were chosen from two score or more models that looked good—real, live, snappy samples, submitted by last makers all over the United States—and every combination represented in the model makers' art is embodied in them. The Tecumseh and Cub are moderate roll toes, the former carrying a low heel and a wide shank. The Swagger is a slightly receding model that fits in very nicely with other low toes already a part of the Cook-Fitzgerald equipment. It has remarkably graceful lines and should be a winner. The Hyde Park is the very last word in the way of a receding toe model. It is as English as its cognomen, and it should be a sensation, particularly as it carries a blucher pattern that is as striking as the last itself. It is a rare good fitter, too, something not often found in a last of this character. The Buster is a moderate roll toe with a very slight swing and carries a medium heel. It will have a following beyond a doubt. The head of one of the most prominent pattern-making concerns in the United States spent a week in London recently, modelling new patterns for these lasts. Every conceivable design and combination in the way of pinking, perforating and eyelet rows, appear in the make-up of these samples. There is nothing splashy or gaudy, good taste being apparent everywhere throughout the range which comprises upwards of 160 shoes. The Cook-Fitzgerald Co., Limited, will have an exhibit at the Canadian National Exhibition this month and a cordial invitation is extended by the firm to the public at large to inspect their line. Former patrons from all parts of the Dominion visiting Toronto will find old friends at the booth, as Messrs. McDiarmid, Sutherland, Johnston, Orendorff and Fitzgerald will be in attendance day and evening. The booth is in the main building devoted to manufacturers' exhibits and is next to that of the Anglo-Canadian Co., while across the way will be found the display of A. R. Clarke & Co.

### Big Season for Pumps

The John Ritchie Co. are showing for next spring a new receding toe and a more rounded medium toe than last season. The latter appears to have been the favorite with most of the jobbers in selecting samples for next season. The firm report that gun metal and tans are still in the lead, with quite a few cloth tops in demand. Pumps for women's wear appear to be very popular and they expect a big sale of these next summer and have put in a new special last which has taken very well. In fancy lines, a chequered calf top Blucher and button have been sampled very heavily. Heels on most lines are inclined to be a little lower than last season. The Ritchie Co. have the most representative and inviting set of samples that they have ever turned out.

### Some Nice Cushion Soles

The McDermott Shoe Co., Montreal, among their lines for coming spring season are showing some new cushion soled shoes. These come in bluchers, buttons and lace and button oxfords, both with and without rubber heels. The uppers are kid with a patent tip and every shoe looks exceedingly flexible and comfortable. They should prove strong sellers with firms demanding comfort. This company is also showing a full line of Colonial pumps in McKays with cut steel grey and gilt buckles. Another line also being displayed is a tan kid with a fabric upper in harmonious colors. This is a last of medium width, with medium toe and heel. It comes in buttons, bals and oxfords. An

entirely new departure for the firm is a fine line of men's pumps in patent and gun metal. This is the only line of men's footwear made by this firm. They come in turas or welts, as ordered. Another new style is a women's shoe with heavy perforations on toe cap and around upper, thence down to shank on both sides. This is a tan calf shoe and comes in buttons, bals and oxfords. A pump in tan ooze with bow to match is certainly worthy of admiration and will undoubtedly sell well. A full line of white goods is being shown, as usual.

### Samples Embrace a Fine Selection

Ames-Holden-McCready, Limited, are showing for spring a very conservative line of men's footwear. Conspicuous amongst the lines are some without pull strap, the omitting of which adds greatly to the appearance of the shoe. They are showing various colors in calf skins. The regular tan and London brown seem to predominate. They have a number of fine lasts, a medium toe, and a medium wide toe, carrying very low heels. We note on one or two lines a 6-8 medium flange heel. They are also showing a large range of men's oxfords in blucher cuts, plain oxfords, and button.

On some of the medium narrow toes there are three rows of stitching and no perforation on the toe cap, which has a very natty appearance. They are also showing some very nice sporting goods lines for the western territory in 12, 14, 16 in. boots, as well as their standard height boot, with double soles, outside counters, etc. They have a very nice range of boys', youths', and little gents' lines, and have added to this line one or two new lasts which look to be sellers. They are very mannish and natty in appearance, and are made of the various leathers in both tan and black.

On their women's lines they are showing a much wider range than they have ever shown before, and have a variety of pumps, some Colonials with buckle and tongue, in seamless pumps, with Colonial trimmings, and "foxed" pumps in various combinations, which are decidedly new and very effective. It is well known that the oxford is practically dying out, and the foxed pump supplanting it.

They also have a seamless pump with a toe cap, and a flat leather bow with perforated edges, which is very effective. In their high cuts they are displaying a number of button boots in tans and blacks with leather and fabric tops. There are some pretty combinations in gray cloth and gun metal leather. They are also showing an extensive line of misses', children's, and infants' goods of the popular leathers, and to this line have added several new lasts which seem to be excellent fitters.

### Latest in Women's Foot Toggery

Getty & Scott, Limited, of Galt, are showing an attractive and artistic range for spring which excels anything seen in the past from the factories of this firm. Several new lasts have been added, one of the most winning being a pointed recede toe for women. This last is one of the smartest ever presented to the trade and in its graceful lines and neat shape is voted decidedly fetching in character. A particular inviting shoe on this last is one with patent vamp, mat calf top, and 15-8 kidney heel. Another button offering is a patent, half recede toe, with seal brown suede top and kidney heel, and white lamb trimming. An all navy blue suede button with covered kidney heel is also very classy. In pumps and colonials are seen a navy blue suede with kidney heel, and cut steel buckle with suede trimming and three quarter sock lining; a grey suede with kidney heel, French binding, and cut steel ornaments. Among the other new conceptions seen in this spring's models is the baby pump with ankle strap, the same as on an infant's shoe running from the back stay. The binding is of silk and the ornaments are mostly cut steel and buckles in the various leathers. Patent leather pump with hat band and corded silk bow is another choice offering. In low cuts there are seven different



colors in suedes while there is a fine showing in white nubuck. About eighty-five per cent. of the 1913 samples in women's shoes are button with tops from six to seven and a half inches, straight cut instead of the slant as in the past, while heels run from 14-8 to 16-8. A large number of models carry the kidney or spool heel, the Cuban-Louis, celluloid, and others. All the new lasts added this season by the firm are in the different recede and modified toe effects. In staple lines two new lasts have been secured, one of medium recede and the other of medium high. In misses' turns for ankle strap and low cuts three new lasts have been added. In the juvenile department several foot form lasts have been secured. The firm are also showing a representative line of women's and misses' oxfords with from two to five buttons, in all leading leathers. In shoes for little lads, little gents and youths the range running from 5 to 2 the "just-like-dad line" is a winner. The offerings have all the mannish appearance and build of men's shoes. A classy line in children's is a three-quarter fox, side button ankle strap colonial with cut steel buckle, on a dressy foot form last, coming in all leathers. There are many other new features, too numer-



GUN METAL BLUCHER, FULL DROP TOE  
BY JACKSON & SAVAGE

ous to refer to here. The firm have two very catchy new labels on this year's cartons, which will command instant attention and are also putting out a decidedly original placard on 200 pound heavy coated paper. On one side beautifully costumed ladies, with the leading feature shoes of the firm are shown, while on the reverse are pictures of misses' and children's shoes with scenes of happy girls and boys at play. The "Classic Shoe" lines are certainly right to the forefront in every detail for spring and summer.

#### Medium High Toe Will be Leader

A. Brandon, managing director of the Brandon Shoe Co., Brantford, who recently returned from a trip to Boston and other New England style centres, says in reference to men's shoe styles that in looking over the styles for spring he found that the English last will be almost out of the samples for spring, as the trade in the United States and also in Canada are not taking to the English last, only in the large cities. The smaller towns in the West, both in Canada and the United States, are still holding to the medium high toe. The medium high toe, only a little wider than it was last season, will be the leading toe for spring, and French lasts will be shown for spring. The styles will be very little changed from last season. "I think it is well for the retailer, as well as the manufacturer, to keep close to previous styles," continued Mr. Brandon, "and not

change so much. We find the retailer is as much to blame for changing the styles as the manufacturer, or the last maker. The first question he asks our travelers when they go in is, 'What have you got new?' He wants the latest, naturally the travelers show him the newest. I think it would be well to ask retailers to be more conservative and keep to the older lasts and not request to be shown new lasts every season. I can assure you the manufacturer



GUN METAL BLUCHER, WIDE, ROUND TOE  
BY THE JOHN MCPHERSON CO.

would be more than pleased to run two or three seasons with the same lasts without changing.

"Patent leather will be selling very heavy for spring and gun metals are taking the lead. Fabric tops will be selling very light. They are selling very heavy in the large cities in the United States, but not in the smaller towns. Tan shoes will likely move as freely as ever."

#### Business Showed Big Increase

The Solid Leather Shoe Co., of Preston, Limited, have just finished a successful season's run and find their business has increased 20% over last year. This firm is putting in several new lasts for men's, women's, boys' and youths', and they are making a very attractive line of McKay footwear at very popular prices. They are having a large run on their men's and women's line known to the trade as



BOY'S GUN METAL BLUCHER, MOTTLED CALF TOP  
BY JACKSON & SAVAGE

the Preston Shoe, and in their announcements to the public are calling special attention to the fact that their shoes are complete fitters and give satisfaction in wear, worth and workmanship.

Corbeil, Limited, Montreal, announce that they are showing several new lasts, among which are the flat and



medium low heel. They are still showing some lines with the high toe, and have several shoes along this line in their samples. They also have some new patterns and styles in boys' shoes. Their travelers will be leaving for their respective territories in a couple of weeks' time.

#### A Representative Collection

The Eagle Shoe Co., Montreal, have for the 1914 summer season five new lasts, three men's and two women's. In the men's they are showing one recede toe and low heel, one medium high heel with a medium sized heel. They have also secured a new last which they feel will be a big seller during the coming season. It is a tan bal, straight last with a London toe and low heel. The Eagle Shoe people say they have been working for years to get the effect which is seen in this London toe. As a proof of its coming popularity they have already booked three or four large orders from jobbers who have given their orders on the strength of its appearance. In the women's lines they are showing a shoe with a very pointed toe and medium sized heel. The other is a kind of round toe. They are also showing some women's ranges with the new Kidney heel. This heel has something of the appearance of the French heel and is constructed of wood. It is a 16-8 heel. Mr. Brunet, the manager, says he thinks the medium high toe in men's shoes will come back next season. Some very good sized initial orders have come in to the Eagle factory already for this type of shoe. He also believes that the low-heeled shoe for men will be a strong seller in 1914. Cloth tops would again be very strong for the new season, especially in women's lines. These will come in all the usual types. In leathers, tan and gun-metal will apparently have the call. Patent leathers will also go well. The new lasts mentioned among the Eagle lines are very classy in appearance, with the same solid and careful workmanship that characterizes the company's lines.

#### Stand by Medium High Toe

The Rena Footwear Co., Montreal, have in their samples for the coming season four new lasts, two in men's and two in women's. They also have added a new last to their line of boys' shoes. They will continue to specialize on the medium high toe and believe it will be the big seller this year. They have a very neat shoe which is a man's broad last with a medium sized toe and low heel, dull calf finish and plain perforations. Another neat last is their women's patent leather with dull calf upper. This shoe has a narrow medium recede toe, short vamp and 15-8 heel. It is being made in both button and blucher form. They are also making an oxford on the same last. Mr. Nantel, the manager, says, through the large amount of machinery which has been installed in the Rena factory during the past six months, he felt that they could give the best of service during the coming season and that the firm would be able to fill all orders in record time. Two new travelers have been added to the staff.

#### Nice Line of Children's Pumps

The Macfarlane Shoe Co., Montreal are showing a select line of children's pumps with a very broad toe that looks well and ought to be as popular as the samples along similar lines which they are showing at present. Leather and silk bows are seen on this line, and it is both a non-strap and strap pump and will undoubtedly prove a good seller to the trade for the coming season. They are also showing some splendid new lines for growing girls, both in low and high cut shoes, with a Cuban heel and medium toe. They have a good range of leathers that ought to satisfy the most fastidious customers, among them being samples in white and Imperial nubuck, with white predominating again next year. Perforations they say will be very plain. Very handsome lines are also being shown in children's bluchers

and low cuts with the dull calf and patent finish. The Macfarlane lines are without exception as well finished shoes as is possible to procure with the many aids which the modern shoe factory is able to have at hand.

Daoust, Lalonde & Co., Montreal, have all their spring samples ready, having added two new lasts in their men's, Goodyear welt lines, one a receding toe on an English last, and the other a medium high toe shoe. Mr. Daoust says he thinks most manufacturers will go very slowly on new lasts, as Canadian makers are at present doing their utmost towards standardizing shoe styles, and cutting down the number of changes.

#### Choice Line of Pumps

The Parisian Shoe Co., Montreal, are showing a fine line of women's goods for 1914. This firm goes in largely for a "finer than usual" shoe, and announce that several new lasts are being shown. They have some very pretty lines of pumps, one especially, a tight-fitting pump which, by the aid of an elastic band in the short upper, hugs the foot and preserves the shape of the shoe until worn out. They are making their lines in all the different kinds of leather and make a specialty of dancing pumps, a large selection of which they are carrying in their samples.

#### Effort to Standardize Styles

George A. Slater Limited, Montreal, manufacturers of the Invictus shoe, say they are confident that the samples which they are showing for spring, 1914, have never been equalled by them, and feel that they can give their customers exactly what they are looking for. Like a good many other Canadian shoe manufacturers, this firm are making an effort to standardize shoe styles and instead of spending a large amount of money in securing an unnecessary number of new lasts, they say that they are putting it into the shoe, which is really what the retailer wants. For the coming season, although they are not making any radical changes, some new lasts will be shown by their travelers who will be starting for their respective territories shortly. In men's shoes, they announce that the medium high toe will prevail. These are built upon distinctive lines, with medium sized to low heels. In women's shoes they are showing a very select line. Tans will not be so strong and oxfords are being replaced by pumps. The same heels as last year will prevail to a large extent. The toes will have the straight round effect which is so popular this season. Some natty lines are also being shown in pumps.

#### Fine Type of McKays

The W. E. Woelfle Shoe Co., of Berlin, which began cutting leather in March last are now well under way turning out women's solid leather, high grade McKays exclusively. Seventy-five per cent of the offerings for next season are in button, and the remainder blucher cut. The new factory is 100 feet long and 45 feet wide and the departments are all separated. There is an abundance of light and air on every side and working conditions are ideal. The output of the firm is called the Gracia shoe. The majority of the samples for spring are in gun metal, about twenty-five per cent. in patent and a fair number in tan and dongola kid. All the toes are medium and fairly high and the lasts are good fitters. In toppings, English costume cloth is used in quite a number of instances, while mat kid is seen in others. The firm are already shipping goods all over Canada with the exception of one province, which speaks well for their output, considering the short time the factory has been in operation.

#### Buttons Will Be Strong

The Rowen, Ogg Co., of Guelph, Ontario, anticipate that the demand for button shoes for women will be as strong as ever during the coming spring season. Fully two-



thirds of their samples are turned in this kind of shoe. They have added two new lasts, one a fairly high toe and the other a modified, fairly wide one. Some styles on the receding toe are shown, but the firm do not anticipate there will be a strong demand for this type of toe. Heels are generally from 12-8 to 13-8, edges are fairly close, and patterns for the most part plain and conservative in character. The company specialize in women's welts but make some McKays. There is a nice showing in misses' and children's McKays. Patent, gun metal and tan are the leading leathers. An excellent range is made in button oxfords, four and five button. A number of shoes are shown with cloth tops and they are expected to be ready sellers. In pumps and colonials there are seen some nice creations in dull calf, white nubuck, and tan as well as in patent. Ornaments are of cut steel, white and black enamel, silver, metallic, gilt and combination of leather and corded silk. The factory is running again to capacity after the recent fire.

#### A Choice Line of High Cuts

Charles A. Ahrens, Limited, Berlin, are completing an addition to their factory 56 x 60, three storeys high, with basement in order to take care of increased demand for their goods. The top floor of the brick extension will be used as a stock room, the second will be devoted to the stitching department and the ground floor and the basement for shipping, packing and casing. Some of the other departments will be re-arranged to facilitate a greater output. In high cuts the firm are turning out some fine samples of eight and ten inch leg in various leathers in children's, misses', women's, boys' and youths', in addition to their regular lines for men. In the latter tan grain and elk are the principal leathers, in women's, cordovan and in children's box calf and dongola. All the other lines of the firm are right up to the mark in build and workmanship and the full range of spring samples, which this year is more comprehensive than ever, will soon be completed.

The Wayland Shoe Co., Montreal, will introduce several new lasts to their customers for spring, 1914. They are showing a select line of men's Goodyear welts in the high, low, and medium toe lasts. Their heels are about the same as last year. The Wayland Co. think that the call will be largely for a medium toe. They have some choice lasts in the medium recede toe and low heel for men. They are also showing a narrow, rather pointed toe which seems to be growing in popularity. They expect that gunmetal will be the most popular leather with tan and patent leather coming next in favor in the order named. They say that extreme lines will get very little call next season and think that dealers would do well to "buy safe."

#### An Up-to-Date Range

James Linton & Co., Montreal, are showing for the 1914 spring season an exceptionally fine range of samples, having secured nine new lasts, three men's, four women's, one boys' and one youths'. In men's bootgear, one sample shown is a medium recede toe carrying a low heel. Another sample has a round toe with a medium sized heel, while the other has a full toe, wide shank and low heel. Their boys' last is a medium high one and presents a neat appearance. What is expected to be a strong seller for spring is the little gents' shoe, which ought to satisfy the heart of every little gentleman who dreams of an ideal shoe. This has a medium round toe and is on a kind of straight last, carrying a very low heel, which is one of its features. This shoe looks very mannish.

In their women's lines they are showing a receding toe with an inch heel. Another new last is the medium high toe carrying a 12-8 heel. A women's pump is also being shown. It is a full last with a medium toe and 12-8 heel. The other women's shoe is round toe with a medium heel. Heels will be lower all around the coming season.

The Goodyear lines of the firm comprise all the latest

lasts both in receding and modified receding toes. They still consider that there will be a large number of fairly high toes sold, that the day of the freak last is passed. The firm are showing quite a number of fabric tops of different colors and designs. Linton & Co. believe that the sale of tan, which has gone off slightly this season, will be revived next, and are also showing several new lasts in women's, also misses' and children's, while their line of little gents' will be very strong.

Dufresne & Locke, Montreal, have a fine selection of spring samples for 1914. They are showing three new lasts in men's lines and two in women's. In the men's, two have the modified round toe effect with an 8 to 9-8 heel. The other is a London toe shoe on a straight last with a 7-8 heel. The women's shoes are along the same lines as last year, the only difference being that toes will be a little fuller. Heels will be lower all round in this company's lines, both men's and women's. They also state that a call is being made for a more comfortable shoe, and as a result 1914 lines are being made a little fuller and more round-toed. This is especially noticeable in women's footgear. A feature of this season's samples is the "come-back" of the oxford in men's lines, which has been a poor seller the last two or three seasons. They will sell well in both button and lace forms. In high cuts for men, button shoes will be stronger, while bluchers will still have the large call. Quite a few bals will also be shown. Cloth tops will still have a strong sale, and the usual requisition is expected for the different leathers.

#### A Select Line of Samples.

James Robinson, Montreal, is showing a particularly attractive line of samples for the 1914 spring selling season. No startling changes are to be noticed in his lines, although several new lasts have been secured.

This firm announces that the only changes are that 1914 goods will be a little fuller and toes more of a medium height. One of the lasts which should take this season is a woman's patent leather blucher with a dull calf top, slip sole and carrying a bull dog toe with a medium sized heel.

In the men's lines a swing last is being shown carrying a full toe, with a medium heel. It is probable that heels will be a little lower than last year. A ladies' pump is also included in samples. It is a patent leather, D width, with a full toe and 14-8 heel and presents a very neat and attractive appearance. Tans, the firm says, have sold well during the past year and should go well in 1914. This includes women's goods as well as the men's. Mr. Robinson sums up the style tendencies in women's lines very well, when he says "women's shoes are becoming more mannish every season." This can be seen by glancing over the average manufacturer's samples. The full toe is becoming very popular and heels are being made much lower than formerly and on more of a square cut.



THE WELL EQUIPPED SHOE DEPARTMENT OF THE L. WEINSTEIN & CO.'S STORE, THETFORD MINES, QUE.





## Death of Sir H. W. Trickett

The Canadian shoe trade will learn with deep regret of the death of Sir Henry W. Trickett, the "Slipper King," of Waterfoot, near Manchester, England. J. S. Ashworth, of Toronto, Canadian manager, received a cablegram on August 4th, conveying the sad intelligence. Sir Henry was about fifty-five years of age and had been making slippers for over a quarter of a century. Starting in a very small way, the business developed to its present large proportions, wherein about 80,000 pairs were turned out weekly and employment given to over 1,000 hands at the Gaghills factory. The famous felt footwear of this industry is known and sold in every civilized country. Sir Henry himself had been a great traveler, visiting Australia, South Africa, Canada and other distant countries. He was a man benevolently inclined and manifested the deepest interest in the welfare of his employees, whose interests he always sought to uphold. Of late years he had not taken as active concern in the manufacturing end as formerly, but he kept his hand on the financial throttle and, owing to his foresight and executive ability, trade expanded in all directions. Mr. O. Eatough, the general manager of the business, has been Sir Henry's right hand man for years. Sir Henry was a prominent and enthusiastic Liberal and was chairman of the local Liberal association. He had often been urged to run for parliamentary honors, but had modestly declined. As a bowler, he was extremely zealous and on the green at Waterfoot, where the various heads of the departments have had many a merry game, Sir Henry was often seen. He could throw a good shot and was one of the most affable of men. Lady Trickett and two daughters survive the "Slipper King" as he was familiarly known in the trade.

## What Real Salesmanship Means

Salesmanship has come to mean a good deal more to-day than the simple handling of goods over the counter and ringing up the tally on the cash register.

Salesmanship of this kind is not extinct, but employers are not at all enthusiastic about it any more. Neither are customers. The customer of to-day is more exacting than he used to be. He asks questions. He wants to know what's what. And the store that gets his trade and wishes to hold it, must have salesmen who know, salesmen who can give a reason why, salesmen who are able intelligently to discuss its goods and point out their good qualities.

A successful salesman, therefore, is constantly digging out information that will aid him in selling goods. He makes it a point to study every detail of the stock he handles. He learns something of the processes of manufacture, makes himself familiar with the many little differences of detail in manufacture, and if the customer should ask why one product is superior to another he is in a position to give a satisfactory explanation.

It is just as much a mistake for a salesman to try to sell goods with which he is unfamiliar as it is for a man to go into a business that he really knows nothing about. In either case he may make good, but chances are altogether against him. Probably more sales are lost in retail business through lack of proper knowledge of the goods than from any other cause; and lack of knowledge usually can be traced back to lack of interest.

Whether selling goods over his own counters or waiting upon trade for an employer, the salesman, to be really successful, must be interested in the lines he has to sell. Then he will see to it that he knows his goods. And when the man behind the counter knows the goods and is interested in his work the two greatest stumbling blocks to real salesmanship will have been successfully overcome.

## Shoes Which Fit—A Problem

It is safe to say that no two people have feet of exactly the same shape, yet we wear shoes of a certain number, regardless of the shape of the last they were made on.

To get shoes which properly fit one's feet is quite a difficult matter. For instance one shoe manufacturer worked for several years to get a last that fitted his own feet in a way that pleased him. He had his last maker lengthen this line and shorten that line, through a period of years. Finally, he got a pair of lasts that satisfied him. Then, to make sure of them, he had a duplicate pair made. The original pair he keeps in his factory. The duplicate pair he keeps in a safety deposit vault. He is bound to have shoes that fit his feet comfortably hereafter.

It is apparent that such an approach to perfection in the fitting qualities of lasts is entirely beyond the average person. Indeed, they have no desire for it at the present time. They have no knowledge of the anatomy of the feet, and do not realize the functions of the intricately-jointed muscle-and-nerve-controlled bones that make up the feet. So they cannot be expected to insist upon lasts that fit as perfectly as possible.

A host of them get along with shoes that fit far from well, and, consequently, the foot arch supporter business flourishes as never before, and one firm advertises that it makes and sells corn plasters by the millions, and the occupation of chiropody has become so general that some places have arranged to license chiropodists. All these things result from shoes that do not fit properly or from failure to give proper care to the feet. They are expensive to the shoe trade as well as to the public. Increased attention to the hygiene of the feet seems to be necessary to the reduction of these expensive remedies of foot troubles.



## Why Not Increase Your Profits ?

Unless you are an exception to the general rule you could probably handle twenty, thirty or fifty per cent. more business without increasing your overhead expense very much.

If you are a jobber and can get business by advertising, about the only expense attached to doing that extra business is the cost of the advertising.

If you are a manufacturer, the only additional cost will be production cost plus advertising—all the rest will be profit. The right amount of advertising, intelligently handled is, therefore, the most profitable investment you can make—for you will make more money on every dollar's worth of additional business brought in by advertising than you are now making on each dollar's worth of business.

In other words, every item of business which can be brought in by advertising will carry a bigger profit than a preceding item—always provided that the advertising is what it should be—that it is so planned and executed as to bring satisfactory and economical returns.

This fact is one which you should think over quite carefully. It seems to be true in almost every business that it is a fairly easy matter to bring it up to a certain point—a commonplace, everyday, basis where it pays fairly well. But there it seems to stick. Nothing seems to happen to it. You think you are standing behind it and pushing as hard as you can, but, instead of forging ahead, it merely wobbles a little.

But don't be satisfied with mediocrity—take advantage of every opportunity to lift your business up above that sticking point and put it on a higher plane. You know that if you do this it is largely a matter of additional profit to you. You know that if you can just get up a bit above the dead level, and keep forging ahead, it will mean thousands and thousands of dollars. This additional profit can only be gained by harder work, more patience, more courage, or more money invested.

Let us suppose that you are working as hard as you can, and making everybody else work as hard as he can, and exerting every possible effort and influence in the interest of your business; then you must do as other successful men have done—put money into advertising and make that do the work.

You know that the money you are making today is largely due to the work of past years—to your thought, your unceasing efforts, your money and perhaps your advertising.

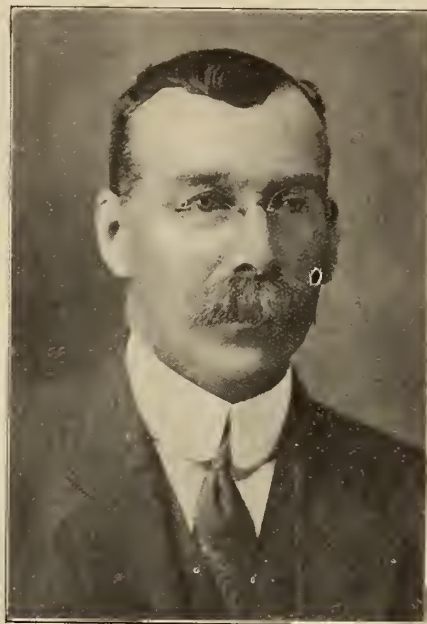
Doubtless you can see every day that the effort and investments of previous years are slowly but surely coming back in cash. Advertise for the future; put money into advertising, with the confident expectation that it will not only earn you a profit, at present, but that it will build future business, and that in years to come you will find business rolling along in a constantly increasing and more profitable volume, simply because you had the courage and the foresight to advertise. You are safe in doing this. That is the way others do it, and there is no reason why you should not.—Herbert M. Morris, in Brass Tacks.

## Long Record With One Firm

It is a distinction given to but few to be able to look back upon a quarter of a century's connection with one particular line of goods, but when it is possible for one to reflect upon twenty-five years of service in the employ of the same firm and with the same wares, the record seems all the more remarkable. Just a short time ago James J. Gillies, veteran traveler with the firm of Waterbury & Rising, St. John, N.B., was honored on completion of twenty-five years of service with this firm when they presented to him a valuable gold watch and fob, the presentation being

made by E. L. Rising. Mr. Gillies is known in all parts of the Maritime Provinces as one of the older fraternity in the ranks of commercials, but he is still one of the most trusted and popular knights of the grip on the trail. The acquaintances he made on his first few trips into the "vast unknown" are his firm friends now, have been for years, and the name of "Jim Gillies" is a household word in leather circles throughout his territory.

The veteran traveler started when but a young fellow in the office of Waterbury & Rising as a collector, remaining for a while and then joining the staff of J. W. Carroll



JAMES J. GILLIES, ST. JOHN, N.B

in his shoe factory as shipper. He stayed at this position for a few months when he resumed with his former firm as collector, office assistant and customs clerk. Since then he has been with this shoe house and has been through every department.

He has now been on the road steadily for a little more than ten years during which time he has seen many changes in the manner of selling, in conveniences in the same connection, in ordering, in the styles, and in other features connected with the trade. He now covers the districts contained in Kings and Queens counties, and it keeps him quite busy at that. "It used to be," said Mr. Gillies the other day, "that we could call on the customers about twice a year and take our orders but this is a thing of the past now. It is not only prudent, but imperative to call very frequently in order not to let the other fellow get ahead of one, for competition is much keener now than it used to be. The territory is about twice as large as it used to be, that is the number of customers has increased in different sections, and this with the fact that the orders are given in smaller lots than formerly makes it necessary to be constantly on the scene to get the business."

## Beaded Slipper Heels

A new high-style novelty in Paris for the coming winter season is the lipper heel, solidly beaded. One of these novelties was seen in Toronto recently. They are in jet, and also in colors. They are the product of a well-known firm of manufacturers of novelties. The smart shoemakers of Paris have taken them quite freely, and orders have been placed by such leading New York concerns as B. Altman & Co., Stern Brothers, Gimbel Brothers, John Wanamaker, R. H. Macy & Co. and Abraham & Straus.



# AMONG THE SHOE MEN.



E. T. Jacobi, 5 Wellington street east, Toronto, has been spending a few days in Rochester on business.

F. A. Williams has started in the retail shoe business in Brampton and has put in a representative stock.

W. M. Farewell, shoe retailer, of Oshawa, made an assignment recently.

James Ogg, of the Rowen-Ogg Co., Limited, Guelph, spent a few days' holidays recently at Burlington Beach.

O. Lord has joined the selling staff of the Rena Footwear Co., Montreal. He will cover Montreal city.

F. G. Lockett, representing the Midland Shoe Co., Kingston, was in Montreal last week on a buying trip.

A new front has been installed in the Broadway Shoe store, 40 St. Catherine street west, Montreal.

The Alberta Shoe Co. is contemplating the erection of a \$75,000 shoe factory at Redcliffe, Alta.

F. Galbraith, Limited, of Montreal, footwear manufacturer, has been incorporated with a capital of \$350,000.

W. J. Barr, shoe dealer, of Ottawa, is discontinuing business.

E. T. Chauvin, shoe retailer of Tilbury, Ont., has disposed of his business.

Mrs. M. Drysdale, 139 Twelfth Ave., East Calgary, has opened a shoe store.

M. E. Price & Co., shoe retailers, Vancouver, B.C., are retiring from business.

W. A. Lane, of Montreal, was in Toronto, Galt, and other points on business.

L. M. Stock, Western Canada representative of Walker, Parker & Co., Toronto, has left for his ground with a full range of spring and summer samples.

Wm. Lewis, late of the staff of McLaren & Dallas, Toronto, has gone into partnership with his father, W. H. Lewis, in the shoe business on Royce avenue, Toronto.

Charles Blachford, city traveler for Blachford, Davies & Co., Toronto, is spending his holidays at Lake Rosseau, Muskoka.

N. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, spent a few days in Toronto on business last week.

Wallace Waller, city traveler for McLaren & Dallas, Toronto, has returned from spending his holidays at Lake Rosseau, Muskoka.

Charles E. Fice, of Toronto, Ontario representative of J. & T. Bell, Limited, has been spending a few days in Montreal securing his spring and summer samples.

Miss K. Thornton of the staff of D. D. Hawthorne & Co., Toronto, is spending a few weeks at Presqu' Isle, near Brighton, Ont.

Friedman & Goldenberg, late of Sault Ste. Marie, have removed their stock to Medicine Hat, Alta., where they have engaged a fine store.

W. E. Armstrong, one of the Western Ontario representatives of McLaren & Dallas, Toronto, is spending a few weeks at Warton on a holiday.

John A. Walker, of the Walker, Parker Co., Toronto, who has been ill for a few days at his summer home, Lorne Park, is able to be around again.

The Scholl Mfg. Co., of Toronto, intend having exhibits at the Canadian National Exhibition, Toronto, and

also at the big fairs at Fredericton, Sydney, Halifax and Ottawa.

A. McKillop & Co., wholesale boot and shoe merchants, Calgary, Alta., have been succeeded by A. McKillop & Co. Limited.

C. S. Porter, manager of the shoe department of the Robert Simpson Co., Toronto, has been spending some holidays at various points in Quebec.

Mr. Anderson, late of the Lockett Shoe Co., Kingston, has taken a position with Getty & Scott, Limited, of Galt, and will cover part of northern and eastern Ontario.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, is at present with his family on a vacation trip to the Maine coast.

W. V. Ecclestone, manager of the shoe department of the T. Eaton Co., Toronto, was on a buying trip to Montreal recently.

The retail store of T. Dussault, Montreal, is being completely renovated and when completed, the premises will be much larger and brighter.

Application has been made to the Montreal Stock Exchange to list Canadian Consolidated Felt Co. stock. The application will be dealt with at an early date.

Thieves recently entered the Goodyear Shoe repairing plant belonging to Mr. Miller, 193 Bank Street, Ottawa, and secured ten dollars in change.

The annual picnic of the employes of Getty & Scott was held by special train to Toronto on July 26th. About 400 attended and spent a very pleasant day in the city.

J. J. Haines and wife have returned to Belleville after their marriage in England and a visit to various points in Europe.

D. McTavish, formerly of the T. Eaton Co., Winnipeg, has entered into partnership with Russell Struthers in the footwear jobbing line in Winnipeg.

Butler's shoe store, North Battleford, Sask., recently suffered a loss by fire, to the extent of \$15,000, of which \$8,000 was covered by insurance.

Ellis Bros., dealers in boots and shoes, clothing, Wilkie, Sask., have dissolved partnership, T. F. Ellis having severed his connection with the firm.

J. D. Palmer, president of the Hartt Boot & Shoe Co., Fredericton, N.B., and L. D. Farewell, of Winnipeg, western representative of the firm, spent a few days in Boston recently.

S. W. Caldwell, manager of the retail shoe department, and W. McGregor, head of the mail order shoe department of the T. Eaton Co., Winnipeg, have been spending some time in the east, visiting Montreal, Toronto, and other points.

In a disastrous fire which visited Erin, Ont., the shoe store of J. A. Stephens was destroyed. The stock amounted to \$5,000, some of which was saved. The insurance was about \$2,000.

E. R. McBride, of Belleville, general manager for Haines' shoe houses, at the annual meeting of the Belleville Y.M.C.A., was recently appointed Chairman of the committee on social work.

Alfred Neale, who has been in partnership with John Merner in the retail shoe business on Bloor street west, Toronto, has gone into the moving picture line on Dundas



street. The shoe business will be conducted by Mr. Merner, who will devote his time exclusively to the store.

The Slater Shoe Co., of Montreal, Canada, have hung up their sign at the corner of Essex and South Streets, Boston, where they have opened sample rooms for the sale of their lines in the States.

The C. E. McKeen Shoe Stores Co. Limited, have opened their fourth Western store at 747 Yates St., Victoria. Manager MacPherson was quite pleased with opening sales. The other three stores are in Vancouver.

H. Gibbins, who covers Manitoba and Saskatchewan, and W. G. Fallen, who looks after British Columbia and Alberta for Getty & Scott, Limited, left this week for the West with a full range of spring and summer samples.

Henry Boak, representative of J. H. Hirst & Co., slipper manufacturers of Waterfoot, England, was in Toronto last week on his way to Western Canada on a business trip.

W. C. Meyers, of Toronto, Western Canada representative of the Rideau Shoe Co., Montreal, has been spending a few days in the East on business preparatory to leaving for the Prairie Provinces with spring samples.

H. B. McGee, sales manager of the Minister, Myles Shoe Co., Toronto, who has been ill for the past two weeks with an attack of quincy, is rapidly improving and expects to be around this week.

Charles Himberg, manager of the Canadian Consolidated Rubber Co. branch at Brandon, Man., has been spending a few days in Berlin and will remove his wife and family to the West.

T. H. Reider, Vice-President, and R. E. Jamieson, General Sales Manager of the Canadian Consolidated Rubber Co., Montreal, spent a few days in Toronto last week on business.

Some jobbers are reporting a scarcity in certain lines of dongola goods such as common sense oxfords, common sense dongola bals with plain toe, dongola buskins, strap theos and kindred lines, which go to the trade at about \$1 to \$1.35 per pair.

J. E. Moore will assist Medard Gauthier during the coming spring selling season in handling Star Shoe Co.'s constantly increasing trade in Montreal city and Eastern Ontario. Mr. Moore will spend most of his time in Eastern Ontario.

In the boys' boot and shoe race in July at the Winnipeg Caterers' annual picnic, E. A. Adams was first, F. Warren second, and R. Bowman third. In the ladies' boot and shoe race, Lilian August came first, Mrs. Deacon second, and Dollie Lackie third.

The new warehouse of the Canadian Consolidated Rubber Co., at North Bay, has been completed. It is a substantial brick and concrete structure, two storeys high with basement, 100 x 40 feet. John H. Jamieson, late of the Toronto warehouse has been appointed manager at North Bay and has entered upon his duties.

Many shoe dealers will be visiting Toronto during the Canadian National Exposition. Jobbers are preparing to tender all members of the trade a welcome and are placing several special lines on sale. In fact all the wholesalers will hold "open house" during exhibition and a larger crowd is expected this season than ever.

W. A. Moyer, formerly president and manager of the Moyer Shoe Ltd., Winnipeg, has sold his interest in that company and is now opening an exclusive men's and boys' shoe store at 349 Portage avenue, Winnipeg. He is taking the front portion of the Haddon & Co. tailoring store, and will carry a large stock of men's and boys' footwear.

F. F. Dalley, of the firm of F. F. Dalley & Co., Hamilton, spice merchants and manufacturers of 2 in 1 shoe polish, died this week after a brief illness. He was 66 years of age, and one of Hamilton's most enterprising business men. He was a member of the Board of License Com-

missioners. He is survived by two sons, Fred and Norman, and one daughter, Mrs. Douglas.

Walter L. Damon, who is retiring from the employ of the Hartt Boot & Shoe Co., Fredericton, to take the superintendency of a shoe factory in Massachusetts, was presented recently with an address and a diamond stick-pin as tokens of regret at his departure. The presentation was made on behalf of the company's employees by Arch McDiarmid.

Hugh D. Murray, formerly of the Murray Shoe Co., London, who has been for some time in the real estate and insurance lines in Calgary, has purchased the shoe business of Glass Bros., Calgary, and has taken possession. The business is one of the best known in the West and Mr. Murray's many friends will wish him every success in the retail field.

The Miner Rubber Co., whose warehouse is now located at 93 Spadina avenue, Toronto, intend moving in a few weeks to the large new structure erected by J. & A. Aziz on Wellington street west, next to the shoe factory of Walker, Parker & Co. The Miner Co. have engaged four flats in this well lighted structure which is centrally located and well adapted for warehouse purposes.

H. H. Lightford of The Perth Shoe Co., Perth, Ont., was host at a fishing party the last week-end. The party left in a steam launch on Saturday for the Rideau lakes, remaining till Sunday night. Mr. Lightford's guests included Messrs. Amero and Hutchison of the Kaufman Rubber Co., Berlin; Mr. Jones of the Grey Shoe Pattern Co., Montreal; Mr. Hennessey of the U. S. M. Co., Toronto; Mr. Algeo of the Montreal U. S. M. Co.'s office, and others.

Seeing no one around, Richard Turner, a 17-year-old boy, entered Blachford's shoe establishment, Yonge street, Toronto, and managed to obtain a pair of boots. He did not work quietly enough, however, and was discovered by the store people, arrest following. When he appeared before Colonel Denison the miniature burglar answered guilty when the charge was read. The boy was remanded for sentence.

A large number of shoemen in Ontario will be in Toronto, on Thursday, September 4th, to attend the second annual convention of the boot and shoe dealers of the province who will meet under the auspices of the Retail Merchants' Association. The gathering will be held at the head offices of the Association at 21 Richmond street west. There will be both afternoon and evening sessions and every dispenser of footwear is heartily invited.

H. E. Wettlaufer, of Berlin, who is the Western representative of Charles A. Ahrens, Limited, has returned from his trip abroad, with the Canadian bowlers. He reports having a splendid time and says the reception everywhere in the Old Country accorded the Canadian devotees of the green was most enthusiastic. There was not a single game spoiled through rain and the Canadians won seventeen, lost thirteen and drew one, which is a remarkably good record.

A despatch from New York says Clara S. Houston, Chicago, who is credited by the national convention of Chiropodists here as having the only perfect foot in America, told the members at last night's session that the turkey trot and tango dancing craze was proving a great boon to the chiropodists. "People are coming in droves," Clara said, "complaining of their feet hurting them. The trouble is that the tango is calling a lot of muscles hitherto very little used into action and putting unaccustomed strains on the toes."

Geo. W. Cowan, of Chatham, Ont., who has recently opened on the site of his former store, destroyed by fire, one of the most up-to-date shoe stores in Canada, is making a specialty of the shoe repairing department. Mr. Cowan has engaged a staff of competent shoe makers with a view to ensuring the most satisfactory work possible in this branch of the business. He has also instituted the innovation, rare at least in the smaller cities, of calling for repair orders, and delivering them when the repair work is finished. This ser-



vice is provided without any advance in the charges for repairs, which remain the same as formerly.

The suit instituted by the Cook-Fitzgerald Co., Limited, against Backrack Bros., of Toronto for the misuse of their copyrighted trade mark, "Liberty", is still being prosecuted. A temporary injunction has been secured restraining the Backracks from selling any "Liberty" shoes other than those made by the London firm. Two postponements have been asked for by the Backrack attorneys. An order for 1,450 pairs of shoes for fall delivery has been cancelled by the Cook-Fitzgerald Co.

Frank Mercer, who has been spending his holidays in New York and Montreal, has returned to Toronto. He has been appointed sales manager of the Relindo Shoe Co., Toronto, and will look after Ontario, assisted by Frank Rousseau, who, it will be remembered met with a sad accident nearly two years ago whereby he lost both of his legs. Mr. Rousseau now has cork limbs and is able to get around very well. His many old friends will be pleased to welcome him back on the road. L. F. Jackson will look after Alberta and British Columbia for the firm and G. J. Cowling will supervise Manitoba and Saskatchewan.

The entire street car system of Calgary has been hired by the Hudson Bay Company for the afternoon of Monday, August 18th, the day when their mammoth new Calgary store is to be formally opened by the Hon. G. H. Bulyea, Lieutenant-Governor of Alberta. Arrangements have been made whereby the sixty-five cars of the municipal street railway system will be owned by the company for four hours on that day and the entire population of Calgary will be invited to ride free between the hours of 2 and 6 o'clock in the afternoon. Every citizen who takes the street car to and from the opening ceremonies will thus be the guest of the great company.

The majority of dealers in various parts of the country have been holding stock reduction sales and clearing out all lines of oxfords, pumps, strap slippers and sporting shoes. These sales have been conducted under various names and have served to make business fairly good during an otherwise quiet month in the shoe trade. Several retailers are preparing to specialize in school shoes and already advertisements are appearing in the daily and weekly press calling attention to the need of parents seeing that their little ones are properly shod with comfortable, durable and good fitting footwear previous to starting school again after the long summer holiday. Windows making special displays of children's footwear are also being installed by some enterprising dealers.

A conference of several members of the staff of the Hartt Boot & Shoe Co. was held in Fredericton, N.B., recently. Among those in attendance was Geo. H. Ferguson, of Vancouver, who covers western Alberta and British Columbia; Walter M. Jardine, who also covers a portion of the West; L. Farewell, of Winnipeg, who traverses Saskatchewan and Manitoba; A. F. Kierstead, who looks after Nova Scotia, Prince Edward Island and a portion of New Brunswick; N. S. Steeves, who supervises part of Quebec and New Brunswick, and W. L. Jones, eastern Ontario and Quebec representative. The firm have added several new lasts for the coming season and the spring samples were unanimously declared the snappiest and most attractive the company have ever turned out.

A bold attempt was made at the Royal Shoe Store, Toronto, to cash a bogus check for thirty dollars a few days ago. A request came over the telephone from an alleged business man on Yonge Street, the voice saying that he had run short of cash and that the banks had closed. Leslie Owens, manager of the store, stated that he would be pleased to accommodate the party and the reply came that a boy would be sent down shortly. In the meantime Mr. Owens' suspicions were aroused as the voice was not a familiar one, and he stepped across the street to make inquiries. When the

check bearer put in an appearance, Mr. Owens asked him some questions and the latter suddenly remarked that he had a call to make but would be back shortly. He never came. Several attempts have been made in Toronto recently to victimize merchants by a smooth artist resorting to the telephone and giving the name of reputable business men, asking if a check would be cashed if sent down by a boy. In a number of instances the ruse has been successful.

M. Long, manager of the Great Northern Tannery Co., which has a large plant in Edmonton, where it is treating 24,000 hides a year, reports that the demands are so large there is no opportunity to maintain a stock of finished articles. The plant, which is in close proximity of the Swift Canadian and the Burns' packing houses, is a three storey structure, 60 by 200 feet. It is fitted with modern machinery for the production of "chrome" leathers. The top floor of the building is occupied by the Great Northern Harness company.

The Neepawa merchants have formed an association known as the Merchants' Association of Neepawa, with W. M. Kennedy as secretary. A book is furnished every member with a list of all customers of the different firms in Neepawa and amount standing against them. Every merchant is known by a number. For example, John Smith is No. 9. The secretary is the only person that knows that John Smith is No. 9. Mr. Brown enters Mr. Jones' store, makes a purchase; Mr. Jones turns up his record and finds that Mr. Brown is owing No. 9 such an amount. His credit is n.g., but Jones does not know who No. 9 is. The idea in having numbers for all is to keep inside information from getting out. The association furnish all slips or printed notices sent out, therefore everything is uniform. The fee is at the rate of \$25 per year or less, but not to exceed that amount. No fee is charged on joining. The agreement signed by each member is: "We the undersigned merchants agree to conduct our business from April 1st, 1913, on monthly settlement plan. That settlement be made at the end of each month by cash or note bearing interest at the rate of 8 per cent. until due and 10 per cent. after due until paid. Notes to mature not later than the 1st of November of each year." This appears in the front of every book furnished to members.

#### BOOST FOR EARLY CLOSING BY-LAW

All aboard for early closing. A movement is actively on foot among the shoe retailers of Toronto to sign a petition which will be presented to the City Council asking that a by-law be passed, whereby all shoe merchants must close their place of business at eight o'clock on Monday, Tuesday, Wednesday and Thursday night of each week. The only nights on which establishments can remain open will be Friday and Saturday, and on nights preceding public holidays.

That this step is a progressive one is conceded as in interviews with a number of members of the trade in all sections of the city, the expression in favor of the proposed measure was almost unanimous. Shoe merchants are waking up to the fact that business methods are broader and more advanced than they were ten years ago and that the public in no way thanks them for keeping open until nine and ten o'clock every night. Often the stores remain open at a loss. It is difficult to keep clerks, particularly when they have to work so many nights a week. In the interest of the health of the dealers and the staff, and the better tone of business generally, it is urged that the measure is one which will be cordially endorsed. Much more might be said in this direction, but the undoubted advantages of early closing are so patent to all that they do not need reiteration. There is good reason to believe that all the merchants selling shoes in Toronto will readily fall in line and boost for what is generally conceded to be a decidedly forward move. If the barbers and other trades have been able to secure a by-law closing their shops at eight o'clock, there seems no reason whatever why shoe dealers cannot accomplish the same object. Boost for the By-law.





# SHOE FACTORY NEWS.



Some new machinery has been installed in the Eagle Shoe Co., Montreal, recently.

W. F. Nolinsky, of the Ideal Shoe Co., Elmira, Ont., spent a few days in Toronto last week on business.

John Henderson and James Bailey, of the Brandon Shoe Co., Brantford, Ont., spent a few days in Toronto last week.

The Relindo Shoe Co., Toronto, has installed a Bresnahan twin leveller for McKay work and other machines.

G. P. Hurlbut, of the Hurlbut Shoe Co., Preston, was in Boston and other centres last week on a business trip.

Machinery for the manufacture of women's McKay's has been installed in the Eureka Shoe Co.'s factory, Papineau avenue, Montreal, by the U. S. M. Co.

Dufresne & Locke, Montreal, since moving into the old Kirvan-Doig factory have increased their capacity by 5,000 pairs a week.

E. T. Wright & Co., expect their new factory at St. Thomas will be completed early next month when they will move into the admirably fitted up premises.

The John McPherson Co., Hamilton, have recently installed several new pulling over machines and also C. H. M. Lasting machines.

All the machinery in the premises of the Gourlay and Fogelberg Co., Berlin, has been set up and work has begun on the manufacture of women's shoes.

Thos. Dufresne, of Dufresne & Locke, Montreal, left last week on a vacation trip by the Cascapedia for the lower St. Lawrence and Gaspé.

W. J. Follows, of Galt, who recently started in the shoe manufacturing line, has installed several machines for the making of women's and misses' turns.

The United Shoe Machinery Co. has completed the installation of machinery throughout the Snedcor & Hathaway shoe factory in Tillsonburg, Ont.

Dupont & Frere, Montreal, have had five clicking machines added to their equipment. The U. S. M. installed them.

Since removing to Montreal, the James Muir Co., formerly of Quebec, have replaced all their machinery by the more modern type and have increased their capacity to a large extent.

H. W. Algeo, of the U. S. M. Co., Montreal, who was in New York, Boston and other shoe centres recently, reports shoe conditions in the United States as being extremely quiet with no immediate prospect of livelier times.

The United Shoe Machinery Co. report that they are continually placing automatic shoe repairing outfits in the larger Canadian cities and find that hand repairing is rapidly disappearing.

Mr. Lapointe, of the Rena Footwear Co., Montreal, recently suffered damage in a fire which forced him and his family to vacate their home in the early hours of the morning. Luckily his loss was covered by insurance.

The United Shoe Machinery Co., Montreal, recently added a another salesman to their staff, Mr. Ballard who was with the Hamilton-Brown Shoe Co. for 18 years, and who is thoroughly conversant with shoe machinery. He will act as Goodyear man in Toronto.

The annual picnic of the employes of the T. Sisman Shoe Co., of Aurora, was held to Bond Lake on Saturday, August

9. An enjoyable time was spent and the different sportin' events were closely contested. The outing was voted the best ever held by the firm.

The John McPherson Co., of Hamilton, Limited, shoe manufacturers, have taken out supplementary letters patent increasing their capital stock from \$500,000 to \$1,000,000, by the creation of 20,000 shares of new stock of \$25 each.

John V. Flanagan, vice president of the Cook-Fitzgerald Co., returned from a motor tour through New York, Vermont and Massachusetts. Mr. Flanagan has a summer home on the island of Nantucket and will return there in September to bring his family back to London.

At a meeting of the St. Stephen, N.B., town council held recently, tenders for the erection of the new shoe factory were opened. The tender of Thomas Toal was \$10,855, and that received from J. H. Nesbitt & Sons called for an expenditure of \$11,154. The tender of Mr. Toal was accepted. Work on the erection of the buildings will be begun at once. David Johnson was appointed inspector for the construction work.

The annual picnic of the employes of Valentine and Martin, Waterloo, will be held at Waterloo Park, on Thursday, August 21, and an invitation has been extended to a large number of friends. The event will mark the tenth anniversary of the firm, which has made great strides in that time and is now one of the most flourishing and widely known in its line in Canada.

Fred A. Lovell, the able superintendent of the Cook-Fitzgerald Co., Limited, London, has entirely recovered from his recent illness and is in better health than he has enjoyed for many years. Mr. Lovell spent a week recently in Boston, Brockton, and other New England shoe centres, in company with John S. Ferns, the credit man of the organization.

President Cummings and Manager Wilson of the C.N.W. Shoe Co. London, were in Orillia recently, and selected a site for their new factory. They chose the location on Colborne street adjoining Ayers & Hewitt's clothing factory. Orillia will give a site of 80 feet front by 150 feet depth, the property being purchased from Wm. G. Bloomfield and T. B. Mitchell. The C.N.W. Co. has secured an option on additional property there, should they wish to enlarge. E. Webb & Son, architects, are busy preparing the plans, and the contract for the new building will be let very soon.

During the past 10 or 15 years there has been a tremendous increase in the fashion of wearing shoes of calf leather. Retailers all over the land have eagerly demanded shoes of dull calf, metallic lustre calf, Russia calf, tan box calf, ooze calf and patent calf. They have repeatedly bid up prices of shoes of calf leather in order to get them. Roughly speaking, shoes of genuine calf leather sold at \$3 a pair in 1900 and at \$4 a pair in 1910. The sale of calf leather by the tanners of America increased 120 per cent. from 1900 to 1910. The number of skins cut up into shoes increased from 9,000,000 to 19,000,000, and their value increased from \$14,000,000 to \$42,000,000. They tripled in value.

The annual picnic of the Boot and Shoe Workers' Union, No. 171, Toronto, was held to Victoria Park, Berlin, on Saturday, August 9th. About 200 attended and during the afternoon an interesting programme of games was con-

# Big Shoe Convention on September 4th

Preparations Well Under Way for Great Provincial Gathering—Live Issues will be Discussed—Invitation Extended to all Shoe Dealers to Attend

All aboard for the second annual shoe convention of the Ontario section of the Retail Merchants' Association of Canada, which will be held on the 4th of September, during the second week of the Canadian National Exhibition.

The first gathering held last year got away to a promising start and it is expected that the attendance this year from all parts of the province, will be large and representative. Shoe dealers visiting Toronto, are asked to time their trips so that they may be present at the meetings, which will be held at the offices of the Retail Merchants' Association, 21 Richmond street west.

There will be two sessions, one in the afternoon, beginning at 2 o'clock and the other in the evening, beginning at 8 o'clock, to which all members of the trade are cordially invited. Several live questions will be discussed and any merchants, who have grievances are requested to bring them along for ventilation and discussion at the sessions. Important matters were dealt with last year and the Association should be of increasing use and benefit to every dealer in footwear.

E. M. Trowern, secretary of the Association, is expected back from the West this week. He has been on a business trip to British Columbia, and will have something of interest to say on trade conditions and methods in the prairie provinces.

The present officers of the Association are:—Chairman, T. H. Bigwood; First Vice-Chairman, Fred Kibler; Second Vice-Chairman, A. R. Trudeau; Treasurer, A. Wellwood; Secretary, E. M. Trowern; Auditor, W. C. Elliot.

Every preparation is being made to insure the success of the assembly and detailed notices will be sent out in a few days, giving an outline of the subjects that will come up for consideration.

Remember the date, Thursday, September 4th, and the place—21 Richmond street west, Toronto. Paste these facts on your hat band. Make it a point to be present. The co-operation of the trade is earnestly requested. "In Union there is Strength." By the retailers meeting together; getting better acquainted; exchanging ideas; and freely discussing matters of mutual concern, great good may result.

ducted for prizes which were donated by the various shoe manufacturers of Toronto. The events were all vigorously contested. In the evening a delightful dance was held. Albert Hedley is President, and W. Waterfield, Secretary, of the Union and, in company with the other officers and an active picnic committee deserve credit for the work done. The one regret was that the attendance was not larger, owing to the downpour of rain which kept many at home.

## NEWSY JOTTINGS FROM QUEBEC

Luc Routier continues to keep the wheels going round.

Manager Hamilton returned to Blouin's factory in Lévis after a trip to Montreal.

Peter Doig was visiting the trade in the interests of Fisk, Limited.

No doubt about it, John Ritchie Co. and J. A. Scott possess mighty fine and up-to-date offices now.

L. Duchaine is making rapid progress in repairing the damage done by the fire recently. After repairs are complete the firm, will have fine accommodation.

Fred McKeen says their new lasts this year will be big winners. Some particularly nice window hangers have just been received.

C. Falardo, tanner, is adding another flat to his establishment and expects to turn out 100 sides a week. He specializes on patent leather for tips.

Jos. Beaulieu, Sr., of Jos. Beaulieu & Co., shoe manufacturers, who was confined to his room through an operation, is now recovering.

Jos. Chouinard, accountant of J. B. Drolet & Co., is spending the warm weather at his summer residence at Lac Sergent.

T. Rouleau, foreman in the cutting room of J. B. Blouin, Limited, Lévis, is on his vacation. He is visiting Boston, New York and other places.

The retail dealers have been cutting prices on summer shoes, so as to clear their shelves for the coming season.

Stock reduction sales have been general during the past month.

O. N. Shink, shoe dealer, is erecting two stores adjacent to his present one. The structure will be entirely fire-proof, erected of Scotch brick and will cost about \$10,000.

Oct. Feuiltault, proprietor of J. H. Bégin, wholesale and retail shoes, has completed a fine private office in the warehouse at the corner of Crown and St. Helen streets.

How about this for a fishing party: Fred Marois, Jimmy Scott, Duchaine, Perkins, Fex, Bilodeau? Louiseville would hardly recognize itself when this assemblage was passing through.

Lucien Borne has returned from another fishing trip. Lucien has an inborn love of the rod that makes him forget business once in a while for the solitudes of Riviere Pierre or some other spot that looks good after a long spell of sorting.

Many shoe factories are still running full, making felt goods for next season. The cost price of leather shoes is

## CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

COMPETENT TRAVELER for territory east of Kingston and the Ottawa Valley for large wholesale shoe house. Apply, with full particulars, to Box 54, SHOE AND LEATHER JOURNAL, Toronto.

BRIGHT REPRESENTATIVE for Montreal and Quebec and Lower Provinces, to handle an up-to-date line of shoe samples on commission. Good opportunity. Apply to Box 81, SHOE AND LEATHER JOURNAL, Toronto.

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, 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

Established Over Half a Century

**Our Brands of Sole Leather**PENETANG

Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

EAGLE

Mellow, yet admirably adapted for general work.

LISTOWEL

For fine and sewed work.

**CUT SOLES**Heels and Counters None Better  
Shoe Findings, Etc.**THE BREITHAUPT LEATHER CO., LIMITED**

BERLIN

- - -  
ONTARIO**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**

difficult to figure just now, owing to a recent advance in some lines of leather. It is expected that manufacturers may have to raise their price for next season. All the jobbers' salesmen are waiting for their new samples, to start out on their trips.

Strangers to Quebec continue to ask if that big tower with "Scott" on all sides of it belongs to the mayor of the town, or if it is just a private tower for drying fire hose. Of course, those of us who are well informed, know perfectly well that this tower is the pride of "Jimmy" Scott and that it shelters and makes possible "some" elevator.

A number of the manufacturers are still catching up in their sleep and rest after the strenuous time occasioned by the visits of the jobbers. It is no easy task to handle the orders of a crowd of live business men whose time is limited, and who require a lot of attention while placing big orders. The extent of the range purchased by the

average jobber makes it necessary to spend a lot of time selecting.

**WAS WITH THE BEST RINK**

Speaking of H. E. Wettlaufer's trip with the Canadian bowlers to the Old Country, the Berlin News-Record says: "Ed. was with the Chapman four, the rink that made the best showing, by winning the greater number of games. The Chapman quartette won 17 and lost 9, on the tour, as well as winning the two games played in Toronto, before leaving. With the other members of the party Mr. Wettlaufer received a handsome medal, suitably inscribed from Mr. John Ross Robertson. It is a fine memento of a fine tour and is highly prized by the Chapman four.

"If we had had two or three days' rest when we arrived in London I am confident we would have made a better showing in the games in England," he said

Factory A  
**The Classic Shoe**  
 For Children

**Styles for**  
**From Canada's**



**Black Kid Button and Blucher  
 McKay**  
 5- 7½ at \$1.15  
 8-10½ at \$1.35



**Chocolate and Black Kid Button  
 and Blucher Tan**  
 2-5 at 75c. 4-7½ at \$1.00



**Box Side Blucher**  
 5-7½ at \$1.15 8-10½ at \$1.35



**Patent, Tan Calf, Gun Metal  
 and Chocolate**  
 2- 5 at 75c. 4-7½ at \$1.00  
 8-10½ at \$1.20 11-2 at \$1.50



**Getty & S**  
**Galt**



# Spring 1914

## Leading Factory

Factory B

# The Classic Shoe

For Women



ott, Limited  
Ontario



# OUR MOTTO:—

Best Material; Best Workmanship;  
Best Value

Our salesmen will call on you soon with

“Dunford’s Elk”

and

“Canadian Boy”

Once Worn, Always Worn  
and

“Superba”

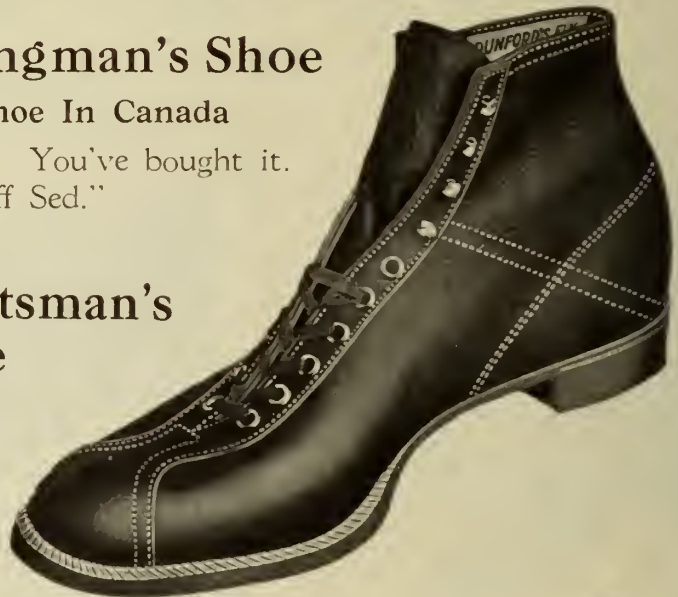
The New Fine Shoe



The Workingman’s Shoe

The Best Shoe In Canada

We’ve made it. You’ve bought it.  
“Nuff Sed.”



The Sportsman’s  
Shoe

The Best Shoe  
in Canada

For all winter and  
summer sports.

The Gentleman’s Shoe

“Superba”

The Best Shoe in Canada

This is what we are going to make.

On Custom Lasts and popular leathers.



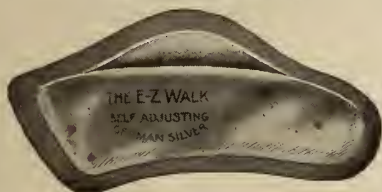
Dunford’s Elk Shoes Limited  
Stratford - - - Ontario





# ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting



THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

THE E-Z WALK MFG. CO., 33, 35, 37, 39 Sixth Avenue, New York

## The Quaker Shoe Co.

Makers of

Men's, Boys', Youths' and  
Little Gents' Medium  
and Staple Lines

## 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.

## The Bonner Leather Co.

Manufacturers

**GLAZED KID**

(Black and Colors)

**CHROME LAMBS**

(Glazed and Dull)

1060 Notre Dame St. W., Montreal



MAKERS OF

HIGH-GRADE SHOES FOR  
MEN AND WOMEN

Write us for further particulars

L. GAUTHIER & CO. - Quebec

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

Leicester, Eng.

and at Kettering, Northampton  
Frankfort-on-Maine.

Cable "HIDES," Leicester.

—KEEP POSTED ON STYLE PROBLEMS—

You can do so by reading the Shoe and Leather Journal. Published on the 1st and 15th of each month. \$1.00 per year in advance.



John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*

*THE Ritchie Shoe*

496 St. Valier Street, QUEBEC.

## Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties; Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC

## THE WM. A. MARSH CO. LIMITED

*Manufacturers of*

*Fine Boots and Shoes*

QUEBEC



P. Cleophas Lachance  
Inventor

## The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

## LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

**ASK FOR SAMPLES**

## LUCIEN BORNE

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL





**SPHINX**  
**Shoe Cement Paste**

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.  
It is a quick, strong and clean adhesive, ready for use.  
It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.  
It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.  
Best for sock linings, as they never loosen.  
There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

**THE BARRIE TANNING CO., Limited**  
Tanners and Hide Dealers  
FACTORY AND HEAD OFFICE: BARRIE, ONT.  
Makers of—

STAPLE LEATHERS	CASE LEATHERS
FANCY " "	TRUNK " "
BAG " "	SHOE " "
STRAP " "	BRIDLE " "
COLLAR " "	SPLIT " "

**BOOKBINDERS' LEATHERS AND SPECIALTIES**  
Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:  
51 Front St. E., TORONTO, Ont. Phone M. 2818

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



ESTABLISHED IN 1869  
OLDEST SHOE MACHINERY FIRM  
IN CANADA.

**KIEFFER BROS.**  
Dealers and manufacturers of  
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.

**J. HEFFERING**  
Permanent Sample Rooms  
709 LUMSDEN BUILDING -:- TORONTO

---

REPRESENTING

**Tetrault Shoe Mfg. Co.**  
Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**  
Exclusive Children's Line

**Regina Shoe Company**  
Exclusive Women's Line  
Big range of Macfarlane and Regina shoes carried in stock.  
PHONE ADELAIDE 370

**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

**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

**DUCLOS & PAYAN**  
Manufacturers of **CHROME SIDE LEATHER**

Box Sides  
Velours  
Matt and Waterproof Sides  
Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
**ST. HYACINTHE. MONTREAL**

## INDEX

	PAGE		PAGE		PAGE
Aird & Son.....	28	E-Z Walk Mfg. Co.....	63	Montreal Box Toe Co.....	65
Ames-Holden-McCready, Limited...	27	Frank & Bryce.....	59	Murray Shoe Co.....	22-23
Anglo-Canadian Leather Co.....	13	Gauthier, The Louis Co., Limited...	63	Packard & Co., L. H.....	29
Appelbee & Neuman.....	30	Getty & Scott, Limited .....	60-61	Perth Shoe Co.....	4
Arabol Mfg. Co.....	65	Harney, P. J., & Co.....	24	Quaker Shoe Co.....	63
Barrie Tanning Co.....	65	Heffering, J.....	65	Rideau Shoe Co.....	32
Beal, The R. M., Leather Co., Ltd..	59	Independent Box Toe Co.....	31	Ritchie, Jno., & Co.....	64
Bonner Leather Co.....	63	Independent Rubber Co.....	19	Robinson, James.....	67
Boot & Shoe Workers' Union.....	Inside Front Cover	Kieffer Bros.....	65	Routier, Luc.....	64
Borne, Lucie.....	64	Kingsbury Footwear Co., Limited ..	25	Solid Leather Shoe Co.....	17
Breithaupt Leather Co.....	49	Lachance & Tanguay.....	64	Star Shoe Co.....	21
Canadian Consolidated Rubber Co..	16	Logan Tanneries.....	31	Staynes, W. H., & Smith .....	63
Canadian National Exhibition.....	30	Marden, Orth & Hastings.....	28	Tanning Research Laboratory.....	63
Clarke, A. R., & Co.....	3	March, Wm. A., & Co.....	64	Tebbutt Shoe & Leather Co.....	12
Cleo Shoe Co.....	14-15	McDermott Shoe Co.....	29	Tourigny & Marois.....	64
Cook-Fitzgerald Co., Limited.....	10-11	McKeen Co., C. E.....	31	United Shoe Machinery Co., of Can- ada .....	8, 20, 26, Inside Back Cover
Davis Leather Co., Limited.....	5	McLaren & Dallas.....	18	Williams Shoe Co.....	9
Dayfoot, C. B. & Co.....	65	Miner Rubber Co....	Outside Back Cover		
Dominion Die Co.....	65	Moenus Mach. Co.....	66		
Doyle, Thos. C. (reg'd).....	31	Moench, C., & Sons.....	30		
Duclos & Payan.....	65				
Dunford's Elk Shoes, Limited.....	62				

# "Altera" Embossing Machine

built by the

**MOENUS MACHINE COMPANY, Frankfurt a.M., Germany**

Another testimonial that  
speaks volumes.

Newark, N.J., July 21st, 1913

MOENUS MACHINE COMPANY,  
Frankfurt, a.M., Germany

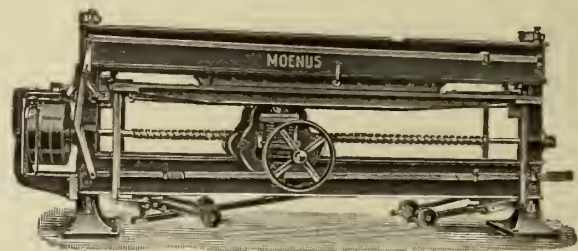
Gentlemen,—

I am in receipt of your recent communication in reference to my large and small Altera Embossing Machines, and in reply wish to say, that the work they are turning out is exceeding my expectations, and I do not believe there is another machine in the market that can compete with them, and I can cheerfully recommend them to any one intending to do fine work.

Yours very truly,

(Signed) CHAS. NIEDER,

225-233 Emmett Street, Newark, N.J.









A FEW  
INSIDE FACTS  
ABOUT  
EYELETS

**B**ETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel ; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and nickel non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

You will readily realize the importance of establishing the identity of these two classes of eyelets and there is a sure way.—Fast Color eyelets have a small diamond  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



## You can only get MINER SERVICE with Miner and Shefford Rubbers

Miner Service backs up Miner and Shefford Rubbers in a way that makes them the best proposition on the rubber footwear market.

Each of the nine agencies handling Miner goods are required to give a service equal to that given by the four Miner warehouses. And they do, because they have their own reputations, as well as the Miner reputation, to guard.

Order from one of our branches, or from one of the Selling Agencies (whichever is nearest), and you will get a service that is unique in its completeness, its exactness and its speed.

Remember, you can only get Miner Service when you order Miner or Shefford Rubbers.

The Miner Rubber Company, Limited  
Granby                      Montreal                      Toronto                      Quebec

SELLING AGENCIES:

Jackson & Savage, Limited, Montreal	-	-	-	-	R. B. Griffith & Co., Hamilton
J. M. Humphrey & Co., St. John, N.B.	-	-	-	-	F. Maranda, Quebec, Que.
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton	-	-	-	-	Coates, Burns & Wanless, London
Dowling & Creelman, Brandon	-	-	-	-	Blachford, Davies & Co., Limited, Toronto





SEPTEMBER 1st

TORONTO

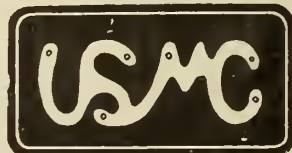
1913

# THE SHOE & LEATHER



*Navy blue suede pump,  
cut steel buckle, cuban  
heel*

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**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC





## New Twentieth Centurys for Spring of 1914

Shortly you will be shown Twentieth Century samples for the next Spring season. Among these you will notice two new lasts in men's and young men's wels.

One is a medium toe, and the other a modified English style. The former will, perhaps, be on the whole the most popular style, although the latter will undoubtedly have the call in cities and large towns. Heels are inclined to be lower on these new lasts, with larger top pieces in keeping with the trend of styles.

Neither of these lasts is extreme, but they are exceptionally stylish, and are certain to be excellent sellers.

**The C. E. McKeen Co., Quebec**





**SATISFIED  
CUSTOMERS**

**SUBSTANTIAL  
PROFITS**

**NUGGET** SHOE **POLISHES**

**The Nugget Polish Co. Limited**

9, 11 and 13 Davenport Road

**TORONTO**

- - - -

**ONT.**



**Mr. Manufacturer,**

**Here's service right  
when you need it most**

*Right now when your salesmen are out, and placing orders coming in, you will appreciate the prompt service you can get with Davis Leathers.*

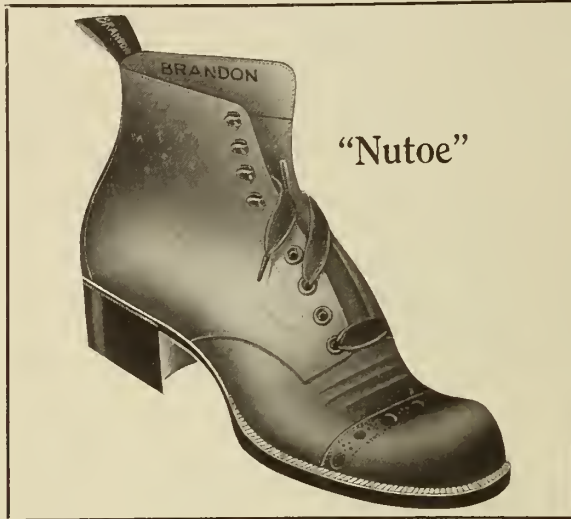
*Backed up by our most efficient plant, our shipping department is smoothly turning out orders as they come in.*

*This year sees the Davis plant in the best position to handle quickly and carefully your order, no matter what its size. The best equipped plant in America is busy preparing the best skins that could be secured in all parts of the world. Always there is sufficient stock on hand to complete an order when it comes in. There can be no delay, except on special orders, no fuss, no waiting and no worrying.*

*Here is a service that will help you just when you need it most. And, remember, Davis service assures every skin you order being first grade, and AI in every particular.*

*Order just as soon as you're ready. You'll get your shipment promptly, have no doubt of that.*

**THE DAVIS LEATHER CO., LIMITED**  
NEWMARKET, ONTARIO



"Nutoe"



"Reo"



"Banker"

# For Sp

## Where Qualt

SAMPLES of Brandon, Monarch are now on their way to you. Give them careful consideration. Do not treat them solely on their merits, but to you as stylish, comfortable.

Wait for the Brandon Monarch shoe. Its unique proposition that comes from the factory.

There is nothing haphazard about the result of the study and work of the Brandon factory. It confines its production to shoes that appeal to men of all ages. Appeal to your best men customers.

In buying Brandon Shoes, buy them to you direct from the factory. You get better service with direct delivery. We give special deliveries and you realize that dealing direct is the best. Leave out the middlemen this time.

## The Brandon Shoe Co.



g 1914

ants, We Win

Brandon's Cushion Sole Shoes  
we ask for them is that you give  
them with other good lines, and  
confident that they will appeal  
ly profitable.

the has to offer, and consider  
alized men's shoes direct from

Brandon Shoes. They are the  
specialists on men's shoes. The  
energies to turning out men's  
find in them features that ap-  
nship that thoroughly satisfies.

middleman's profit. They go  
unnecessary expense removed.  
could get through the jobber.  
in twenty-one days. You must  
saves you much trouble.  
not be sorry.

ried, Brantford, Ont.

"Bobs"



"Broker"



"Hound"



For the wise Shoeman there's money in

# Penmans Hosiery

Suppose you had sold one-third of your customers Penmans Hosiery last year and pocketed a nice margin of profit.

Your *extra net profit* would have paid the rent and perhaps the wages of a clerk or two. And *all this* with hardly any extra work or cost. Why not oblige your customers by stocking Penmans—the popular, full-fashioned hosiery for men, women and children.

Your lady customers want Penmans Hosiery to match their shoes in shade and color. Your gentlemen customers want Penmans for this and other reasons at your store. Oblige them by keeping a good working stock of Penmans always on hand. If you've never stocked hosiery before, write for full particulars.

**Penmans, Limited**                      **Paris, Canada**

## H O S I E R Y

Can be purchased from any first-class  
wholesale drygoods house or through

EDWARD BURNS CO.  
Toronto

A. L. GILPIN  
Montreal

BRYCE & CO.  
Winnipeg and Vancouver

B. S. MacFARLANE  
Truro, N.S.





**HARTT**



These two have been selected from our nine new ones that we are adding for Spring, 1914.

**The Hartt Boot & Shoe Co., Limited**

*Canada's Best Shoe Makers*

Fredericton



New Brunswick

**SHOES**



*Let your profits  
customers profit*

It takes a good, solid specialist  
wear to give you a profit worth  
tee satisfaction to you and your cus

The new Cleo styles are very work  
essential of shoe value—Style—Fit—

*The Cleo Shoe  
Company*

*London  
Canada*



Also bring your

duced foot-  
and guaran-  
ers.

hile in every  
ervice.

See Cleo  
Styles for  
Spring 1914





Where **B.T. & B.** Baggage is made

Here is an illustration of the fine factory that turns out B.T. & B., the high grade baggage that is rapidly gaining favor with shoemen, as well as other traveling goods dealers.

In this factory, which is a model of convenience, every facility is given to the manufacture of the baggage that makes big sales.

Many shoe dealers have found B.T. & B. Baggage a profitable addition to their stocks, as their repeat orders prove.

A perusal of our catalogue, which is now being distributed, will convince you that this is the line for you. This catalogue contains many fine illustrations, with clear descriptions of each piece. You should send at once for a copy, if you have not already sent in your request.

**Berlin Trunk & Bag Co., Limited**  
BERLIN, ONTARIO

Your order to any of these Selling Agencies will receive immediate attention

C. H. Griffiths & Co., Calgary, Alta.; H. T. Johnson, 253 St. James Street, Montreal, Que.; Harry Magee, St. John, N.B.; H. McLeod, Sudbury, Ont.; Thompson & Henselwood, Saskatoon, Sask.



You Can Sell  
Many Pairs of

**FLEET FOOT**

In The Fall

The Basketball teams and gymnasium classes of your locality will be calling upon you for "FLEET FOOT" best quality Sporting Shoes, during the next two months.

This means that you can do a considerable amount of extra business if your stocks are well assorted and at the same time create a reputation for selling dependable merchandise.

Throughout the Spring and Summer "FLEET FOOT" have been advertised in over 1,000 Canadian newspapers, and sales are showing an enormous increase—of which you can get a fair share.

MAKE A LIST OF THE SIZES  
AND STYLES YOU REQUIRE

Mail it to our nearest branch, and your order will get our immediate attention.

Remember, we carry complete stocks at all our branches.

Make Up Your Mind  
Now To Do A  
Bigger Business In  
Rubber Footwear

This Year

The simplest way to do this is to order only those brands of Rubbers for which there is the widest possible demand—due to superior quality. Such brands as

"JACQUES CARTIER"	"DOMINION"
"MERCHANTS"	"GRANBY"
"MAPLE LEAF"	"ANCHOR"
"CHALLENGE"	

are household names wherever rubbers are sold and are the standards by which all others are judged. In buying such brands, you are simply meeting the wishes of the majority of your customers—giving them what they want and what they know is better value.

And you don't have to overstock, because our numerous branches carry complete stocks ready to ship to your order at a minute's notice.

Let us help you build a bigger and better Rubber Footwear business this year. We prepay freight on all shipments over 100 lbs.

Remember these facts when  
placing your next order.

"Granby" and "Maple Leaf" sold exclusively by Ames-Holden-McCready, Limited

**CANADIAN CONSOLIDATED RUBBER  
COMPANY, LIMITED**

SALES BRANCHES:

MONTREAL, Que., Quebec, Que., Granby, Que., Ottawa, Ont., Kingston, Ont., TORONTO, Ont., Port Dalhousie, Ont.  
Hamilton, Ont., Brantford, Ont., Belleville, Ont., Berlin, Ont., London, Ont., North Bay, Ont., ST. JOHN, N.B.,  
Halifax, N.S., Sydney, N.S., Yarmouth, N.S., Pictou, N.S., Charlottetown, P.E.I.,  
WINNIPEG, Man., Regina, Sask., Saskatoon, Sask., Calgary, Alta.,  
Edmonton, Alta., Vancouver, B.C., Victoria, B.C.

# The greatest array of ad all the best sellers, for Sp

In selecting my mammoth stock for Spring requirements fully in view. No effort has been as well as the most wanted, stock of Spring styles that will be popular, or have been po

And while I have remembered that style goes a long way towards inducing you to stock my lines, I have also remembered your reason for being in business. You'll find that I have not overlooked your chances for profit. I have bought so largely that price concessions have naturally come my way—and they'll go to you, too.

In my long experience of buying shoes I have learned what manufacturers may be depended upon in the way of workmanship. I buy only from those factories

**JAMES ROBINSON.**



# anced styles, including ing of 1914

14, you may rest assured, I have kept your  
pared to make this the most comprehensive,  
otwear ever gathered together. None but  
ar, have been chosen into this stock.

that have proven to me the wearing value and satis-  
faction of their product. There's no shoe in this big  
stock that won't show value for every cent of its cost.

So you see, style, workmanship and price—the three  
virtues of a shoe value, have been well provided in  
this stock.

Let my salesman show you these lines. Let him tell  
you more reasons why you should buy of this big  
stock. If you will drop me a card I'll see that he  
gives you a special call, while in your territory.

82-186 McGill St., Montreal



## Two shoes that are not affected

*The Doctors Shoe and the Professor Shoe have  
are as effective as new lasts, 1*

There is a wide divergence of opinion as to who is to blame for what has been termed "the style evil." That it is an evil is generally conceded by both manufacturers and retailers.

A certain amount of style or "snap," of course, is necessary to the sale of any shoe, but constant changes and freakish shapes are not. This has been proven by the remarkable successes achieved by the Doctors Shoe and the Professor Shoe.

Both these shoes have made their reputations and their sales on real, not imaginary, or fanciful features. It is because they have been of help to men's feet that they have become so popular. They never did make their appeal on style alone, though they do use a certain dignified dressiness to help sales.

Each of these lines has its own peculiar construction, which serves a distinct and valuable purpose. Each has features that make a strong appeal to sensible



The Tebbutt Shoe & Leather Co., Limited, Three Rivers, P.Q.







## by style changes and new lasts

*men that sensible features and good shoemaking  
shapes, and fancy perforations*

men who care more for the comfort of their feet than for the pleasing of their fancies.

You can readily see what an advantage these shoes give the retailer. Strong, original features give him help in selling. Sensible, comfortable shapes appeal to a larger number than do "freaks." Lack of constant, radical changes in styles prevents accumulation of "left overs"; and steady styles mean steady sales.

*THE  
Professor*

PAT. N<sup>o</sup>.  119409  
GOLD CROSS  
SHOE

He has shoes with a purpose, profitable sales, and a clean stock. When he gives an order he knows what his profit will be on it, because whether he sells that order all this Spring, or has some left till the Fall, his profit is just as sure, and just as large.

Don't tie up all your profit prospects in uncertainties. Make sure of at least a part of them by putting these **TEBBUTT** shoes into stock.

The Tebbutt Shoe & Leather Co., Limited, Three Rivers, P.Q.

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

**United Shoe Machinery  
Company of Canada**

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.





# Fire Notice

OUR FACTORY was completely  
burned out on Aug. 22nd. Nothing  
□□ was saved except  
□□

## The Travelers' Samples and Equipment

- ¶ The travelers, however, will be on their respective territories in a few days with complete and undamaged lines of spring samples.
- ¶ You can place your spring orders with them in full confidence that they will be delivered **promptly on time** as specified. ¶ We will shortly be in larger premises with more modern and up-to-date machinery and equipment than ever, plus our former staff of expert workmen.

**Just order as of old; we will  
do the rest.**

**The Rideau Shoe Company, Limited**  
MONTREAL



# EVENING

*Attractive Styles in Satin*

A LINE THAT WILL SATISFACTORILY MEET THE MOST EXACTING DEMAND FOR STYLISH FOOTWEAR



No. 4390—Purple



No. 4383—Pink



No. 4381—Black



The Pump above illustrated carried in stock as follows:

4375—Women's White Poplin Pump	\$1.50
4376—“ “ Kid “	1.60
4377—“ “ Buck “	2.50
4378—“ Grey Suede “	2.50
4379—“ Black Suede “	2.50
4380—“ Black Satin “	1.85
4400—“ Black Kid 2-Strap “	1.75
4401—“ Patent Colt “	2.25
4402—“ Patent Colt “	2.25
4403—“ Patent Colonial “	2.50
4404—“ Patent Colonial “	2.50
4405—“ Black Satin Colon'l “	2.25

## Lines Carried in Stock

We can give immediate delivery on all orders for colors listed below. Orders for other colors taken for delivery in three weeks. When mailing orders please use numbers given.

4381—Black	4386—Gold	4390—Purple
4382—White	4387—Canary	4391—Maive
4383—Pink	4388—Red	4392—Kelly Green
4385—Deep Blue	4389—Cerise	4394—Grey

The same style with low covered heel on “College” last.

4395—Black
4396—White

Mail Us  
Your Orders



Price \$2.00  
Per Pair

No. 4382—White



# SLIPPERS

*In Fourteen Different Shades*

THESE ARE THE SHAPES AND SHADES DEMANDED BY SMARTLY DRESSED WOMEN FOR EVENING AND STREET WEAR



No. 4392—Kelly Green



No. 4385—Deep Blue



No. 4389—Cerise

Sizes in all lines run from 1 to 7

**Another Novelty**

Exceptionally attractive Satin Slipper, beautifully ornamented with fine cut beads. It comes in three styles: 4397, Black, with jet beads. 4398, Black, with steel beads. 4399, White, with steel beads. There will be a run on this. PRICE \$2.50



## Electros Free

Lighten up your advertising by showing cuts of these slippers. We will furnish cuts of the slippers shown in this advertisement free of charge to any customer clearing stock.

If you are in Toronto, call at our showrooms—we have a stock worth seeing.

Shade Cards and Samples Sent on Request

# BLACHFORD, DAVIES & Co.

Limited

60-62 FRONT STREET WEST, TORONTO, CANADA



## What of your staples this Spring?

Soon you will be shown samples of Yamaska Brand Shoes for Spring of 1914. These samples are being carried to you not to show you something new in footwear, but to show you something reliable and profitable. You can't really afford to miss this "good sense and sound business" proposition.

You won't see in Yamaska Brand all the latest "creations" of the last makers, but you will see the premier line of staples in the Dominion. Yamaska Shoes do not run to extreme styles, but rely on their solid qualities to win them a place in your stock.

In the Yamaska line is seen the result of over half a century's experience and study in one of the very best equipped shoe factories in Canada.

But—look at the samples, and consider whether they haven't earned a place in your stock.

**La Compagnie J. A. & M. Cote**  
St. Hyacinthe, Que.





# Dorothy Dodd

## Isn't a Good Exclusive Agency an Asset?

A. T. Stewart, one of America's famous pioneers in retail merchandising, said that a store's best asset was a line of reliable merchandise of which it controlled the sale.

Is there any quicker means of drawing new customers to your store than that?

Is there any surer means of holding their trade?

The DOROTHY DODD selling plan offers you this trade-making control—and something more.

But its first appeal is on its merchandise value.

Compare the DOROTHY DODD quality and price with any you have sold.

The DOROTHY DODD Shoe offers a full measure of fit, style and wear.

It carries the proper and necessary retail profit—30% to 33%—and even higher on certain grades.

It gives you a line of merchandise the control of which draws trade to your store.

And in addition to this the national advertising and reputation of the DOROTHY DODD Shoe is constantly interesting new trade for your exclusive benefit.

Isn't such an agency an asset to you?

Ask us to show you what the DOROTHY DODD Agents say.

A post card will bring catalog, trunk of samples or salesman.

**DOROTHY DODD SHOE COMPANY**  
101 BICKFORD STREET BOSTON

BRANCH "IN STOCK" DEPARTMENTS

NEW YORK CITY  
248 Duane St.

CHICAGO  
308-312 So. Jefferson St.

ST. LOUIS  
1424 Washington Ave.





A. CORBEIL

# "Bench Made" and

## Made to Sell at

### Value-Giving, Snappy Shoes that

We are continuing our policy for the coming Spring season the market shoes that retail at \$3.50, \$4.00 and \$5.00.

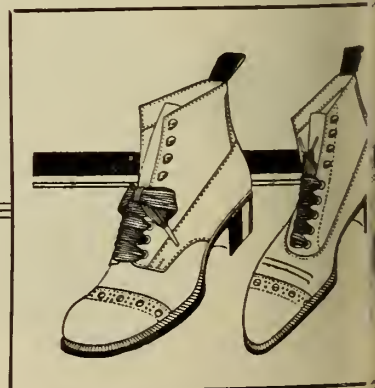
OUR "BENCH-MADE" SHOES TO RETAILERS are without superiors on the Canadian market to-day---an equals. Some are especially snappy and aggressive in style just what the average man with a decided tendency toward looking for. One and all, they are above the level of the shoe, and will undoubtedly prove big sellers for the coming season because the man who considers quality first, then price, will buy on sight, and then return for more.

Will you be ready to supply this demand, Mr. Retailer? Order with our traveler now and make sure. He is on his way for the "Bench-Made" line.

# C O R B E I L

Manufacturers of  
MAKERS OF

Warehouses and offices:  
71 St. Paul St.





# "Leader" Styles for Spring

\$3.50, \$4.00 and \$5.00 Per Pair

Can Sell to Ninety Per Cent. of the Men in Your  
Town on Sight

ing on

## "LEADER" SHOES AT \$4.00

.0

few  
are  
ort, is  
\$5.00  
ing---  
buy

Will prove just as great sellers this coming Spring as in the past---which is saying a lot. They appeal strongly to the man who will not pay \$5.00 for a shoe, no matter how good it is. There are a large number of such men within reach of every retailer.

And you can attract their trade as by a magnet with our "Leader" line. There is style, fit and appearance in every shoe bearing this brand. Best of all there is plenty of "come-back" business---and this is what pays best.

touch  
Ask

We are showing some fine new "Leader" styles for the coming Spring. Don't place your order for medium-priced men's lines until you see the "Leader" range.

# IL LIMITED

Shoes to Retail at \$3.50, \$4.00 and \$5.00

"I-MADE" AND "LEADER" BRANDS

ONTREAL

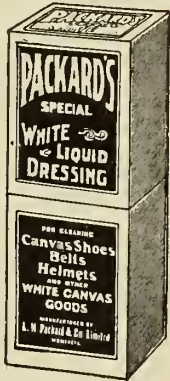
Factory:

63-71½ St. Paul St.



THE NAME  
**“PACKARD”**  
 STANDS FOR  
**QUALITY**  
 IN SHOE DRESSINGS

Here are a few of the lines that have made it so:



White and Colored  
Canvas Dressings



Black and Colored  
Combinations



Self Polishing Liquids  
in Black and Tan



Patent Leather Cream



Black "O" and Tan "O"

How is your stock?

The Fall Season will commence at once. Send in your orders for immediate shipment.

Do You Carry In Stock

**Packard's Boudoir Slippers for Ladies?**



Easy on the Feet.  
 Beautifully Finished.  
 A Splendid Seller.

Made in all colors.

There is a growing demand for this popular slipper —to see them is to buy them. **ORDER NOW.**

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



# Strong Selling In-Stock Shoe Specials

## HELPFUL **IN-STOCK** FOOTWEAR

That will Meet your Wants, Maintain Your Custom and Make You Money

FOR YOUR TRADE WHO WOULD BE CORRECTLY SHOD  
**READY TO GO NOW—READY**



**J107** Patent Colt Button  
Welt Mat Top  
A to D 2½ to 7 \$2.60



**J493** Sterling Colt Gaby  
Hand Turned  
Spanish Louis Heel  
AA to D 2½ to 7 \$2.60



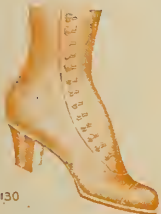
**J492** Reign Skin Satin Gaby  
Light Weight Kidney Heel  
AA to D 2½ to 7 \$2.35



**J071½** Gun Metal Tango  
Pump, Cut Steel Orn. Welt  
A to D 2½ to 7 \$2.35



**J096** White Nubuck Button  
Welt  
AA to E 2½ to 7 \$2.75



**J130** Tan Russia Calf But.  
Relay Welt  
B to E 2½ to 7 \$2.35



**J108** Dark Tan Lotus Calf  
But. Rope Welt  
A to D 2½ to 7 \$2.60



**J104** Medium Dark Russia  
Calf Engl'h Bal. British H'l  
A to D 2½ to 7 \$2.75



**J421** Tan Russia Calf But.  
Schmidt's Color R Welt  
AA to D 2½ to 7 \$2.75



**J102** White Bros. 102 Tan  
Box Calf But. Rope Welt  
A to D 2½ to 7 \$3.00



**J427** Patent Colt Button  
Welt Mat Top  
A to E 2½ to 7½ \$2.60



**J056** Black Suede Calf  
Button  
AA to E 2½ to 7 \$2.85



**J429** Gun Metal Button  
Black Cloth Top  
A to E 2½ to 7 \$2.50



**J428** Patent Colt Button  
Black Cloth Top Welt  
A to E 2½ to 7 \$2.50



**J422** Royal Gun Calf But.  
Welt  
A to E 2½ to 7½ \$2.60



**J078** Patent Colt Button  
Mat Top Welt  
A to E 2½ to 7 \$2.35



**J105** Imperial Calf English  
Bal. British Heel  
AA to D 2½ to 7 \$2.75



**J103** Burk's Mat Kid But.  
Dress Welt  
AA to D 2½ to 7 \$2.75



**J101** Sterling Colt Button  
Mat Top Dress Welt  
AA to D 2½ to 7 \$2.75



**J106** Gun Metal Calf But  
Welt  
A to D 2½ to 7 \$2.60

ORDER NOW WHILE THEY ARE FRESH IN YOUR MIND

TELL US WHERE AND HOW

WRITE FOR NEW FALL CATALOG.

The Menihan Company <sup>IN-STOCK</sup> DEPT. Rochester, N.Y.



## Two McDermott Shoes For Spring Selling

Our travelers are quite enthusiastic over the McDermott line for Spring selling. Every shoe in their collection is very "chic" and dainty.

If you are making a strong bid for the Women's Shoe trade in your town you cannot afford to be without plenty of McDermott Shoes on your shelves.

We would call your special attention to our new Cushioned Sole line in turns and welts. For comfort these cannot be excelled. They will sell rapidly.

In Women's Pumps we are in the forefront, as usual, and some handsome new creations are being shown. We are also showing many new lines in High Cuts and Oxfords.

Ask to see our new line of Men's Pumps, in turns and welts, the only men's line we carry.

*You will be more than interested in the  
Samples our Traveler will show You*

### McDermott Shoe Co.

Women's Shoe Specialists

Montreal





**So-Cosy**  
TRADE MARK  
Shoes for Baby



The high character and quality of So-Cosy Shoes will suggest the character of your store and the quality of service your customers can expect.

So-Cosy

Ask for So-Cosy Shoes.  
Your jobber has them.

So-Cosy



THE HURLBUT CO. LIMITED  
PRESTON CANADA



**Exclusive  
Manufacturers of  
Women's  
Fine Footwear**

OUR SPRING line of Pumps and Low Shoes embodies all the details of finish and style that characterize a fine bench made shoe, at popular prices. Salesmen now on the road.

**RELINDO**  
SHOE CO.  
126 WELLINGTON ST. WEST  
TORONTO



**KENT & SMITH  
KLEANSAK**

*The Best and Most Convenient  
White Shoe Cleaner*

KLEANSAK is a quick-cleaning powder that comes in a little bag which also serves as a brush for applying the powder to the shoe with no waste. A shoe may be cleaned on the foot instantly. *No drying is necessary.*

Kleansak comes in 6 Different Shades for Cleaning Colored Suede Shoes.

The price is 25 cents a carton.  
Sample, postpaid, 25 cents.

EXCLUSIVE MANUFACTURERS

**KENT & SMITH**

73 Blake Street : LYNN, Massachusetts

# 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

## 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

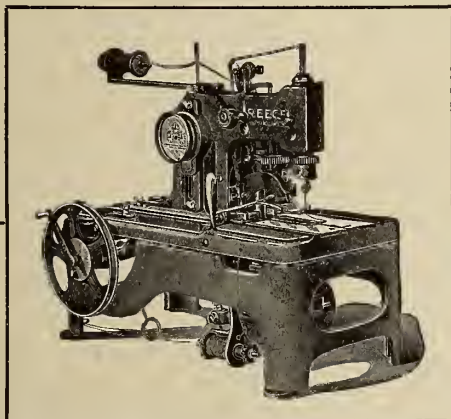
Degras, Sod, Cod, Sumac,  
Gambier Extract

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

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

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

Small  
Cost of  
Upkeep ;  
Simple in  
Operation



Little  
Noise ;  
High  
Speed  
In Use

### REECE High Speed Button-Hole Machine

is AUTOMATIC, which insures you against careless operators; no part of the work on the button hole demands the operator's care. Hence the finished button hole is of A1 quality, and it stands wear in use.

WE WILL INSTALL IT ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
MONTREAL      TORONTO      QUEBEC  
L. D. Phone Up 2415      L. D. Phone Ade. 1033

Representing—

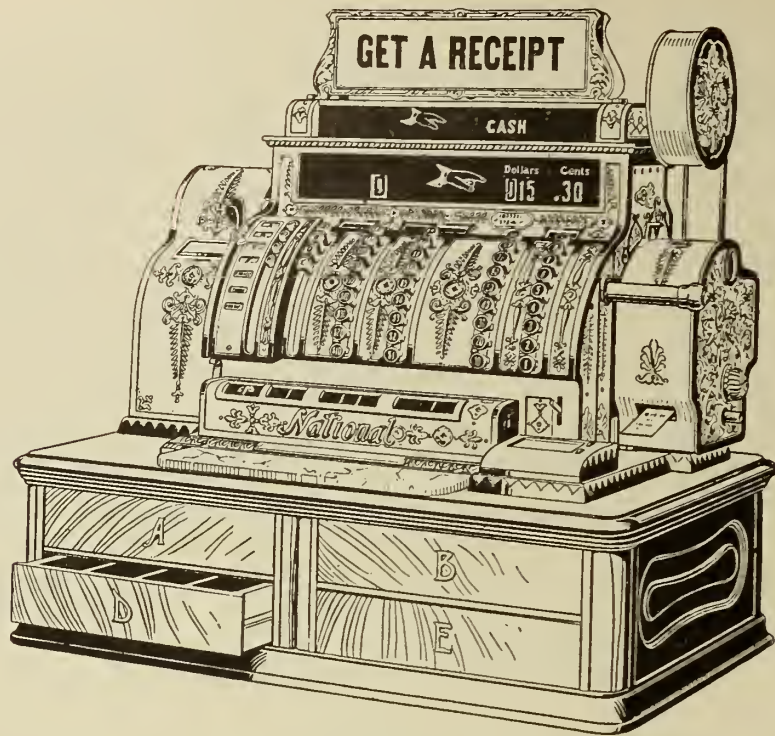
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.

## Keep Abreast of the Times

- ☞ That is the way to increase your trade, advance your profits and build up your business.
- ☞ The Shoe and Leather Journal is the best medium to assist you.
- ☞ 24 issues a year—\$1 in advance

—Subscribe Now—

Acton Publishing Co.  
Toronto      Montreal



# Make Every Sale Count

## Get All The Profit From Your Fall Trade

No merchant can fail to overlook the profit on even a single sale. The National Cash Register will enable you to get all your profit by stopping losses from mistakes and carelessness.

It compels the clerk to make correct unchangeable records of each transaction.

It prevents the failure to charge goods sold on credit.

It enforces accurate records of money received on account and money paid out.

It keeps you in touch with the details of all departments of your business and enables you to manage it to better advantage.

*It Will Increase Your Profits—Write For Information*

**The National Cash Register Company**

285 Yonge Street - - - - Toronto

Canadian Factory: Toronto, Canada



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 17

TORONTO, SEPTEMBER 1st, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## The Way to Open Up Fall Shoe Trade Early

Why the Retailer Should Hold Some Kind of a Reception or Opening—Place as Many Goods on Display as Possible—Visitors to Style Show Will Not All Be Buyers, but They Should be Courteously Shown Around

Written Expressly for the Shoe and Leather Journal by A. E. EDGAR, Windsor, Ont.

There is one way in which a merchant can force a new season upon the public a few days, or even weeks, before a lagging season would demand the new fall shoes. A fall opening, or as they are more properly called, a "Fall Style Show," will force the newer styles upon the customer before they would, in the ordinary course of events, see the necessity to buy. The significance of the Fall Style Show may not be apparent to all shoe merchants. Its real value may not be appreciated by some. We can only say that there are many reasons why a store should hold some kind of a reception, or opening at the beginning of the fall season. Here are some of them:

The vacation season is at an end, people have returned from their summer homes, children have started to school, and they all need new shoes.

The store, meaning the merchant and his clerks, has just recovered from a partial lapse into easy-going methods and now offers what the public requires as much as anything else—new shoes.

There is a general feeling that the time to make the fall purchases of shoes is at hand. It requires only a reminder to start the ball rolling. The shoe merchant who makes the first break will no doubt be able to skim a great portion of the cream from the season's trade.

### Suggests Thought of New Shoes

A Style Show suggests new shoes to those who may not have given it a thought. It reminds those who are procrastinating. It says to the public: "The period of the summer shoe is over, doff the light weight and on with the sturdier fall shoe, throw away the run-down-heel low cut and put on the natty high cut, for the season is at hand when the ankles must be protected from the cool evening breezes and the heavy dews and fall rains."

New goods have been pouring into the store for weeks, these have been opened, inspected and marked and placed in stock. Why wait for the crowds to gather? Send out an invitation to all who will to come. Many are only

waiting for the word, why, then, should the merchant hesitate?

There is another thing a Fall Style Show will do for the shoe merchant besides intimate to the public that the new shoes are in, and that it is time to buy. It will bring people to the store. If properly conducted it should bring crowds, some of whom will be strangers, people who have never been inside the store before. The merchant who does not see what a benefit this will be to him is surely short-sighted. He may find fault and say that these strangers only come to look around, that they do not come to buy. If he does he is in the class with the merchant who said to the writer:

"I do hate to have people come around shopping. What's the use of showing them goods; they can't remember the styles and qualities after they go out of the store. I always tell them that I have other styles and that I'll show them to them when they get ready to buy."

### Callers Do Remember Styles

This merchant does not find that many customers come back. They do not remember the styles and the values shown them because of the manner in which they are shown. Let a woman be shown a number of styles of shoes by an enthusiastic salesman and he may be able to turn the shopper into a buyer. If he cannot, he has, at least, left a pleasing impression of the store and of himself, which will linger a long while in her mind and may help to bring her back for a pair of the very shoes that were shown.

The visitors to the Style Show will not all be buyers, but they should be taken in hand by some one, the merchant, when possible, and cordially welcomed. They should be courteously shown over the store, first of all. The different departments should be pointed out to them. Any special exhibits should be brought forward. Some of the novelties might be fitted to the feet. And all this will take up much time. Sure thing. And it will cost some money, too. But who would not spend money and time in this way if he manages a modern shoe shop?

The visitor is made to feel at home; she is shown that she is welcomed; that she is not looked upon with suspicion as merely a shopper. She may find that things are managed in a more orderly manner than where she is accustomed to deal. She may find the "atmosphere" more congenial. She may find the appointments, the fixtures and furniture more pleasing to her. She may find that the service is much

better than she had been accustomed to getting. She may see many more styles shown than she has ever seen in the store where she deals regularly. She may like the styles shown and naturally she will return for a second look when she is ready to buy. The whole impression may be so favorable that she decides to try the store and she may become a regular customer through that Style Show. Who can estimate the value of a regular customer?

#### Get First Choice of Customers

There is a class of people who are ever on the alert to make a change. Every merchant has these among his customers. He cannot be sure they will buy their footwear from him, any season, until they have done so. There are many of this type of people who buy liberally, but who are restless, never seem to settle down and be satisfied. The Style Show does something towards forcing an issue with this class. "The early bird catches the worm." The first to force business in the fall gets the first choice of customers.

Little need be said about the advertising of a Style Show. It should be so well advertised that all persons whom the shoe dealer desires to know of the event will be informed. Newspapers are so general in their circulations that one would think that all that would be necessary would be to make the announcement in the papers that circulate among the constituents of the store. But it has been found that that is not enough. A form of announcement should be prepared for mailing to every one whose name can be secured, none should be missed if it is possible to avoid it. This announcement may take the shape of a formal invitation to be present on the opening days, or it may be given in the form of a folder in which, besides the announcement of the Style Show, a number of the newer styles are illustrated and described, and priced. Or a regular catalogue-booklet may be used in which is slipped the announcement of the opening days and the invitation to be present.

#### Show Both Staples and Novelties

As many goods should be placed on display as it is possible to find room for. It is not necessary to confine the displayed lines to novelties. Staples are always in demand. Many persons do not know where to get certain classes of staples. Take an old ladies' shoe; this is about as homely an exhibit as one can conceive of, but put one out on display that is soft to the feel, comfortable looking, flexible in the sole, smooth inside, and the favorable comments made about it will prove it is worth while being shown.

There should be some attempt at decorations inside the store. These need not be elaborate, nor costly. Flowers are very plentiful in the fall and a few dollars' worth will go a long way. Branches of trees from the woods, especially branches containing the beautiful maple leaves in their gorgeous colors and vivid shadings. The golden rod is plentiful in many localities, sumac in others. All localities will provide something for the decorations at the cost of picking. Fruits can be used to some extent but should not be so prominent as to attract attention to the fruit and from the shoes on display.

#### Why Not All Agree on One Day

If it is possible for merchants in cities and towns that enjoy a country trade to get together and have their Style Shows all on the same dates, the benefits would be considerable. A great many people from the surrounding territory can be induced to come to town in that way.

Here is a news item showing what is being done in other places:

"A Fall Style Show during one week in September has been tentatively decided upon by a number of retailers in Minneapolis. Instead of individual 'Fall Openings,' Minneapolis stores will unite in one blaze of glory with a display of

fashions which are to rule for the coming season. Thousands of visitors are expected to come to the city for the show. The Civic and Commerce Association, the Minneapolis Retailers' Association and the Twin City Window Trimmers' Association are uniting to make this one of the great events of the year."

We have not made any attempt to show the retailer how he might proceed in this matter except in so far as we have made suggestions and have offered advice. Local circumstances should largely govern the extent and the cost of the event.

An attempt should be made to teach the people to buy early while the styles are new and fresh. As large a crowd as can be gathered together should be secured, crowds count. As large a showing of shoes and accessories should be made as possible; show goods. Send as many people away from the store as you can with a very favorable opinion of both its conveniences and its standing in the community. Let them know that you have the new styles, and you will sell them.

Who can say that with such a start the merchant will not have a favorable season. He will, in spite of any adverse circumstances that may arise. Try it.

### Fitted Her by Measure

One of the most successful shoemen in the West recently related some of his experiences in selling shoes to particular customers. Among other things he said: "There are a good many women who have trouble with their feet. If you can fit one of these women with shoes that both satisfy her style ideas and feel comfortable, you have not only made a permanent customer, but also one who will be the best sort of an advertisement for your store.

"Some time ago a woman came into my store and made the statement that she had not had a comfortable pair of shoes in ten years. The clerk did not feel quite competent to handle such a hard case, and appealed to me.

"The first thing I did was to measure the lady's foot. I then made her stand on the measuring stick. 'Oh!' she said, 'you need not bother about that; I never wear anything but a 6C.' I noticed that her foot measured about 6½ when her weight was removed from it, but the minute she stood on it the arch dropped and showed pretty nearly 7½.

"I got out an 8AA and put it on her foot, and asked if it felt comfortable. She admitted that it did; 'But,' said she, 'is it a 6C?' Without replying, I asked her to walk across the room and stamp her foot hard into the shoe. When she got back I again asked about the comfort. She replied, 'It certainly is the most comfortable shoe I have had in years; but is it a 6C? I can't wear anything else.'

"By this time the 6C question had begun to grow troublesome; so I said, 'I don't know anything about sizes; we fit entirely by measure. If those shoes are comfortable, you take them home, wear them around the house for a week, and if, at the end of that time, they are not perfectly satisfactory, come in and I will return your money.'

"I promptly forgot all about this case, but a month later the woman came into the store and asked for me. At that time I did not remember her, but she reminded me of the sale and said: 'Those shoes are the first comfortable ones I've worn in ten years.' She added that she wanted a heavy pair to wear around the shop. She explained that she was a business woman and was on her feet most of the time.

"I sold her a heavy pair of shoes, size 8AA. Then she said, 'Just as a matter of interest I'd like to know whether these shoes are 6C or not.' I merely smiled. She did not press the point and she does not know yet what size those shoes are. Naturally I have not the slightest intention of telling her."



# Do Branded Shoes Yield Best Margin of Profit?

Frequency of Turnover is Considered Fully as Important as the Percentage of Gross Profits or Volume of Business as on This the Net Results to Retailer Very Largely Depend

What about profits on shoes, which pays the retailer the better, the branded or the unbranded lines? This question has received consideration in the *SHOE AND LEATHER JOURNAL* from time to time and many cogent arguments have been advanced on both sides. Much seems to depend on what is meant by the branded or trade-marked shoe and how its sale is controlled. If one means by a trade-marked shoe the exclusive selling right for that shoe in a town or city and confining its handling to one dealer, there are certainly more benefits than where a branded shoe is handled by two or three or more retailers, the number being fixed by the size of the community or fast or loose policy of manufacturers.

Whether a trade-marked or unbranded shoe is the more profitable from the standpoint of net earnings on the investment is a moot question, and depends largely on the character of a retailer's establishment, the class of trade he caters to, his selling policy, price of goods handled, the reputation, advertising and distribution at the back of the trade-marked article and numerous other considerations.

Opinions differ widely as every retailer naturally operates his business on a policy that, in his judgment, will prove best for his particular business. As there are successful shoe stores and shoe departments that are handling trade-marked and unbranded shoes respectively, it would seem that suc-

cess is not absolutely dependent on either plan. Necessarily, the individual conditions under which any business is operated vary in numerous particulars.

It is conceivable, however, that other conditions being equal, one plan might have advantages over the other. That is a question which, from our investigation, says the shoe section of the *Dry Goods Economist*, we believe each merchant should decide for himself. Certain facts and the experience of others, however, are well worth consideration.

## The Turnover in Shoes

Not long ago, several retailers got together and compared notes, with the idea of seeing how their respective shoe departments stood in relation to the rest of the store. The list, as they made it out, showed a better profit or a bigger turnover on most of the other lines of goods. These figures credited shoes with an annual turnover of about  $2\frac{1}{2}$  times, at a gross profit of 25 to 27 per cent. This showing had no bearing on branded or unbranded shoes, but was upon shoe department business in general.

Our investigation, so far, on trade-marked shoes tends to show that dealers who are handling the best branded lines are making a showing somewhat above this average.

Take the case of a prominent eastern retailer. He has



THIS DIANTY WINDOW DISPLAY, WHICH WAS MADE A FEW WEEKS AGO BY GEORGE G. GALES & CO., MONTREAL, IS REPLETE WITH SUGGESTIONS TO THE AVERAGE SHOEMAN REGARDING HOW HE MAY PUT IN AN ATTRACTIVE FALL FOOTWEAR TRIM; USING, IN PLACE OF THE SPRING BLOSSOMS, FERNS AND LILIES, GOLDEN WHEAT SHEAVES, AUTUMN LEAVES AND FALL FRUIT



been handling a certain line of branded shoes for six or seven years. This line shows an annual turnover ranging from  $2\frac{1}{2}$  to 3 times on the investment, with a gross profit on the selling price (varying with the seasons and special conditions) ranging from  $27\frac{1}{2}$  to as high as 35 per cent. His average for the department is a little below these figures, because on the unbranded lines which he carries he finds it difficult either to turn the stock as often or to get quite so large a gross profit.

There are several factors which tend toward a larger profit on trade-marked shoes than on the unbranded lines.

As a general thing, the trade-marked shoe is confined to one dealer in each city. In fact, when we speak of the trade-marked shoe, we mean only those lines on which the retailer is benefiting by such an **EXCLUSIVE SELLING RIGHT**.

On such lines of shoes, whatever publicity the manufacturer has been giving his goods, and whatever reputation they have gained among the wearers, is confined to the one dealer handling the line. It would not seem unreasonable to believe that this, in addition to the retailer's own energy and reputation, helps to increase the volume of his business on that grade of footwear. This would be one advantage on shoes, particularly where, as said, profits, as a rule, are smaller than in many other departments.

#### Gross Profit Evenly Balanced

The question of gross profit seems to be about evenly balanced, as most trade-marked shoes yield a reasonable percentage, even though the wholesale and the retail price is, of necessity, not entirely under the control of the retailer. Retailers handling trademarked lines claim that any advantage that might be gained through freedom to fix their own profits on unbranded lines is so slight as to be immaterial, and in any case is offset by the extra volume and other favorable features of trademarked lines.

Frequency of turnover is considered fully as important as the percentage of gross profits or volume of business, as on this the net profits of the business very largely depend. The greatest aid the retailer can have in this respect is the opportunity to buy conservatively and fill in frequently from an adequate stock carried by the manufacturer. Although the retailer's ability to do this is not confined strictly to trade-marked lines, the manufacturers of branded lines have, as a rule, developed greater efficiency in that respect. This is but a natural sequence, as the manufacturer of a trade-marked line must, in his own interest, include the most efficient service as an important feature of his selling policy.

#### Manufacturer Feels Responsibility

Unquestionably, when a manufacturer puts his name on a pair of shoes he feels his responsibility to a far greater extent than when his interest in them largely ends with the sale to the dealer.

The manufacturer who does not brand his goods sells to whomever he can interest, and is seldom limited to one dealer in a town. Therefore, what he may lose in trade from one he has opportunity of making up in sales to another.

But the manufacturer whose line is trade-marked, and confined to the one store, must stand or fall on the success of that store. If that store fails to find his line profitable and discontinues handling it, the other stores in the city are not likely to crowd one another in rushing to the manufacturer for the opportunity of doing likewise. As a general rule, the manufacturers whose lines are trade-marked would rather have their dealers underbuy than overbuy, and they back them up by carrying big stocks on which the retail can draw.

This naturally brings up the chief objection some retailers express to handling trade-marked lines. We will take the case of a store in the Middle West, because the buyer there expressed very well this most common objection.

"When we push a line of shoes," said this buyer, "we

want them to bear the brand of our store. We don't want the manufacturer to be in a position where he can place his goods with some other store and have our trade."

It seems that the buyer who takes this stand is admitting too much for the trade-marked shoe. We do not believe that the manufacturer can transfer any very big percentage of the department's trade to another store merely on account of the trade-mark name. If this were so, then the average retailer might well consider whether he had not better handle a trade-marked line or go out of business. Indeed, it is believed that manufacturers themselves would not care to claim such prestige. There is reason to believe some retailers may find an advantage in adding their local reputation and energy to the sale of the right kind of trade-marked and nationally advertised line, provided, on the other hand, that the manufacturer has a reasonable understanding of the retailer's problems and rights in such an alliance.

### A Practice He Does Not Like

"I do not mind paying whatever price, if it is within reason, that manufacturers ask for rubbers, when giving my placing order, but I do decidedly object to their raising their figure for certain lines after the selling season starts. Now," remarked a London shoeman the other day, "on my women's first quality rubbers I paid 56 cents. I found that when sorting began, the firm had raised the price to 58 cents. That is not a fair square deal, I maintain. While two cents may seem a small advance to the retailer, it is a decided advantage to the manufacturer. If his factory turns out 5,000 pairs a day and the producer gets two cents more for each pair of rubbers during the sorting season, this means an added income to him of \$100 a day, or \$600 a week. The shoeman, however, has to go on selling that same rubber at 75 cents. He cannot raise the figure on account of the two cent advance. The result is that the factory benefits greatly by any increase and the dealer loses in proportion. To make my point clear, I may say there is very little money in handling rubbers. Frequently they have to be delivered, as people cannot come to the store to be fitted owing to weather conditions. This means that we have to pay five cents for the delivery and, then if we add on two cents as the cost of freight, cartage, etc., it brings the figure for a woman's first quality croquet up to 65 cents; then to sell this at 75 cents, wherein does the profit come? It costs the average retailer from 15 to 20 per cent. to do business, that is, to pay for advertising, rent, heat, light, help, insurance, taxes, etc. To make only ten cents on a pair of rubbers virtually means that the retailer is doing business at a loss. Now, I am kicking about the two cent advance as much as I am regarding the principle of the thing. After we have started to sell a first-grade rubber for 75 cents we cannot very easily raise the quotation, during the sorting season, to 80 cents for customers know what they paid for previous pairs, but some manufacturers will elevate their figure two cents on all our sorting business and we have to pocket the loss. I do not like that style of doing things. All rubber footwear companies should have a fixed price which should carry throughout the whole period of sorting."

#### IT IS WORTH THE MONEY

*Enclosed find one dollar for another year's subscription to the SHOE AND LEATHER JOURNAL of Canada, which we think is one of the best papers that a shoeman can have.*

*Yours truly,*

THE BROADWAY SHOE STORE.

Montreal, August 11th, 1913.



# What Cost Mark System is Used in Your Store?

A Few Methods Followed By Different Shoe Retailers—The Figure, the Symbol, the Code, and the Letter Plans Analyzed—Each Have Their Strong Points and Weaknesses—Do You Keep Your Cost Marks Secret?

There are many systems of cost marking in the shoe store. Some are complicated and others quite simple. There are proprietors who never allow their clerks to know what a shoe costs, informing them that all goods are sold at the one price and that the chief business of the salesman is to get that price. Other shoemen inform the senior clerks or the heads of departments only.

Just how far a retailer should go in the way of acquainting his staff with the cost price on the labels of the cartons is a matter for him alone to determine. No hard or fast rule can be laid down that will suit all establishments.

Many a dealer by making his cost price too freely known has had occasion to change it several times for his own protection. Others are too reserved regarding the matter and guard the hieroglyphics of the store with Masonic secrecy.

Numerous systems have been tried with varying success, and to find a perfectly satisfactory cost mark is difficult.

## Simple Yet Secretive

A leading retailer said the other day, "The main feature is to get a cost mark or system of marking the cost of footwear that will make the cost price readily obtainable, but which will keep the secret from those who do not need to know it. I do not think it advisable to let more than my head salesman learn the information regarding costs, and I will tell you why. In the first place I often pick up certain snaps on the factory floor in my visits to the Eastern shoe centres. Now, the other day I ran across a Quebec manufacturer who had half a dozen cases of men's tan calf welts left on his hands. These goods were solid throughout, but for various reasons, principally in the delay of filling the order, it had been cancelled. These shoes were offered to me at \$2.50 each, and I understand the line had been booked at \$3.25 per pair. Here was a snap and as I had the ready cash and the shoes were made on a good fitting, smart, medium high toe last, I bought the whole consignment.

"Feeling that my store was entitled to the benefit of the deal, I marked the goods to sell at \$5. When the salesman offers this shoe to a customer, he concludes from his knowledge of profit margins and from the manifest quality and style of the boot that the price was about \$3.25 or \$3.50. If, however, he can read the cost mark, and thus learn that only \$2.50 was paid, his confidence in the value of the footwear is lessened, and his arguments will, unconsciously, perhaps, lack the ring of sincerity which is needed to close a deal. And yet the profit asked in this instance would be fair from every standpoint."

## The System of Letters

A system used to a very great extent is to adopt a letter code, a certain letter standing for each number. It is a common practice to take a word of ten letters and use the letters for the code or take two short words. Thus:

Importance	1 2 3 4 5 6 7 8 9 0
Mean Profit	1 2 3 4 5 6 7 8 9 0
Choice Mark	1 2 3 4 5 6 7 8 9 0
The Journal	1 2 3 4 5 6 7 8 9 0

Some shoe dealers use symbols of various kinds, but this plan has its drawbacks, as it is not as easy to change a symbol as it is a word. When one comes in contact with a symbol

cypher day after day, it is not difficult to decipher it in time.

Other dealers adopt a certain figure or mark the cost price so that by reading the numerals backwards, the cost is learned as 523, would mean \$3.25, or 062 would be interpreted as \$2.60, and so on.

In the case of taking a certain figure as a basis, suppose that basic figure to be 175. Then the actual cost price of the boot is added. Say that a woman's dongola button cost \$2.15, it might be marked on the label or on the bottom of the carton as \$3.90. There are obvious drawbacks to this plan, as very frequently selling and cost prices might come too close together or be misread in the event of a rush or oversight. It is better to use a higher basic or foundation number like 650, etc.

A few dealers make use of a typewriter in their correspondence and have the following typewriter code on their labels:

.	,	;	:		*	!	?	(	)
1	2	3	4	5	6	7	8	9	0

Several leading shoe merchants never put the cost price at all on their cartons or labels. Some mark the figure on the shank of the shoe or the breast of the heel.

Other business men adopt a specific number or lettering in the stock book for each range, and by referring to that volume the cost figure can easily be obtained. These foot fitters contend that as reduction sales are held only once or twice a year, there is no need of knowing the cost figure since the selling quotation is normal and the one price regulation holds firm in all first class footwear establishments. The days of haggling and beating down the clerk being numbered among the practices of the past, one price to everybody and everybody treated alike is the unvarying business policy and principle of today.

Still other boot vendors have an excellent system of lettering and have three stock books or perhaps four, or they

## A Well Equipped Warehouse

The accompanying illustration shows the large warehouse of A. McKillop & Co., Calgary, who have been in the wholesale shoe business in that city for nearly five years. The warehouse is 50 feet wide by 120 feet deep, three storeys



high, with basement. The company, in addition to the regular lines of boots and shoes, carry a large stock of rubbers, using the basement for that purpose. They also handle findings of all descriptions of which they have a heavy stock.



divide one book into compartments such as men's, boys', youths', women's, misses', children's, etc. By a letter or two or three letters they specify each line. Thus M. G. M. Bl. would be men's gun metal bluchers; M. T. C. Ba. would be men's tan calf bals. B. B. C. Bt. would be interpreted as boys' box calf button and W. T. S. P. would be recognized as women's tan suede pumps, etc.

The nature of the shoes, the cost price, the name of the firm bought from, the date of the arrival, etc., are entered from the invoice when the footwear has been unpacked, inspected and checked up. Each line is also given a distinct number. On the label or carton is then placed the letters, the year, the number of the line and the selling figure. Supposing a case of men's storm calf bluchers come in costing \$2.90 per pair. It is the first shipment received for fall, and they arrive in August, which is the eighth month of the year, 1913. It is decided to sell them at \$4.50 per pair. The marking would thus be:

M. S. C. B. 8. 13.

\$4.50

The advantages of this system are many. If the cost price is desired, it can be looked up with very little trouble. Shoes marked 11 will appeal at once to salespeople as goods which should be cleared out as soon as possible, and in this way the stock is kept turning over with profit-earning completeness and no dead ends.

Here is another system. A book is kept for each department, and each page is divided into a certain number of lines. When a consignment of shoes is received, the cost price, name of firm, date, etc., are entered in the proper book. The label on the carton is then marked with the page and line where the entry was made. If the entry was made on page 37, line 29, the cost marks on the label would be 37, 29.

Some of the suggestions given will be found practical, and the SHOE AND LEATHER JOURNAL would like to hear from

any of its subscribers regarding what system of cost marking they think is the best.

#### How Do You Like This Plan?

Some have a regular numbered system—a kind of numerical shorthand, which has given every satisfaction. One shoelist down east has followed this plan. R represents 10 cents, S, 5 cents. Thus if a shoe costs \$3.90, he marks it 39r or if it costs \$2.55, he designates the cost as 25rs, or providing the cost is 75 he puts down 7rs or if it is \$2.35, it would be 23rs. This plan is very simple, but presupposes that the cost price in every case is a multiple of five or ten. It is not difficult for any one to soon decipher the cost notations. There are only two things to learn—that r represents 10 and s stands for 5; of course, the merchant could change his letters to H and K in case he deemed it advisable, but think of the labor of going over a stock of thousands of shoes.

Each system has its advantages and disadvantages, and what may suit one man admirably, may prove a constant annoyance or barrier to another.

Some are modern and expeditious, others obsolete and painfully slow, but the plan pursued by many progressive firms is to keep the cost mark absolutely secret, except to those who have a right to know, and those persons are generally the buyers or the heads of departments who enjoy the confidence and esteem of the house and have proved their work and worth by loyalty, fidelity and honest service.

"Boots for Hire" is a sign that has appeared at the Robert Browning settlement house, Walworth road, London, England. The house has received a gift of \$500, from a friend, who wishes to help children to good footwear. It was the experience of settlement workers that gifts of shoes to children were of little value, because parents often took the new shoes away from children, and pawned them. To prevent this evil practice, the settlement workers are trying the experiment of renting shoes.



MR. BLYTH STARTED BUSINESS IN BRANDON, MAN., SEVEN YEARS AGO IN A STORE 8 BY 12 FEET, AND HIS BUSINESS HAS MORE THAN DOUBLED ITSELF YEAR BY YEAR. HE HAS MADE A SPECIALTY OF REPAIRING. MR. BLYTH IS A NATIVE OF NORFOLK COUNTY, ENGLAND, AND HAS SUCCEEDED WELL IN THE WEST.



# Does Keeping Open Late at Night Pay the Dealer?

Concensus of Opinion is That it Does Not—Serving the Public is a Misleading Phrase—Often Night Trade is Unprofitable and Long Hours Are Driving Young Men Out of the Trade and Making Bosses Grow Stale on the Job

Shorter hours—the words have a pleasant sound, and would mean much to shoemen and their clerks in Toronto and other cities who have to labor from eight in the morning until ten or eleven night every day in the year except Sunday.

An agitation for early closing has been started. Like the current of a river, gathering strength as it flows, it is making itself felt, in every part of the city, and it is believed that within a few months, a bylaw will be passed, whereby all retail footwear establishments will close at eight o'clock on every night except Friday and Saturday, when they will remain open.

Practically every retailer has fallen in with the plan, and is giving it his support. There are several reasons why an early closing bylaw should be passed in Toronto. In the first place, no shoeman can do business for fourteen hours a day, and feel fit, mentally and physically. A lot of his energy goes to waste. He is apt to grow "stale on the job," to lack initiative or resource and then he becomes a marker of time or a piece of mechanism—something like a twenty-four hour clock, to be wound up each morning and run down again at night.

These remarks are presented with all due respect to the dignity of the trade, and there is no mercantile vocation which calls for higher service, more efficient salesmanship, broader ideals and more progressive methods than the retail shoe line.

## What Others Have Done

It may be interesting to note what labor organizations have accomplished. Take the typographical unions, for instance. Now, in all unionized printing establishments, from one end of Canada to the other, the eight hour day prevails, and the men do practically as much work, if not more, than under the old system whereby the hours of labor were from seven in the morning till six at night, with an "invitation" frequently thrown in to come back and "lend us a hand for the evening," which the boys generally did some years ago. Now, if there is any overtime, the typo is paid time and a half.

The same state of affairs applies to many other trades. The departmental stores used to think that it was necessary to keep open from early morning till late at night, but now the hours are very much shorter, and all the firms are doing a bigger business.

So far as the retail shoe trade is concerned, just as much business, if not more, would be done at the end of the year, if every dealer locked his door at an earlier hour; and he would be a better man, both in body and in pocket. Said one of the leading Queen St. shoemen the other day, "we cannot get young men to stay in the business, because they have to work so much at night. During my career of twenty years in this enterprise, I have had man after man leave me, and through no fault of my own. I engage a bright young fellow, train him up—familiarize him with every department; advance his wages regularly, and, when he has two or three years' experience, and is capable of taking charge, he leaves me. Why? Does he go to another store run by a competitor. Not necessarily. He often gets out of the shoe business altogether, for, I tell you that the long hours are killing the trade. He sees nothing ahead of him but to work, eat and sleep. He has no time for recreation, for study or for sport, even although he is allowed a couple of nights off a week. No wonder he leaves the business.

"Now, the boss is worse off than the clerk. He never has a night off, because if he goes out of an evening, he does

not know what is transpiring in the store. If he closed at eight o'clock sharp, he could leave to attend a meeting, go to a show, or do several other things and feel perfectly free, knowing that all his troubles are locked up. Now this is no reflection on clerks, because naturally at night time, they think they have already done a day's work and are inclined to take things easy.

## Serving the Public—Forsooth!

"You know that staying in one place all the time tends to make a man very narrow in his views. He may not admit it, but he wakes up some day to recognize what a fool he has been to serve the public in any servile sense. The public give him no thanks whatever for they would go to another man to-morrow, if a new one started up, provided he gave them a better service and more efficient attention. About the only people who serve the public and get any thanks for it is the shrewd politician, who, after a term or two in parliament, is handed a public job at a good fat salary. If he does not do this, and goes on serving the "pee-pul," he is apt to find himself out in the cold after a few campaigns. Now, it is the same with a shoeman. He thinks he is serving the public, that they appreciate his keeping open at night, and all that sort of thing—whereas, instead of ministering to the masses, they are only making a kind of door mat out of him, and figuratively speaking, wiping the mud off their shoes on this same mat.

"The best move that can happen the retail shoeman," said a King street dealer, "is to shorten up his hours; take a vacation, go somewhere, and see what the other fellow is doing, learn about his methods and his system, pick up pointers, and practical suggestions. He may not be able to incorporate all these in his own establishment, but he can certainly make use of some of the methods that he encounters. I am strongly in favor of the bylaw, and hope that every shoeman, who has the interests of the trade, of his clerks and of himself, at heart, will sign the petition. I am heartily sick and tired of this night work, and the only reason I do it is because the other fellows do. You know we are all more or less influenced by our neighbors or competitors, and I am frank enough to admit it."

## Why Are Shoemen Behind?

There is both logic and sound argument in the foregoing observations, and it not necessary to add much more. If labor and other unions find it necessary to have shorter hours and departmental stores do likewise, also office staffs and large industrial establishments, why should not shoe retailers follow suit? It is not necessary to keep open for fourteen hours a day, to make a living. The public will speedily accommodate itself to a shorter period of doing business, and in the end, the average dealer will discover that he is ahead financially as much each season, by turning the key in his door at 8 o'clock, as he would be staying open until ten. He will find more pleasure in doing business and be a better and broader man all around. About the slowest thing that the average shoeman or his assistants have to contend with on half the nights is this sitting around and waiting for somebody to come in to buy, and that somebody does not come. In fact, that somebody only comes after eight o'clock on a very few weeks of the year, and would not come at all if the doors were closed at that time. They would all make it a point to get down beforehand. If you do not believe it try and see. Boost for early closing. It is in the air—a reform that is bound to come and remain.



## More Plans for Drawing Shoe Trade

**Propositions Both Simple and Spectacular—A Meandering Minstrel, Weighing the Children and Handing Out Holiday Chickens—Make Your Premiums Appropriate if You Want Good Returns on Your Outlay.**

The dealer in the smaller towns and cities often wonders what to do to waken up trade and to attract the favorable attention of the public to his store. The problem is comparatively simple in such places on account of the general lack of attractions and consequent enthusiasm with which everything of the kind is welcomed.

One Western merchant is described as having made a successful use of comedy in this connection. An amateur comedian was engaged by a firm to perform on the streets for several hours each day for a week. The comedian appeared on the streets in singular and comical costumes with a large tin sign hung on his back bearing an advertisement of Blank & Co. Usually this advertising told of a special sale of some article, such as shoes. It was changed each day, a different range being advertised. Prices in large black ink were very prominent on these signs. The singular fact of this comical advertising was: The man, dressed sometimes as an Indian, sometimes as a tramp, cowboy, etc., never uttered a word pertaining to advertising. All he did was to sing songs, dance a little, crack funny jokes, etc. In short, he would go through performances scarcely ever seen outside of a regular vaudeville entertainment. His idea was to attract attention, and when he attracted the attention of the crowds, he did not bore them with advertising talk—he amused them and let the sign on his back do the advertising talk. This sort of advertising was continued for a week, being followed up with a liberal amount of newspaper advertising. The newspapers took to commenting on the firm's extraordinary advertising, thus giving the house a lot of free advertising.

### Babies and the Rattle

Another scheme which was tried with good results was the following: A pair of scales was swung above the counter. This was prettily decorated for the occasion, and a rattle was attached to it. Each mother was asked to place her baby in the scales after writing her own name and address and that of the child on a card presented to her when she came in. While the baby was being weighed, if its hand was thrust out towards the rattle, a record of the fact was made by the salesman in charge, and the weight was placed upon the card. The childish instinct to catch hold of the rattle was rewarded a few days later when a dainty prize addressed to it was sent through the mail. A neat card was the token presented each of the others. The plan served a number of purposes. It not only procured for the store a reliable mailing list, but also attracted special interest to the department to make the scheme a good business promoter.

### A Chick for the Child

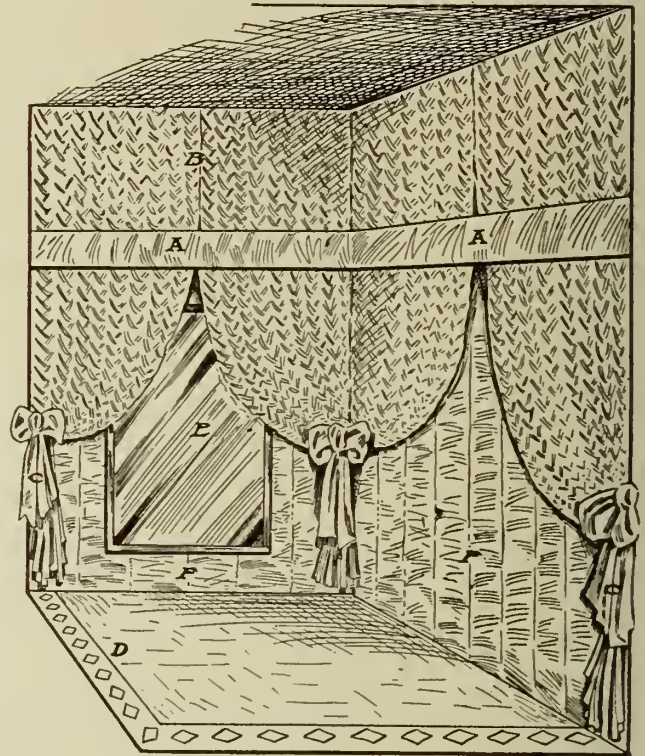
Another dealer gave a little chick to all the children at Easter time who purchased shoes at his store. The chick was put up in a box, the top being perforated so that it could get plenty of fresh air. It is needless to say that this gift caused raptures of delight to fill the hearts of the fortunate little ones. The significant thing about this chick gift was its appropriateness. That is the point to emphasize. Make your gifts or premiums appropriate if you would make them effective.

### Window Display Suggestion

Here is a working description for a good trim. Have a clean window and take a full length of purple paper, 16 inches wide and tack at top of the window and unroll sufficient to cover the floor. Do not place on the floor yet, but

merely tack at top and bottom of sides of window. When finished with this, take 1½ rolls of white and 1½ rolls of purple paper and cut into strips 4 inches wide and 12 feet long, starting with white and alternating with purple, tacking same at top of window. Twist these and fasten four feet from bottom of window, leaving a lap. Do this on both sides of window. Drawing shows plan. Now cut ribbon into lengths of 1½ feet. Tie in neat bow and place over each fastening of strips. Now cut 20 diamonds out of white paper, each diamond measuring 6 inches wide.

Take a board 8 feet long and 8 inches wide and cover with white paper. Nail these about 4 feet from top of window. When this is finished, fasten mirror or sign as designated in drawing of window. Now cover floor with purple



paper and tack diamonds on floor. Fasten these along front and close to glass, as they will cover up purple paper and finish off the front in neat style. Also place diamond strips through centre of display and set a shoe in each diamond. Your window is now complete.

### Materials Necessary for Window Measuring 8 Feet High and 12 Feet Wide

Twenty rolls crepe paper, divided into 12 purple and 8 white. Four and one-half yards of ribbon three inches wide. One mirror four feet wide and six feet long. If you do not have a mirror on hand, leave out, or have an attractive sign painted and tack in this place. Two boards eight feet long and eight inches wide.

(A) Board eight feet long and eight inches wide. Two boards to be covered with white paper.

(B) Strips of white and purple paper twelve feet long and four inches wide. One and one-half rolls each of these.

(C) Four and one-half yards of white ribbon, three inches wide, cut into lengths of one and one-half feet, and tie into bows, three of these.

(D) Pieces of paper, six inches wide, cut into diamonds, twenty of these.

(E) Mirror or window card, nothing unless otherwise desired.

(F) Purple paper, twenty feet long and sixteen inches wide.





## Should Practice an Accurate Outline

This is the Greatest Help in Advancing One to the Goal of a Better Card  
Writer—Faults That Should be Avoided—Where One May Get  
Latest Ideas in Producing the Most Attractive Cards—  
Search Magazines and Trade Papers

By R. T. D. EDWARDS, with Robert Simpson Co., Limited

(Copyright by Acton Publishing Co., Limited)

The show card writer, no matter whether he only writes cards as a side issue, or does it all the day long, should ever be on the alert to better himself in every way possible. It must be remembered that there are thousands of card writers to-day, and each has some special trait that he brings out in his work, and every day, each one is striving to make a card with some idea that has not been used before. This spirit exists to a greater degree in large cities, where there are several card writing firms striving after more business.

### How New Ideas Can be Obtained

After all, it is the same story that we meet in every day business life—"competition is the life of trade." It is competition that makes us put speed into our work. It is competition that brings the price of cards down to a reasonable basis, so that they can be used as a business necessity, instead of a luxury, as in years gone by. Competition also makes one get the finer points of the work when otherwise one would be tempted to continue in the same old rut. In order to get new ideas for working up cards, it is not necessary to go to some large city to look over the work of other men. That is the most expensive way of getting ideas. It is possible to get the very best samples of lettering right at one's own home from posters, bulletins, magazines and all kinds of advertising illustrations.

A trip to an establishment where all the latest journals are kept, say, once a month, will enable one to find plenty of ideas which can be outlined to advantage in producing the most beautiful cards. Of course this cannot be done until a certain proficiency has been attained in lettering and the manipulation with various color combinations which go to make a card attractive. The greatest help in advancing one toward the goal of the better card writer is to practise accurate outlines. Quick stroke work, with the pen and brush has been previously recommended, but if it is desired to become a little better than ordinary, the finer side of the work must be practised.

### Find the Knowledge Helpful

There are a great many people who are successful card writers, but drop it to go into advertising-writing and they have never regretted the time spent in lettering. They say it has assisted them wonderfully in doing a good deal of their own art work. They are also enabled to give artists a better idea of what they want in their advertisements. It also proves of great assistance in laying out advertising. So it can readily be seen there is more than one reason why an effort should be made to become proficient in the fine work of letter outline. The outlining of letters has become one of the most popular methods used by artists in all forms of illustrations.

### Make Straight Lines Parallel

Figure No. 1 gives a fair idea of some of the different styles of letters on which outlines are used. There are

two main points to remember when this class of work has begun and that is to make sure that all straight lines run parallel to one another. If they do not, the outline is better omitted. The second and very important idea is when the outline of a word or sentence is begun, to use all the same width stroke; if the beginning is made with 1-16 inch stroke and the ending is made with 1-8 inch stroke, the result will be disastrous. Slow work is ultimately the best. It is particular work and requires much more time than any

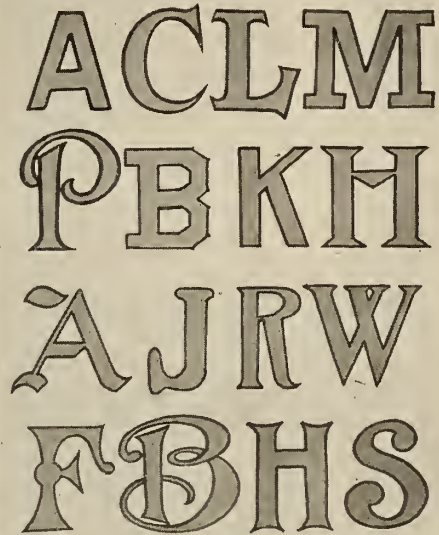
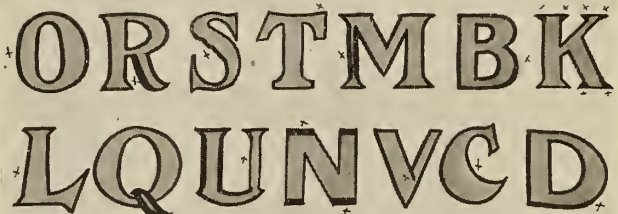


Fig 1



A few illustrations showing where beginners very often make mistakes

FIG. 1

other class of work which has been done. Speed is not such an important consideration as the results which are to be obtained.

### Brushes and Their Use

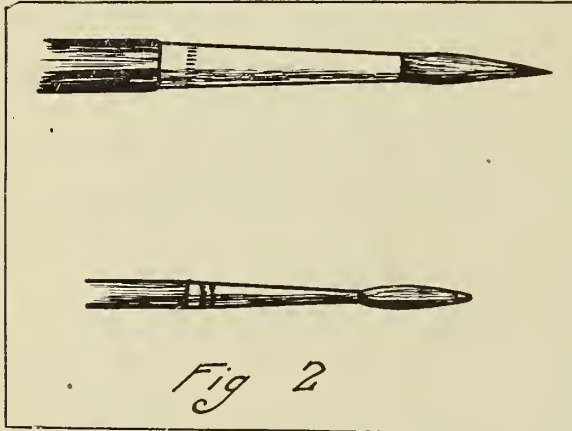
The best brush to use for this form of work is one that comes to a point, as shown in Fig. No. 2. This brush is superior to the smaller chisel pointed brush previously illustrated, although the work can be done with the latter very satisfactorily. The paint should be somewhat thicker

than is used for quick work. This will make the brush draw harder on the card and lessen the chance of a mis-stroke.

### Some Faults Explained

A collection of letters has been prepared which illustrates the mistakes very often made when proper care is not taken. A careful study of this should be made.

The letter "O" has been made lob-sided. This is not caused by bad formation but by running in too far over the letter on the left side instead of keeping on the outside. The "R" shows the underline of the outline too heavy for the rest of the outline. This is often caused by trying to rectify a mistake, when one has run off the line. "S" shows the result of lack of practice on a curved line. The spurs of the "T" should be at corresponding angles. "M" shows another frequent error. The two outlines of the narrow strokes are not the same distance apart. "B" shows where the letter has been overrun entirely. The spurs should not be filled in as in "K." "L" shows the fault of not running the strokes parallel. The outline of the tail of the "Q" is too heavy for the rest of the outline. The outline of the "U" varies too much in width. Cross strokes should not be made heavier than upright, as shown in "N." "V" shows the corner overrun. Care should be taken to have these finished neatly. "C" shows the outlining on the outside of the letter entirely. The lower line of the "D" shows the mistake of not keeping on the guide line.



The illustration of the completed cards should give a fair idea of simple outline work. These cards were all lettered first and the outline put on afterwards.

That much interest is shown in the series of store card lettering lessons which have been appearing regularly in the SHOE AND LEATHER JOURNAL for the past two years is evidenced by the correspondence received. Here is a letter that came to hand this week from a merchant in Wheatley, Ont., which is of general interest to the trade. He says:—"Will you kindly send me the name and address of some firms in Toronto who make special window cards and price tickets."

To this the following reply was sent. "We believe that if you get in touch with the following concerns they will be in a position to meet your requirements. Fred W. Bond, Yonge St. Arcade, Toronto; P. Thompson Co., 142 Victoria St., Toronto; Collins & Merritt, 11 Richmond St. W., Toronto; F. Williams, 19½ Richmond St. E., Toronto.

## They Know the Shoe Game Well

Louis Giguere and Omer Lord, both represent the Rena Footwear Co., Montreal, on the road. The former will cover Quebec province the coming season, while the latter will look after the Rena interests in Montreal city.

Both salesmen are staunch French Canadians and are very popular with the trade in their respective territories,

and as a good asset for a salesman to have, they both know the shoe game from start to finish, having been connected with it since they were boys.

"Louie" as Mr. Giguere is called by his friends, first started his shoe career with the old Thompson Shoe Co., Montreal, and was for a while in the cutting room of their factory on Craig Street. He went over afterwards to the



LOUIS GIGUERE, MONTREAL, QUE.

James McCready Co., which has since been amalgamated with the Ames Holden Co., and was with them for nine years. After leaving McCready's he went to the United States and was for a time with Geo. E. Snow. The desire to be home, however, brought Mr. Giguere back to Canada and he took a position with the Kingsbury Footwear Co., Montreal, going over later to the Rena Footwear Co., where he is at present located. Mr. Giguere has had some retail shoe experience.

Like his fellow traveler, Mr. Lord has also been in the retail shoe line, having kept a store for some years at 2882 St. Lawrence Main, Montreal. He started in the shoe game as bookkeeper for Alfred Lambert, Inc., afterwards



OMER LORD, MONTREAL, QUE.

holding several different positions with that firm. He was also connected for a considerable time with the Wayland Shoe Co., of Montreal, leaving them about two years ago to accept a position with the Rena Footwear Co., with whom he has been since, and during which time he has made many friends in the shoe trade, being especially well known to the Montreal shoe retailers.



# Making Slow Pay Shoe Buyers Settle Their Bills

How the Retail Merchants' Association are Bringing Delinquents to Time—A Letter Form that Does the Trick—Good Results Obtained From the Credit Reporting System

Practically every shoe merchant in every centre would like to do an exclusively cash business. It would be an ideal state of affairs if every customer laid down the purchase price in cash before departing.

For various reasons this Utopian state of affairs cannot be carried into effect. There are seemingly insurmountable drawbacks to a universal, strictly cash system in certain centres, among them being local methods, which have become firmly entrenched, the monthly pay plan which certain railways, large lumber companies and others follow, the farming trade, who want to wait until the harvest is gathered before paying "store bills," and the well-to-do class who prefer to settle monthly by check.

Next to the spot cash system in point of advantage is the class of customers who adjust matters promptly on a given date. Unfortunately, some, in fact, a good many who are abundantly able to meet their obligations, are dilatory in doing so. They show but scant appreciation of the privilege extended in granting them credit, and the losses which the shoe dealer faces in consequence of these "slow pays" are often very large at the end of the year.

The Retail Merchants' Association of Canada have given considerable attention to this phase of the situation and have evolved a system, which, although only put in operation a short time ago, is bringing satisfactory results. Members of the association are now making good use of the credit reporting letters.

N. C. Cameron, Treasurer of the Ontario Provincial Board, writes the SHOE AND LEATHER JOURNAL as follows:

"Our system has only been adopted recently after a thorough test had been made of it by a number of members who found great results in being able to collect accounts that they had thought otherwise valueless. The letters are self-explanatory, and these are copyrighted, so that only members of the Retail Merchants Association can use them, and then only with the consent of the Provincial Board of the Association.

These letter forms are only loaned to members for their exclusive use, and the stubs after being filled in must be returned to the Head Office, 21 Richmond St. W., Toronto, within 30 days after being sent out, so that the results can be recorded at the head office.

On the stub of these forms they mark on it "paid" if the customer has come in and paid up. But if there is no response, a letter from the Credit Reporting Department of the Association goes out, which is written on blue summons paper, which letter states in effect that unless such delinquent pays the member of the association within 15 days and a written notice is sent to head office to this effect, his or her name will be placed on our Delinquent List which goes into the hands of every member of our Association throughout Canada, and is signed by the Provincial Secretary.

## The Letter Sent to Delinquents

Here is a copy of the letter which bears the heading of the Retail Merchants' Association of Canada, and is sent out to the offending or dilatory patrons

.....191....  
 Amount of account, \$.....  
 (Name of party to whom letter is sent).....

(Address).....

Dear Sir or Madam,

The Retail Merchants' Association of Canada, of which we are members, and which includes among its membership nearly all the Retail Merchants of the Cities, Towns and Villages of Canada, and which is formed for the purpose of mutual protection, have requested us, as members of the Association, to forward to the Head Office a list of any of our customers who have not paid their accounts, and who have allowed them to remain unpaid after having been requested to pay the same. These names must be submitted by us within fifteen days from the above date.

Your name appears on our books as owing us the above sum, which is past due; but before we send in your name, we desire to give you an opportunity to settle this account with us, or arrange for it in a satisfactory manner.

We hope that you will see the imperative necessity of attending to this within fifteen days from the above date, so that we will not be compelled to include your name, as you can understand that this will be the only course open to us.

Trusting that you will give this matter your immediate attention, we remain,

Yours truly,

(Name of Merchant).....  
 Member of the Retail Merchants' Association of Canada.

## The Form Held By Merchant

Here is the form which the merchant fills out at the same time he sends the foregoing one to the offending customer. This stub has to be sent into head office of the Association within thirty days from the date thereon. The form is copyrighted and reads:

**IMPORTANT**—These Letter-Forms are the property of **The Retail Merchants' Association of Canada**, and they are loaned to the members for their exclusive use only. Anyone allowing them to be used by anyone else will have their privileges in the Association cancelled without further notice. They must be used by the members **within Thirty Days** from the date thereon, and whether you use these Letter-Forms or not, or only one or two of them, the entire stub and the unused letters must be returned to the Head Office of the Association, 21 Richmond Street West, Toronto, at the expiration of thirty days from the date thereon. No letter must be detached, or sent out, unless the stub is filled in.

## The Retail Merchants' Association of Canada

Incorporated by Special Act of the Dominion Parliament  
 Local and Long Distance Phone—Main 2316  
 21 Richmond St. West, Toronto

## CREDIT REPORTING DEPARTMENT

\$.....191....  
 Date sent out to Debtor  
 Debtor's Name.....  
 Give correct initials if possible.  
 Occupation.....  
 Address (City or Town)..... Province....  
 If a Settlement has been made after this Letter-Form was

sent out, state when and how. . . . .  
 . . . . .  
 . . . . . 191..

Put here date that you return this to Head Office.  
 Member's Name. . . . .  
 Business. . . . .  
 Address (City or Town). . . . . Province. . . . .

**It Turns the Trick**

If the debtor has failed to settle within the time specified this letter on blue paper then goes out to him from the headquarters of the Provincial Association and it generally brings the party in question to time. He does not relish the idea of having his name posted in a Delinquent Debtors' Book.

. . . . . 191..  
 John Smith, Blacksmith,  
 Peterborough, Ont.

Dear Sir:—

Mr. John Jones, who is a member of our association has forwarded to us a letter, stating that you are justly indebted to them, in the sum of \$ . . . , and after repeated requests for the same, you have failed to make a settlement—either in part or in full.

We now beg to notify you that unless you make a satisfactory settlement with our member, within fifteen days from the above date, and notify us in writing within five days from the date that you make the settlement with him, we will, without further notice to you, place your name on our DELINQUENT DEBTORS' BOOK, which gives the names of all those who do not pay, and which goes into the hands of every member of our association in Canada, which is formed for mutual protection, and which is comprised of all classes of retail merchants.

We dislike to believe that you purchased the goods with the intention of not settling for them, and we trust that you will make an effort to avoid being reported; but if you make no attempt to comply with this notice, we have no other alternative but to report you and place your name on our Delinquent Debtors' List.

Yours truly,

THE RETAIL MERCHANTS' ASSOCIATION  
 OF CANADA,  
 CREDIT REPORTING DEPARTMENT.

**Two Athletic Shoe Clerks**

It may interest many to know that in Toronto, the shoe trade claims two athletes a little above the ordinary. The Messrs. Birch Brothers, George and Tom, before coming to this country from England, three years ago, were considered "useful" in various athletics. Tom, who is employed at the Slater Boot Shop, Yonge St., was one of the best amateur wrestlers in England and possesses numerous prizes and medals, among which he values "Raku's" gold medal the most. "Raku" the Japanese jiu-jitsu expert offered this for the best showing against him and also offered \$100 to any man staying 15 minutes. "Tommy," as his friends call him, not only won the medal, but gave the Jap the biggest argument for the money, failing by less than 30 seconds. A painful accident to the knee prevented him reaching the honor he always aspired to, that of winning the National Amateur championship. He held the light-weight title for the Midland counties for several years. That his muscular development is wonderful will be conceded when his 44½ chest expansion is considered with a neck measuring 16½ inches, and well proportioned limbs

besides. George, who is nine years his senior, is no mean artist on the mat, but prefers boxing as a hobby. His prowess at the "noble art" may be gathered from the fact that he taught and trained his employer's son, Mort. Levy, who carried off collegiate and also inter-college honors this



TOM BIRCH, TORONTO

year in the middle weight ranks. He was commented upon by several newspapers at the time as the best and most finished boxer in the competitions. George Birch has filled the position of instructor in several prominent gyms. in England



MORT LEVY (ON THE LEFT) SCHOOL PRACTICAL SCIENCE COLLEGE AND INTER-COLLEGIATE MIDDLE-WEIGHT CHAMPION IN 1913 OF CANADA. GEO. BIRCH, INSTRUCTOR AND TRAINER ON THE RIGHT.

and has written considerably on the subject of physical culture, of which both the brothers are ardent followers. They act in the capacity of window-trimmers for their respective firms and are quiet and unassuming fellows.



# POINTERS FROM EXCHANGES

## HOW SHOE DEALERS MAY USE LETTERS

Among the hundred and one different methods and schemes which the resourceful shoe merchant may employ in developing his business there is one at least that is within the reach of everyone in the country.

And that one is letter writing to the customers and probable customers in his vicinity.

There are a good many shoe dealers throughout the country who are situated in places where good newspaper facilities are not to be obtained. But a sheet of note paper, an envelope and a postage stamp are within the reach of all.

Effective letters need not be literary in style. The desirable thing is to couch them in language that will interest. And the language that will interest is that which tells in simple words about the particular line of goods which it is desired to sell.

When the average salesman is endeavoring to sell a customer who is standing before him a pair of boots, he does not concern himself about the style in which he shall clothe his words. He is so keen to sell and so full of enthusiasm that he talks in a natural way about the quality of the leather and workmanship and tries to persuade the customer to come around to his view of the matter.

That is all that is necessary in a business letter in order to make it effective.

Letter writing to customers should not only be to the point with information about the articles dealt with, but they should be sent out at regular periods.

The first letter may not excite a desire to buy, any more than the first blow of the hammer will drive home a three-inch nail. There must be the continual hammering away.

Before the work is undertaken a list should be compiled of those it is desired to reach. For farmers and their wives a separate list might be prepared. The next thing is to decide upon a plan for systematically carrying on the work. A letter should be sent during particular seasons of the year. But resourceful dealers should find no difficulty in compiling an interesting letter about some line of shoes in stock once a month throughout the year.

If it is desired to reach a large number of people it might be found advisable to have the circular printed either in imitation of the typewriter or in ordinary type. But most dealers will find it a good investment to secure a typewriting machine. If they do not want to go to the expense of a new machine they can obtain a second hand one at a moderate figure which can be utilized for preparing circulars.

There is no question about it, it will pay shoe retailers to send circular letters to a selected list, systematically.

## A FABLE—PERHAPS A FACT

Once upon a time there was a store in a prosperous town surrounded by productive farms. This store had built its reputation upon the firm rock of honesty and integrity.

One day the owner was persuaded to buy a large quantity of good merchandise at a reduced price. It was his intention to put it into regular stock and dispose of it in the regular way, says the Commercial Bulletin.

But for some reason or other the public did not seem to want that line on the terms at which it was offered, so the merchant put it on sale and advertised far and near that during a certain week the store would sell these goods at a greatly reduced price.

Owing to a splendid record in years past, the people

flocked to the store and bought freely, not only of the specially advertised merchandise, but of many other things besides.

So successful was this "Sale" that the merchant put on another one in a short time. Again the public responded, but not as freely, and moreover, confined its purchases much more closely to the specially advertised line.

Not content, the merchant repeated after a few weeks, and offered more of his goods. This time the reductions in price were apparently greater than ever, but really the "special" prices were little below the regular figures.

In this short time, the reputation of the store had suffered, so that the public no more had the confidence in its marked prices that was formerly the basis of its large and steady trade.

Owing to the reductions from regular figures at which a goodly proportion of its merchandise was sold, and the loss of regular trade, the gross sales were not as large during this year as they were during the previous twelve months, though the amount of merchandise was a little bit more.

To still further stimulate trade, "clearance," "cut price," "slaughter" and other "sales" were held one after the other with the result that the confidence of the public was undermined and it became harder and harder for this store to make both ends meet.

The end is not yet, for this merchant has seen the error of his ways and is once again building up a reputation on the basis of fair dealing, good values and service to the public.

Moral? Well, there is no moral. Just a fable. If you and you and you have been indulging in too many "sales" call a halt before it is too late. Used at the right time and in the right way, a "clearance" or "reduced price" "sale," is a splendid thing, but when it is abused—the least said about the result the better.

## ANOTHER SHOE FABLE—WITH A MORAL

A traveling man whom we won't name told us this story. He says that it is true word for word. We are only sorry that he has asked us to suppress actual identities, because the chances are you would know the people concerned. This is the story:

In a certain Middle Western metropolis there are two family shoe stores, the one located just around the corner from the other one. Both stores cater to the same mixed class of foreign trade and there used to be little difference between them in point of equipment. But their proprietors were different.

The salesman who told us this story sold both of these stores a certain Oxford at \$2.25. The one dealer put it in his window, priced at \$3.50. He sized up on that shoe four times and would have done so a fifth time had the manufacturer been able to get the goods to him on time.

The other dealer whose store was just around the corner also put the shoe in his window, but marked it at \$3.00—fifty cents lower than his competitor a stone's throw away. This dealer bought only twenty-four pairs of the shoe originally, and when the salesman called again, he could not get a re-order. This dealer was plaintive in his objections to that shoe, saying that it was "a sticker."

This is a true story, but we intend to close it as they close the fables by asking you to find the moral. When you do and apply that knowledge to your business, you will find your own reward. Think it over, brothers!—"Boot and Shoe Recorder."



# An Example of British Pluck and Lancashire Grit

The Romantic Business Career of Sir Henry W. Trickett—Rose in the Course of Twenty-five Years from Near the Poverty Line to be Head of the Biggest Slipper Making Concern in the World—His Personality and Push



Old Country papers review his record at length, speaking appreciatively of his worth as a man and his activity as a manufacturer. His life sketch reads more like a romance than a story of splendid achievement under modern business conditions.

The Times, of August 9th, says in part:—

We deeply regret to record the death of Sir Henry Whittaker Trickett, J.P., C.C., of Gaghills House, Waterfoot and Merlewood, St. Annes, which occurred at his Waterfoot residence on Sunday evening. Many people were unaware that Sir Henry was ill, and when the news of his death spread through the district on the evening of Sunday, it created the greatest sensation. Sir Henry's last illness commenced a fortnight ago when he caught a chill. Subsequently double bronchitis set in, and this, together with heart failure, was the primary cause of death. He is survived by his sorrowing widow, and two daughters, Mrs. James Ashworth, Ashville, Rawtenstall, and Miss Elsie Trickett.

Starting under the most inauspicious conditions conceivable, very near the poverty line both as a boy, a youth and a newly married man, he rose in the course of about twenty-five years to be the head of the biggest slipper-making concern in the world, and to be known over the greater portion of three continents as "The Slipper King." He has been an object almost of curiosity wherever he has traveled; he has been honored and feted as a model example of British pluck and Lancashire grit; yet, throughout it all, as honors and distinctions were showered upon him—magistrate, freeman, knight—he remained Henry Whittaker Trickett, the man.

## In the Days of Clogs and Fustians

No wonder that Rossendale, the Rossendale which had known him in the days of his clogs and his fustians, and his greasy clothes, almost idolized him. It was pardonable adoration—an adoration justified by the bearing of a man who, having risen from the ranks, never, for a moment forgot his beginning, or forgot those of his confreres of former days, to whom fortune, in her moods and distributions, had neither been so kind nor so generous.

Henry Whittaker Trickett was the son of Henry Trickett, a block-printer, and was born at Waterfoot on July 23rd, 1857. His parents were very poor, and consequently anything beyond the merest rudiments of education was out of the question. For about four years he attended St. James Church School, and then, before he was eight years of age, he was taken away, and sent to work, we believe, in a print works. He worked from early morning till late at night, and developed his scant education as occasion permitted by attendance at evening schools. When he reached his teens, he was apprenticed to a felt druggist printer, and stayed there seven years, at the end of which time his term of service expired. Trade was slack in the

druggist printing line, and, as the slipper-making industry had recently been commenced in the district, Mr. Trickett sought work as a traveler. He was given a trial "on the road," and kept at it for two years. These two years convinced him of two things—that the industry possessed great possibilities, and that the existing conditions of slipper making were indeed very crude. He determined, therefore, to start slipper making on his own account. He was then twenty-six years of age and had been married four years. He had practically no capital, but as a matter of fact the business required little for he began in a very modest way, having rented a small room in an old building in Carr Lane, Cowpe.

## First Slippers Were Crude

He engaged about half a dozen hands only one of which, however, had really any technical and practical knowledge of the making of slippers. To many people this would seem an insuperable obstacle to success. In Mr. Trickett's case it was the reverse. The first slippers turned out of that little room on Carr Lane were very crude and almost formless, but were all hand made, and they had very little, save their utility, to recommend them. But as time went on the band of work people at Carr Lane, guided by the energy and acumen of the man at the head, improved their productions, the crudity soon disappeared, the business began to extend, and the staff of half a dozen employees grew into twenty or thirty. The market served by the business was also extended, and instead of having a purely local sale, Trickett's slippers began to find their way into various parts of England. Each day some further progress was made in their manufacture, and each week saw the pay sheet of the concern lengthened.

Not having enough money to put travelers on the road, Mr. Trickett got a number of odd slippers, and addressed them to the leading shoe and slipper merchants in the principal cities and towns in the country, leaving it to the discrimination of the postal authorities to determine which these latter might be. In many instances this served to introduce the enterprising manufacturer to the more prominent buyers in the kingdom.

## A Repetition of Extensions

There eventually came a time when the original premises of the concern became too small for the activities carried on in them, and the entire building was appropriated by Mr. Trickett and his slipper-making operatives. But even this development proved insufficient for the growth of the industry. Indeed, the whole record of the firm from this time onward is one monotonous repetition of extensions, enlargements and accessions to its individual strength. The first step was taken when Mr. Trickett took over the disused cotton factory originally occupied by J. and T. Barcroft, at Gaghills. At first a corner only was used, and then room after room was given over to the manufacture of slippers, until the entire mill was at length devoted to the trade. The business continued to grow and a new storey was added to the mill and subsequently a big shed and spacious warehouse along with a fine suite of offices had to be erected. Within the past few months a further big extension has been projected, and so recently as the beginning of last week the late Sir Henry was to have seen the architect in regard to it. Over 1,200 hands are employed and the average output is said to be 75,000 to 100,000 pairs of slippers every week.

Mr. Trickett was a man with a striking personality,



and he possessed from the very outset an intuitive perception that enabled him to see right ahead and anticipate requirements both of the public and also of the manufacturer. Another contributory to the success of the concern lay in the attitude Mr. Trickett always adopted towards both his departmental heads and his work people. When he first commenced business he recognized how largely he would be dependent on the men he had gathered around him. Of the first half dozen he had to make not only subordinates but companions and confidantes, and on their efforts as much almost as his own depended the success of the enterprise, for as the business expanded much of the administrative part fell to these first lieutenants of the founder. It once again testifies to the late Mr. Trickett's foresight that of these chosen few all those living are still associated with the firm and are, moreover, holding the highest posts that were in his keeping to give. He had traveled in practically all parts of the world and had visited Europe and America many times and also been to South Africa, West Indies, Canada and other far-off places where Trickett's slippers are almost as well known as in England.

It may, in truth be said that Waterfoot owes its transformation from a mere village to a fair sized industrial town mainly to the enterprise of the late Sir Henry. He was the great pioneer and shod the way for the starting of many other slipper making firms which now find employment for thousands of people in the Rossendale valley. In addition to the Gaghill firm, Sir Henry was the governing director of several other concerns. Last year he was instrumental in introducing another entirely new industry into the valley, namely, that of quilting, where at Holt Mills, are quilted bedspreads, satins, velvets and many other materials including those necessary for the manufacture of certain kinds of slippers. In 1897 he erected a block of shops known as Trickett's Arcade, and included among the modern improvements and conveniences electric lighting and electricity made on the premises.

#### Honors in His Home Town

In November, 1891, Sir Henry joined the Rawtenstall town council as a representative for south-east ward. He was elected alderman in February, 1894, but found the calls

of business so heavy that he felt compelled to retire temporarily at any rate from the work of the council.

In 1898, therefore, although he was not more than a private citizen, that is, not a member of the corporation, the council extended to him an unanimous invitation to become mayor of borough. Mr. Trickett, under much pressure acceded to the request and he had the honor, so far as Rawtenstall is concerned, of passing right from the outer world to the mayoral chair; of being translated from an ordinary burgess to that of chief citizen of the borough. For five successive years he was induced to grace and dignify the position. In the first speech he made in the council chamber after his election as mayor, Mr. Trickett advocated a municipal electricity undertaking and municipal tramcars. Both these are now in existence and have long ago proved their utility. During his mayoralty he was instrumental in forming the Rawtenstall Hospital and Charities Fund. It was to Mr. Trickett that the burgesses of Rawtenstall were mainly indebted for the magnificent Carnegie Free Library, which was opened in 1907. Mr. Trickett served as mayor for five years, and in November, 1899, the council again elected him to the aldermanic bench. In November, 1903, Mr. Trickett retired from office and remained a member of the council until November, 1905, and then finally retired. It was at the opening of the Carnegie Free Library on June 1st, 1907, that further honor was bestowed on Mr. Trickett by the conferring upon him of the freedom of the borough. A similar distinction at the same time was paid to Mr. Andrew Carnegie, the donor of the library. In November, 1909, came further recognition of Mr. Trickett's worth by the inclusion of his name in the list of new knights created in honor of the late king's birthday. The conferment gave the greatest satisfaction through Rossendale and congratulations were showered upon Sir Henry from all quarters. It was realized that the distinction had been worthily earned, and was a fitting reward to a man who had achieved so much, not only as a prince of industry, but as a leader of the local political party, as an important member of the municipality, and as a supporter and helper in all good works which tended to the advancement and the betterment of the community in which he lived."

## AT THE CANADIAN NATIONAL EXHIBITION



THE IMPOSING DISPLAY MADE BY THE ANGLO-CANADIAN LEATHER CO. IN MANUFACTURERS' BUILDING



ATTRACTIVE BOOTH OF NUGGET POLISH CO. IN THE PROCESS BUILDING



## Suit Over Rubber Trade Mark

The Canadian Rubber Co. of Montreal, a short time ago obtained judgment in The Exchequer Court of Canada against The Columbus Rubber Company of Montreal, Limited, declaring that a trade mark in use by the Columbus Rubber Company was an infringement of their own well known Jacques Cartier trade mark, and enjoining the Columbus Rubber Company, from placing on the market and selling rubber footwear, and rubber goods bearing the trade mark complained of, or a trade mark in any way resembling the plaintiff's Jacques Cartier trade mark. The Canadian Rubber Company employs as its principal trade mark a well known portrait of Jacques Cartier, one of the most famous of the early explorers of Canada, surrounded by the name of the Company "The Canadian Rubber Company of Montreal, Limited." This trade mark has been in continuous use for almost half a century and was registered on December 6, 1869, in Trade Mark Register No. 1, under the provisions of the Trade Mark Act of 1868. A general trade mark such as this, which has been in such long and continuous use in connection with a business so large and well established as that of The Canadian Rubber Company of Montreal, Limited, is obviously a very valuable piece of property.

Hon. Mr. Justice Audette, who tried the case, in delivering judgment said in part:

"There were so many names and so many designs the Defendant could have selected, and he was so well au fait with the rubber trade and the several marks on the market, that at first sight, it seems there was no excuse for imitating so closely as he did the plaintiff's trade mark, unless explained by his desire and this apparent view to appropriate, as much as possible, the benefit attached both to the good reputation as to quality of the plaintiff's goods covered by their trade mark and to the large business carried on by them.

"While the two marks are not identical, there is such a close imitation in the design and get-up of the defendant's mark that one readily realizes how easily the ordinary purchaser could be deceived and misled to buy the defendant's goods for that of the plaintiff. With this strong probability of deception the plaintiff is obviously entitled to relief and to have his trade mark duly protected as against a rival competitor in the same class of goods, who has no right directly or indirectly to appropriate to himself the benefit derived from a well known trade mark having a good reputation, commanding a large business, and in existence for a great number of years, protected as it is by registration."

On July 5, Counsel for the Canadian Rubber Company of Montreal, Limited, applied to the Exchequer Court of Canada for an order imposing on The Columbus Rubber Company of Montreal, Limited, and on its President, appropriate penalties for contempt of the order of the Court made in the action on the 17th March last. On these proceedings it appeared that goods bearing the infringing trade mark, more or less defaced, had been sold, and that labels bearing the infringing mark, but without defacement, had in certain cases been used.

Counsel for the Defendant explained that The Columbus Rubber Company and Mr. Chouinard had not the slightest intention of disobeying the order of the Court and were under the impression that by erasing from the footwear in question that part of the infringing trade mark which consisted of the effigy of a man they had sufficiently destroyed the resemblance between the two trade marks to entitle them to sell the goods without contravening the Court's Order. The Judge thought otherwise. Upon The Columbus Rubber Company, and Mr. Chouinard, by their Counsel, undertaking to obliterate completely the whole trade mark from their present stock of goods and to destroy all the objectionable cartons, and upon the Defendants apologising to the Court for their contempt and upon the plaintiff by their Counsel consenting, the matter was, for the time being, settled, the Defendants being ordered

to pay all costs of the application. But leave was granted to the Plaintiff to apply for further directions upon any further breach of the Orders of the Court or on breach of the undertakings of the Defendants.

## \$3 Extra for Fitting a Shoe

Two men on a Broadway car the other day were discussing shoes. One of them, a well dressed, comfortable sort of fellow, had one of his brand new shoes on the edge of the seat ahead and was admiring it.

"I get my shoes at ——'s," he said, naming a well known firm; "but I only go there because they know how to fit me. They charge \$7 for my shoes, and they do not wear or look as well as —— shoes. (He named a widely advertised chain of shoe stores). As a matter of fact," he continued, "I would prefer the —— shoes in every way, only that when I go there I never get a good fit. One salesman tells me I need a long, narrow shoe, and another says 'You ought to wear a short, broad shoe,' and the result is I have a whole closet full of shoes that I can't wear."

When a man will pay \$3 more for a little positive knowledge of fitting, it opens up some great possibilities in the way of retail salesmanship.

## Varied Experiences as Shoe Worker



For three consecutive years Edward F. Leonard has been elected president of the shoe superintendents' and foremen's association in Montreal. He is a gentleman who is widely known to the trade and enjoys the confidence and esteem of his associates. Since Chas. E. Slater resigned from the Slater Shoe Co. in January, Mr. Leonard has had full charge of the manufacturing end of the business and says that the company are making as good a shoe as he has ever seen turned out at the price. Mr. Leonard was born at Milford, Mass., in 1878 and received his first experience at "ragging up edges," etc., in a small shop operated by his father at the back of their home in Milford. Boots were taken out then to make in small factories by hand. These factories employed from four to fifteen hands. The boots were all stitched and the small shoe factory received the uppers, soles, lasts and materials in a large box. The boots were made and an awl stuck through the back and then they were tied up in pairs with a string, no cartons being used at that date. They were then returned to the large factory and the boss shoemaker received his pay for the lot and also paid the different men whom he employed. He took home another lot of work. Most of Mr. Leonard's early experience was obtained in and around Brockton, Mass. His first position as superintendent was secured and held until the boiler exploded and blew the factory all to pieces in Mansfield, Mass. This factory daily made 45 dozen pairs of women's, misses' and children's shoes. Mr. Leonard was the youngest superintendent of a shoe factory then known, being only 19 years of age. Since then he has been foreman, superintendent and shoe manufacturer and served for a short time as inspector of shoes and leather for the United States army in the quartermaster's department at Chicago. This was a position secured by competitive examination and was captured by Mr. Leonard, who passed second out of a class of 540, who tried at the same time in Boston, New York, Philadelphia and Chicago. As this position was not very active and Mr. Leonard had further ambitions, he resigned to take the post of general superintendent in the Sharood Shoe Corporation, makers of the famous "R E Z" shoes at St. Paul, Minn. He resigned in September, 1910, and came to Montreal as superintendent of the Slater Shoe Co., which position he still fills with both zeal and ability.



## Will Plain Size Marks Come Back

The average woman goes into a retail store today and asks for a pair of No. 4 B shoes. The clerk gets them in an instant and fits them. The customer glances at the size mark, to see if she has the right size. But it's harder to tell the size of a shoe than to read an opponent's hand at bridge.

The retail trade commonly employs a secret system of marking sizes. It's often spoken of as the French system. But the French wouldn't own it. It's too complex. It provides for the addition of figures to the regular size markings, and for the use of figures in place of letters to designate the widths. A person must know the key to the system in order to read the size mark intelligently, just as one must know the cable code to read a cablegram.

The sole purpose of the system is to conceal from the customer the size of the shoes. Retailers commonly say that they must use it. Most women want shoes that are too small. So retailers say. They insist upon having a A, or B, or other small shoes, even if the size stick shows they should have a No. 5 shoe. Show them a No. 5 shoe and tell them the size, and they'll leave the store in a huff. Show them a No. 5 C shoe, and fit it to the foot and tell them it's a No. 4 medium wide shoe, made on a special last, and they will take home the shoes with pleasure. They'll never discover the white lie that the clerk told about the size, because they cannot read the secret size marks. That's what the retailers say in defence of the secret size mark.

The retailers overdid the secret size marks. They extended it to all lines of shoes, to men's and children's. Some retailers got up secret size systems of their own. In fact, they multiplied the use of secret size marks so much that the manufacturers got worried. One manufacturing firm had to stamp shoes according to 22 different secret systems of size marks, used by as many retailers. Naturally, it got mixed up often, trying to hide one plain, honest size under 22 different disguises.

In self-defence manufacturers have turned against the secret sizes. The National Association of Manufacturers has adopted resolutions against secret size marks, and the National Association of Retailers has agreed with the sentiments of the resolutions. Perhaps the next pair of shoes the unassociated and independent consumer buys will have on it a plain, old-fashioned size mark. Many sensible people will approve of the revival of the honest old method. They would like to know the real size they wear.—Shoe Topics.

## They Desire Higher Commission

In making a request to shoe manufacturers for a larger percentage in selling, the following letter has been sent by the National Shoe Travelers' Association to a number of leading footwear manufacturers in the United States:—

"We wish to call your attention to the extremely difficult conditions under which the traveling shoe salesmen are doing business at the present time. Within the past ten years the expense of traveling has increased between thirty-five and fifty per cent. Hotels, transfers, excess baggage, restaurants, in fact every item of expense has nearly doubled. It is hardly necessary to remind you of the increased cost of maintaining the home. The calls upon the salesmen's purse are more pressing; tips and entertaining have become serious factors; the salesman must always be well dressed and show his samples in the best hotels. Competition has become so keen that it is absolutely impossible for the salesman to increase his sales in proportion to the advanced cost of traveling. All employees of our industry are receiving higher remuneration for their services and it is not time that the salesmen should be considered? The salaries and commissions are smaller in our line of business than any other. At this time, owing to the change in stand-

ards, it would be a very easy matter when readjusting price to advance the cost of selling one per cent. and add it to the salesman's commission, thus placing him on a fair and equitable basis. Will you allow the National Shoe Travelers' Association to record your name among those who have already done so? We trust that you will give this matter your careful consideration and that we may receive a favorable reply at an early date."

## Live Wire of Hamilton's Centennial

John Lennox, of Hamilton, has again proved that he is a "live wire." He was Chairman of the committee, having in charge the centennial celebration in the Ambitious City, which attracted thousands of former residents and visitors there during the last month. The demonstration was the most gigantic that Hamilton ever undertook and a large measure of the splendid success of the various events is due to Chairman Lennox, who was unremitting in his activities.

Mr. Lennox has long been prominent in the civic and social affairs of Hamilton. He is Commodore of the Royal Hamilton Yacht Club, president of the Hamilton Liberal Association, president of the Hamilton Rowing Club, honorary president of Hamilton Operatic Association and a director of several local institutions.

One would think, in connection with all these duties, that Mr. Lennox would have no time to devote to his own



immense business, but anyone who visits his wholesale warehouse will always find him on the job.

The son of a general storekeeper of Hollen, Maryboro township, in Wellington County, Mr. Lennox located in Toronto shortly after his father's death in 1862 and a few years later removed to Hamilton. As a boy of fourteen, he took a position as entry clerk in the wholesale house of T. C. Kerr & Co., who handled both dry goods and boots and shoes. It was not long before the firm saw his worth and ability as a salesman and gave him a position on the road in company with the late W. B. Nichol, to assist in taking orders for the shoe department.

Mr. Lennox later took a partnership with William Griffith (now deceased), in the wholesale shoe business. This continued for a few years until 1890, when he dissolved his connection with the firm in order to go into a business of his own in the same line. From the first he was successful and to-day is one of the most prominent shoe jobbers in Canada. Some years ago he purchased the building in which he was employed when a boy and on this spot has now established his large wholesale shoe house. Mr. Lennox, in addition to handling all lines of shoes and rubbers, deals extensively in trunks and leather goods. He is alert, aggressive and broad-minded, and enjoys the confidence of his fellow citizens to a marked degree, a confidence that was maintained and strengthened owing to the success with which he directed the recent celebration.



## More News and Views on Stylish Shoes

All attention is now settled upon the spring samples which the different manufacturers are showing to the trade. Frequently the SHOE AND LEATHER JOURNAL is asked to make a forecast of what will sell during the coming season and to give definite advice on what to stock. One can only give an indication of what the manufacturers are presenting to the trade. If any person or institution were able to accurately gauge what would be the public demand for the coming season he would either have a world wide reputation as a prophet so far as fame is concerned or he could retire on the money that he would be able to make in giving pointers to the buyers of footwear.

It would seem more and more that certain classes of consumers want certain types of shoes. The moderately high and semi-high toe in both men's and women's will hold their own in a medium class or popular priced lines of footwear, but in the higher classes the recede effects are likely to have the largest call. Summing up the whole thing it would appear that the modified toe will be one which is bound to take with the trade. In some cases this is wider and fuller than in others. In fact it may be said that the only radical changes in the spring styles for 1914 over last season is in the matter of the height and width of the toe. The medium high, judging from interviews with leading manufacturers, is likely to be the liveliest mover in the general trade. Heels are lower on both men's and women's and in the former are somewhat more blocky and square. In the balmoral style for men, which is the most popular and distinctive shoe for a distinctly high class clientele, the throat is generally square at the vamp, the tops are rounded and tips are plain or with very small perforations. A large number have invisible eyelets.

There is a general opinion that the oxfords will have a larger call during the coming season. Button boots and button oxfords have not gone very well with the men's trade in Canada, and there is no indication that they are finding an increased measure of favor. The popularity of the oxford is still maintained and the samples shown contain about an equal number of both balmoral and blucher cut. Whether tans will be live wires or not it is difficult to tell. There is one thing certain. The popularity of tans was not as marked in many centres during the past season as a year ago, but there are always a large number who demand brown footwear. It is well to remember that this color always brightens up any line of samples or window display, and relieves the ordinary dullness which characterizes an exhibit of all patent, gun metal or kid lines.

Some shoes are shown with cloth tops, and these may be worn by men to a certain extent. Heels are  $\frac{7}{8}$  to  $10/8$  inch in men's, the height being determined a good deal by

the character of the toe. Patents bid fair to hold their popularity, especially for dress occasions.

### Modes in the Women's

In women's shoes, as has already been pointed out several times in the SHOE AND LEATHER JOURNAL, the long vamp and receding pointed toe will be found in the highest class patronage, but the sale is likely to be confined largely to the cities. In most other lines the footwear with the short vamp and medium toe is likely to hold sway. While every effort is being made to introduce bals., the popularity of the button boot shows no diminution in favor. Some women's lines are seen with invisible eyelets and some of the walking boots are along decidedly English lines. The extreme recede toe, if it is not gaining ground in women's footwear, is at least holding its own, particularly as stated in high-class trade. Two and three whole ties are likely to win a fair measure of recognition and the button oxford with 4, 5 or 7 buttons, carrying a round, full toe and about  $12/8$  or  $13/8$  heel appears to have a certain popularity for those who do not wear pumps. There are certain women who do not care to don pumps for street wear, but only for dress or house occasions. With them a button oxford is going to sell well.

In pumps, suedes of various colors are shown mostly with tongues and cut steel buckles. Grey, champagne and blue seem to be favorite colors in women's dainty footwear. The kidney heel, both in wood and leather, is seen on a large number of lines, particularly in the lighter welts and turns. It is likely that white nubuck will be a strong seller next season and some very pretty combination effects are witnessed in patent and white nubuck.

There appears to be in most lines a tendency to slightly lengthen the forepart of a shoe and to have variations in the height and width of the toe. The extreme high toe with the knob is of course not seen to anything like the extent it was a season or two ago. But after all dame fashion is very fickle. One may consult retailers, wholesalers, manufacturers, last makers, and every other line of information, but it will reveal the fact that no one can tell just exactly what is coming to the front.

### All Advice Went Askew

For instance, a certain authority on the other side of the line got out what was supposed to be a "dead sure" guide to buyers for summer footwear during the past season. It told different dealers in the various centres what would likely have the call. This advice was given, of course, some months ahead, but as the well known Scotch bard said, "the plans o' mice and men gang aft agley." What did last summer reveal, especially in a large number of American



A BUNCH OF ATTRACTIVE SPRING LINES OF THE MENIHAN SHOE CO. OF ROCHESTER, N.Y.





WOMAN'S GUN METAL, DULL TOP,  
MODIFIED RECEDING TOE—BY  
THOMPSON SHOE CO.

MEN'S BOX CALF BLUCHER, DULL TOP—  
BY THOMPSON SHOE CO.

WOMAN'S PATENT BUTTON, CRAVENETTE  
TOP, MODIFIED RECEDING TOE—BY  
THOMPSON SHOE CO.

cities? The regulation pump suddenly gave way to the Colonial with the cut steel buckle as the reigning favorite. Then we had rubber-soled footwear of all kinds, a good deal of it with spring heels. Women and children were wearing this class of shoe in many centres across the border, and even at fashionable functions at watering resorts, while in Toronto, Montreal, and other places they had a fair sale.

Then, again, there was the baby pump with the ankle strap running from the back strap around the ankle. How did these styles originate? Who could have predicted that the Colonial pump with the cut steel buckle or rubber-soled oxford, or the Mary Jane or Baby Doll pump, as it is called, for it is called by different names, would have ever gained a foothold? Nobody suspected any such creations and all the preconceptions of style were ruthlessly shattered.

In connection with the Mary Jane pump an interesting story is told about how this happened to originate. It appears that a certain dealer in a leading city in California ordered some of these pumps with wide toes and flat heels for the misses' and growing girls' trade. He had only a few dozen of them but nobody seemed to want to buy. Then he made a window display, but it was all in vain. There happened to be in that centre a play in which Mary Jane was the leading character. One day a happy notion struck this retailer and he placed these pumps prominently on a table in his store and above it was a card on which was printed, "The Popular Mary Jane; the latest creation in Summer Footwear—all the rage—be sure and secure a pair."

The result was that all sizes were sold out the very first day and then he sent a hurry-up order to the factory for more cases. As soon as these were in the clamour for the "Mary Jane" was equally as eager.

#### And The Rage Increased

Other dealers conceived the idea of getting out something on similar lines and travelers told their houses what was doing down in the Golden State. The way it spread people started talking about the go of the "Mary Jane" pump and it speedily became a fad until many retailers in the large cities in United States could not secure a supply of this class of footwear. It was comfortable, well adapted for walking shoes for growing girls, had a solid, wide, low heel and seemed to offer every satisfaction to the wearer.

Thus styles start sometimes from a happy chance in the turn of the wheel of fortune, a bright idea of a retailer, or some other equally inexplicable cause. How the wearing of rubber-soled footwear became universal probably contains another story equally as interesting. The best advice that one can give shoemen for spring, 1914, is to go slow on freaks, study what your trade has been buying, closely view the different samples and steer by your experience in the past and what you have observed on every side. Buy with discrimination, care and judgment.

In speaking of the trend of styles in last manufacturing,

the sales manager of the Woodard & Wright Last Co., of Brockton, Mass., says respecting men's shoes for spring:

The passing of the high toe last has been predicted and encouraged by some last and shoe manufacturers. On the contrary, it is my belief and contention that the high toe is more popular than ever and that 80% of the sales of men's footwear will be on high toes or modifications thereof. Manufacturers in general, it is true, have emphatically stated that high toes have gone to the limit. By this they simply mean the limit in height, width and freakish tendencies, some distortions of the high toe having become nothing less than monstrosities. The new high toe is narrower, lower, more graceful in all of its lines, and carries a heel from 8-8 to 10-8 inches high, 9-8 being the standard. Shanks are much wider and finished square on the outside. While the new high toe styles have a little less of the so-called character, they are vastly more beautiful and all of the desirable fitting qualities have been retained. Flat lasts of the custom English recede toe type are strong, as they always have been in the very high grades, and are coming strongly in the medium grades. Manufacturers of the lower grades are, however, cultivating them with some diffidence as the wide variety of feet of the hard working masses are not suited for this type of shoe shape.

#### Women's Fashions

Not for many years have manufacturers been confronted with so interesting and radical an array of changes as now exist in women's style-consideration. Colonials and pumps, together with combination boot and oxford lasts, are becoming more and more effeminate, dainty, and possibly Parisian in appearance. The extra short forepart last is rapidly vanishing except in certain sections of the West. Even extremes of this type are finding ready sales to-day owing to their decidedly feminine and dressy characteristics. The great problem is, of course, to create women's lasts of this type with conspicuously sweet lines and at the same time have the wood in the right place to insure normal fitting qualities. Low heel pumps made with and without tips are increasing rapidly but cannot supersede regular Cuban and Louis high heels, which, however, are showing a tendency to become a little lower.

The demand for nature shapes, ground gripper effects, is increasing as wearers of this sort of footwear become more enthusiastic about them. Rubber sole footwear both in men's and women's trade is having a pronounced boom for street wear. There are so many occasions when this kind of footwear can be appreciably worn aside from athletic events that there is an increasing demand for lasts over which to make rubber sole footwear that has the style and attractive toe used in regular street shoes. These lasts



necessarily must be of the wide tread and shank style, and fitted to carry the spring heel or, more preferably, the half-inch rubber heel cemented on separately.

### Some Strong Sellers for Men

The Hartt Boot and Shoe Co., Limited, of Fredericton, N.B., report that they have eight travelers covering all of Canada from the Atlantic to the Pacific who have been on the road for some days with samples for spring, 1914. They believe that among the higher grade lines of men's shoes for spring, 1914, plainness will be a predominant feature. Manufacturers who are catering for this class of trade realize that neatness of design and simplicity of appearance, coupled with the very best workmanship and materials, make up the shoe that the well dressed man is looking for. The Hartt Boot and Shoe Co. have added nine new lasts to their range for spring—eight men's and one boys'. Five will in all likelihood be strong sellers for the young men's trade, being of medium high heel and toe, but somewhat less pronounced than a few seasons back, and all splendid, full fitters. Their opinion is that calf leathers will again lead all others, with large demand for all of the three tans, gun metal and velour finish. There will also be an increased call over that of a year ago for patents and vici kid, and the company expect to see a reasonably active demand for button shoes. It would also look as if there would be a heavier requisition for oxfords for spring, 1914, than there has been for the past two or three seasons. The Hartt range for 1914 is certainly to the forefront in style, finish, fit and quality.

### Nice, Classy Pump Lines

The Relindo Shoe Co., of Toronto, have a very artistic range of fashions in refined footwear for spring. The changes observed in their lines for the coming season are quite noticeable. The short, stubby high toe is gradually being replaced by the receding toe and longer vamp. The display in pumps shows a great variety of handsome and artistic effects. The absence of wooden heels is noticeable on account of the fact that the new tie pump pattern is designed for street service and lighter heels predominate. The Relindo Company make only women's fine footwear and the line is certainly very attractive, the range of new lasts being selected with very great care. Five new lasts have been added. One is an extremely long vamp with narrow, rather pointed toe, and another is short and stubby. Between these two extremes, there is a variety of selections. About sixty per cent. of the line is button, five per cent. Bals, and the remainder Blucher. Some cloth tops are seen, while a few carry gray and black suede tops, but matt kid and matt calf are the principal leathers used for the upper portions of the shoe. A gray buck button, with flat birdseye buttons, is a winner. In two and three hole ties, a number of charming patterns are seen, while in whole foxed and Colonial pumps, there is a pleasing choice. One striking shoe is a red kid, with cut steel buckle. A gray suede pump with cut steel buckle, brown suede with gold buckle, a patent with gray suede quarters and an all gray buck button boot are among the unusually nice things seen in the line. A pump with patent vamp and ribbed silk quarters is decidedly fetching. In ornaments are seen cut steel buckles in various striking patterns, while some buckles are of beaded steel. Other ornaments are tan, black and bronze. Another striking creation in high cuts is a gun-metal shoe with gray tweed top with narrow front seam and back stay of leather. The Relindo lines embrace both Goodyear and McKays and are in every way a credit to the company.

### Some Choice Offerings

The Macfarlane Shoe Co., Montreal, have completed their samples and have three new lasts in their range. One is a misses' shoe with a dome toe and  $\frac{7}{8}$  heel, being shown in all leathers in Goodyear welts. Another is a growing girl's shoe, carrying a dome toe and medium high heel. The third is an infant's fine toe last made for high class trade.

A large selection of dongolas is shown and also black and tan calf. Mr. Macfarlane says the company expect a large demand for the type of infants' and children's shoes carrying a patent leather vamp and cloth tops. The most popular colors in these lines will be red, white, grey and chocolate. Tassels and high cuts are for the most part dead and very little demand is expected for them this session. Roman sandals, ankle-strap and pump straps will have a big call. The firm have noticed the demand for these lines increasing steadily the last few months and large sales will be made next summer. They have met this demand by increasing their stock in these goods and now have a large assortment to offer their customers. They are showing a full range of turns and welts in white nubucks, also a fine line of white canvas turns for infants, children and misses, bound or raw edges. A little gent's shoe has a full, square, medium high toe and very low heel; this shoe, they say is sure to sell well the coming year. A complete line of extension edges is being shown in the different leathers on all lasts.

### Several Fine New Lasts

The Thompson Shoe Co., of Montreal, are offering to the trade in samples for 1914 season four new lasts in the men's lines and four in women's.

In the women's lines one sample is shown with the English effect, having a wide toe and flat heel. A long slender last is also shown carrying a long vamp with a medium recede toe and very low heel. This the Thompson Shoe Co. think will be a strong seller, as it has a very up-to-date figure and should lead in the sale of dressy shoes. Another neat shoe being shown has a medium recede toe with a  $1\frac{4}{8}$  heel. This is made in buttons and is sent out in cloth tops and all leathers. An oxford is also shown carrying a medium high toe on a wide last with a  $1\frac{2}{8}$  heel. This is being made in both black and tan and presents a very natty appearance. In shoes for men an exceptionally varied line has been installed for the spring season. One of the new samples is a velours calf lace, modified recede toe with a  $\frac{7}{8}$  flange heel. For the class of trade to which it will cater it is a winner. A tan calf is also seen with a medium high toe and  $1\frac{1}{8}$  heel. Another men's shoe which will sell well is a dongola with a heavy slip sole, medium toe and  $1\frac{1}{8}$  heel. Another strong shoe which will appeal to a certain class of trade is the men's dongola, whole fox bal London toe,  $\frac{9}{8}$  heel with dull calf top.

As regards general style tendencies, Mr. Thompson says he thinks the modified high toe shoe with medium high heel will be the strong seller again this season. Speaking of women's oxfords he said the firm had never in any previous season sold as many shoes of this type as were shipped this season and he looked for just as good or better business next year. Black cravanette tops for women, he went on, would go well and are growing in popularity every day. Heels for 1914 samples will be lower in all lines. White canvas goods, in both men's and women's lines, are well looked after in the firm's list of samples and a bumper business will be done next summer in these lines. Women's shoes are being made on fuller and more comfortable lines than before.

### New Things for Boys

Jackson & Savage, Montreal, specialize on boys' shoes and are the makers of the well-known "Boy Scout" shoe. For spring they are showing seven new lasts. In men's lines a medium recede toe is shown, with a low heel, a nature shape, full toe and low heel, and a high, full toe nature shape, carrying a low heel. In the boys' lines they have a medium recede toe which looks very mannish. This carries a low heel. They have also a boy's high, square toe, with medium to low heel and a round full toe with low heel.

A youth's last has been installed with a nature shape, full toe and low heel. R. L. Savage thinks heels will be lower on all styles next season. He also said that the firm were paying particular attention to sole leather which was used in their boys' shoes, and that all patterns on boys' and youths' shoes were the same as in the men's lines, which are



being supplied to them by the best pattern-maker in Boston. Gun metals and tans, he said, would have chief call for the coming year. The firm have also put in an extra nice range of oxfords in all leathers and look for a "picking-up" in this style of footwear for 1914. The medium high toe will probably be favorite again next year.

### Some Choice Presentations

Minister-Myles Shoe Co., Toronto, have brought to the front several new things in both their Beresford and Vassar lines. Five new lasts have been added in the former for the men's lines and an equal number in the women's. The men's typify the medium wide, round toe, or the semi-high toe. There is also in men's a French receding toe, with a square effect and a Cubist last, which also has a rather narrow drop toe and a diagonal square front. It carries a fairly low heel. Other showings for men are seen on semi English lines and come in gun metal and patent, as well as some in tans. There is a fair sprinkling of Bals and a large number of models have broad shanks and low square heels. In women's lasts the Cubist toe is also seen. Most of the new toes are of the moderate receding type, but there is also shown a very artistic, long receding shoe in patent, with kid top and a kidney heel. The number of buttons run from 14 to 16 and all the tops have straight effects. There are some patent colt offerings with uppers



GUN METAL BUTTON, MEDIUM HIGH TOE, 13-8 HEEL.  
BY WOELFLE SHOE CO.

for 1914 summer season. They have a complete range of women's McKays and have secured several new lasts. One of these is a woman's medium high to high toe. This has a patent leather vamp with gun metal top and comes in both



WOMAN'S TAN CALF WALKING SHOE, MEDIUM NARROW TOE,  
LOW HEEL—BY AMES, HOLDEN, MCCREADY

button and lace. Another last shown carries a long, rather narrow toe with a medium high heel. An ankle strap pump is shown with a rather low heel and full toe. Much new machinery has been installed in the company's factory during the past year and they state that they are in a position to fill all orders promptly for spring delivery.

Gagnon & Lachapelle, Montreal, are showing a neat line of McKays for the coming season. They have several new lasts in men's, boys', and youths' as well as for women, misses and children. The medium high toe, they predict, will sell well in men's lines, while pumps will go strong in women's. They are showing a woman's shoe which has a full, round toe and high heel, dull finish. Heels will be lower in their lines for 1914.

### Quiet Conservative Effects

The W. B. Hamilton Shoe Co., Toronto, are showing an usually complete range in men's and women's footwear



PATENT BUTTON, ON NARROW RECEDE LAST, SQUARE THROAT,  
MATT CALF TOP—BY GETTY & SCOTT

of cravenette and costume cloth. A particularly striking shoe is an all blue buck button with gray facings. This shoe, which carries a medium toe, was much admired at the Exhibition, where the sample was on display. An all grey buck button shoe on a similar last, and a white nubuck, are very classy offerings. Sixty per cent. of the samples shown are button. In pumps there is a variety of colorings in nubuck, blue, gray, white, brown and tan. One fetching creation is a new tobacco brown suede pump. A number carry wood kidney heels with leather covering to match the upper. The principal ornaments are cut steel buckles and rhinestones, with a few celluloid and leather filled ornaments. Among the outstanding shoes is a patent button with a white buck top, and a patent Oxford with fancy silk top, and the new zebra buttons of black and white. In button Oxfords are seen three, four, five and seven button offerings, and it is expected that the sale for these will be large. It is believed that the leading sellers will be with medium to recede toes. The Minister-Myles line this year is comprehensive in character and evidences the highest skill in style, finish and workmanship.

### Fine Line of McKay's

"La Duchesse" Shoe Co., Montreal, have completed their range of spring samples and are already booking orders

for the coming spring and summer. They have installed two new lasts in men's and three in women's. The chief characteristics of the new styles in men's are a moderate receding toe last and a rather flat receding toe, built on

English lines. In the women's, two toes corresponding in nature to those of the men, have been incorporated, and a decidedly smart last is noticed in women's Oxfords that has a rather wide, full toe, somewhat modified. About sixty per cent. of the offerings in women's shoes are button style. Heels are a little lower and tops are cut about



ALL PATENT, FOUR BUTTON OXFORD, MEDIUM HIGH TOE, 15-8 HEEL—BY ROWEN-OGG CO.

the same height as last season. There are some new tips and perforations which lend a variety to the collection. All the leading leathers are represented—gun metal, tan, patent and kid. A number of Colonial pumps are seen in suede, with a variety of adornments in bright steel, celluloid and other buckles. These pumps are made on neat close-fitting lasts and are very graceful in appearance. In the men's lines, moderately high toes seem to have the largest call. Some of the creations have blind eyelets and the majority have solid square heels with flat tread and broad shank. There is a considerable swing to some of the shoes and the "Model" range is pleasing both in material and choice of selection.

#### Stand by the Recede Toe

The spring samples of Walker, Parker & Co., Toronto, follow along very much the same lines as last season. Two new lasts, however, have been introduced this year, one with a long, pointed toe, and the other with low heel, wide shank and drop toe, built specially for walking purposes. Heels are a little lower than last year and tops are about the same height. Some cloth tops are seen in black and brown. A number of smart button oxfords as well as



GUN METAL CALF, WITH GREY CLOTH UPPER, MEDIUM HIGH NARROW TOE—BY AMES, HOLDEN, MCCREADY

pumps in tan, patent and black are decidedly attractive. Most of the pumps are trimmed with the regulation corded silk flat bows. About 50 per cent. of the line are button creations, while bals and bluchers constitute the remainder. The Empress' shoes are made along conservative lines with the moderately high and the receding toe predominating. The Walker, Parker Co. were one of the very first firms to

introduce the receding toe last and they are well satisfied with results. They look for no decided changes in the demand for feminine footwear during the coming season.

The Regina Shoe Co., Montreal, have a very large and complete range of women's goods for spring, 1914. Among showings of this company are seen three new lasts which should prove big sellers. Two are recede toes and one a French square toe shoe. The recede lines are of a medium height, one carrying a 2-inch kidney heel and the other a 2-inch Cuban heel. Both are built along comfortable lines, although none of the grace and neatness of the shoe is lost in so doing. The other new French toe last is also made for comfortable wear. This carries a 12/8 heel. When required, lower heels will be substituted on these three lasts. Cloth tops, it is expected, will sell very strongly in the women's lines.

In men's shoes some very neat lasts have been installed for spring. A medium recede toe last is being shown



TAN CALF BUTTON, FANCY FOXING, MEDIUM WIDE TOE—BY THE McDERMOTT SHOE CO.

carrying a very low heel. This is made in both bal and button. Another new style will most likely sell well in the medium high "Bulldog" toe, with a medium size heel made in all leathers in both lace and buttons. Taken all around, the lines shown by this company are, they think, the best ever stocked by them. They say they have had an exceptionally busy year and attribute the large amount of business secured by them to the quality of goods sold by the company and promise customers a better service than ever for the ensuing year.

### Making Money in Novelty Shoes

A steady and money-making shoe business cannot be transacted without style shoes, and very few merchants handle the novelty shoe rightly, says an exchange. It is a proposition that adds an element of risk to the business, and the only way for the dealer to reduce this risk to the minimum is to insure against it. Charge an additional profit to cover the insurance. Figure it out so that each line will show a liberal profit at the end of the season. The law of averages will apply. Take your novelty shoes exclusively and find out how many pairs you can sell as nearly as possible for you to judge. Then add about 5 per cent. to 10 per cent. profit on the selling price over that usually figured. Get in some of the new things. Do not splurge, but use reasonable methods of buying. Then force the business, and if you find, as you will, that a line or two is not moving, cut the price down so it will move. Re-stock on the going lines, and at the end of the season you will find your novelty shoe business paying you big. But get an additional profit on style shoes. It is right that you get it. And work the novelty end hard, because there is your opportunity to do big things.



# Creditable Displays at Canadian National "Ex"

Inviting Booths Fitted up by Leather, Shoe Findings and Rubber Firms—Many Members of the Trade Visit the Grounds—What was Displayed by the Different Houses

Some very attractive exhibits were made this year at the Canadian National Exhibition, Toronto, by leather, shoe and findings firms.

A. R. Clarke & Co. had a splendid exhibit in the Manufacturers' Building. The well known lines of the factory were shown to excellent advantage, including their famous patent colt leather for which the firm are celebrated. Other leathers shown were those of chrome tan sheepskin, Indian tan buckskin, peccary hog-skin, chrome tan horsehide, all were displayed on the roof. One feature of the firm is that they make a specialty of tanning all their leather and shearlings which enter into the manufacture of their



g'oves, coats, vests, clothing, moccasins, etc. In other words, they not only make the goods, but also the material that enters into them. From the ceiling were hung gloves, mitts, gauntlets and other lines, while the sides of the booth were covered with wannigans, larrigans and moccasins, sheep-lined driving socks, leather reversible coats, corduroy coats and pants, mackinaw and duck coats and pants, reversible, vests, lumbermen's socks, sweater coats, working shirts, etc. On the back wall was a large picture of the factory which attracted a good deal of attention, and on the floor was the trade mark, A. R. C. brand, electric lighted, which, interpreted, means that this brand always reflects quality. Two wax, life-like figures were completely outfitted with Clarke's line. The wide range of their goods are sold everywhere and are calculated to outfit harvesters, lumbermen, miners, prospectors, ranchers and others, from head to toe, with heat-proof and wet-resisting garments. The exhibit was in charge of T. Trickey and C. J. Pattinson, members of the traveling staff.

## Nothing Like Sole Leather

Occupying their usual stand and with leather and tan bark on every side, the Anglo-Canadian Leather Co.'s unique exhibit again proved a leading feature in the Manufacturers' Building. The pagoda, which is made entirely of hemlock bark, was surmounted by the Union Jack, the trade marks of the company, together with several pairs of horns. There were two signs on the roof setting forth the fact that this company are the largest sole leather tanners in the British Empire, having a capacity of 4,000 sides a day. In the booth were several bends of the famous Maple Leaf Brand of oak sole leather. Suspended from a corner were sides showing hemlock, oak, buffalo, rangoon and china sole leather. In front of the booth were glass jars containing materials and extracts and showing the different processes through which a hide passes from the raw state

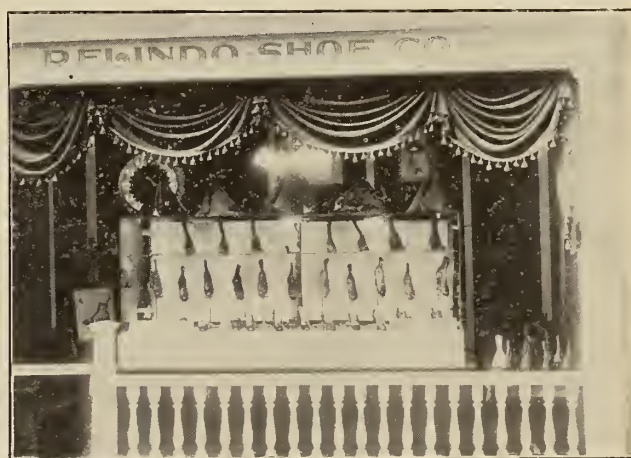
to the finished article. The walls were decorated with tapsoles and top lifts of various weights, there being 900 dozen on exhibit. The entire stocks of sole leather and tapsoles were sold to Chas. Tilley & Sons, of Toronto. The splendid exhibit of the Anglo-Canadian Leather Co. was in charge of W. J. Baggs, assisted by D. Wylie, C. Lacey, I. Sauder, while W. J. Heaven, the Toronto manager of the company, was a frequent visitor to the booth, which was a favorite centre for shoe manufacturers and various other members of the trade.

Beal Bros. had an interesting display in their big space under the grand stand. The exhibit consisted of heavy and light harness, horse collars, etc., all manufactured in their own premises, 52 Wellington street east, Toronto. In a large showcase at the front of the exhibit were displayed findings of every kind, including custom boot and shoe uppers of various leathers, along with fishing boots, leggings and oil tan moccasins. Sporting boots with oil bottom, soft grain leg, solid leather sole and double hand-sewn, each pair equipped with the firm's patent heel, were also displayed. The display was in charge of W. A. Beal, Albert Hyfield and O. W. Hough.

## Some Shoes That Attract

The Minister, Myles Shoe Co., Toronto, who have for some years made a display at the Exhibition were again on hand with a representative range of snappy footwear, both in men's and women's. Two showcases contained an inviting arrangement of shoes, and among the women's lines an all blue buck button and an all grey buck button attracted a good deal of attention, the blue buck coming in for much admiration. The firm gave away a number of interesting souvenirs, setting forth the merits of Vassar and Beresford shoes. The exhibit was in charge of F. P. Miles, H. G. McGee and C. F. Schuszler.

The Relindo Shoe Co., Toronto, also made an attractive exhibit of feminine footwear. All their up-to-date spring and summer samples were on display, both in the Goodyears and McKays, while an especially artistic range of pumps in various leathers appealed to many passers by. The sides of the booth were decorated with skins and sections of shoes showing the excellent workmanship and splen-



did material used in the Relindo line. Many patrons of the firm visited the stand, which was in charge of Frank Mercer, sales manager of the company.

A very interesting display was made in the Manufacturers' Building by the Cook, Fitzgerald Company. This is the first time that this enterprising London house has availed itself of the facilities of the National Exposition in order to make more widely known, if possible, the merit and



beauty of Astoria and Liberty shoes. Two large showcases displayed all the latest spring samples of the firm, whose range comprises upwards of 160 shoes for men. Reference has already been made in these columns to the various attractive lasts of the company, which must be seen to be appreciated. The walls of the booth were decorated with



skins and also findings of various kinds, showing the solid material of which the shoes were made. Those in charge of the exhibit were Messrs. McDiarmid, Sullivan, Johnston, Orendorff and Fitzgerald.

#### How to Ease Tired Feet

The Scholl Manufacturing Co., of Chicago and Toronto had an instructive exhibit in which the various lines of orthopedic appliances manufactured by this firm were displayed. Demonstrations were given of the uses of the Scholl appliances which have a large sale in Canada and the United States. The foot-eazer, tri-spring arch support, reform arch support, Dr. Hall's foot rest, anti-bunion spring, bunion reducer shield, heel tread cushion, toe right, fixo corn plaster, and various other inventions that have brought relief and comfort to thousands of sufferers from pedal ailments attracted a great deal of interest. W. T. Wareham, of Toronto, and E. J. Cerre, Montreal, were in charge of the stand. The firm will also exhibit at the Ottawa Fair. Many copies of Dr. Scholl's book on the treatment and care of the feet as well as free samples of Footdok were given away.

The Canadian Arrowsmith Co., of Niagara Falls, Ont., made a special display in the Process Building of First-aid Foot-Restur. Many styles of arch supports are made by this firm and the details of each were carefully explained to visitors. Competent authorities who have made an exhaustive study of the subject, assert that fully fifty per cent. of the members of the human family are sufferers from some form of foot trouble, resulting from the uneven distribution of the weight of the body on the feet. These ailments the Arrowsmith appliances relieve and correct. The booth was in charge of H. W. Van Natta, assisted by Thomas Birch.

Gutta Percha & Rubber Limited, Toronto, had a fine display in the Process Building, which was visited by a large number of friends of the company. The Maltese Cross, the name of the brand of rubber footwear, was everywhere in evidence. The floor space was covered with Maltese Cross interlocking rubber tiling. This year much attention was devoted to the mechanical goods' end, including firemen supplies, rubber hose, rubber clothing, rubber belting, sheeting, packing, matting, motor tires, and other lines. In a glass case were displayed tan and white

rubber shoes, lumbermen's shoes, leather top boots, gum stock, tennis shoes, etc. There were also seen displays of various sizes of rubber heels. Different samples of crude rubber were shown in a glass case. A rubber floor mat showing the C. P. R. trade mark was something unique. It depicted a red beaver on a white shield with the letters C. P. R. in red. The exhibit was in charge of E. H. Minns.

#### Way to Polish up Some

The Nugget Polish Co. were right to the forefront in the Process Building with flags flying and their booth freshly painted. They gave caps of white and red to a number of enthusiastic admirers and these might be seen in many parts of the grounds setting forth the slogan, "Use Nugget Polish. It will double the life of your shoes." In glass showcases were displayed black and tan polishes and the white cleaner of the firm which is used for cleaning nubuck and canvas footwear. There were also displayed black, tan and white creams and black and tan polishing outfits of the firm. The name Nugget is a household one in the polish line, and a number of interesting souvenirs were given away with each box sold in order to make the rising generation of school children think of Nugget every time their shoes require attention. Pencil boxes, thimbles, button hooks, rulers and other reminders were presented. The exhibit was in charge of W. F. McNeill, general sales manager, assisted by T. W. Hart, F. B. Bollard and others. The company are also making exhibits at Sherbrooke and Ottawa, where the display will be in charge of T. W. Hart and L. R. Howard. H. W. Parsons will look after the Quebec, Fredericton and Halifax fairs, while F. B. Bollard takes charge at London.

Chas. Tilley & Son, Toronto, had a tasty exhibit in the Process Building and did a rushing business with their widely known preparations, including Tilley's suede dressing and Tilley's Regent polish in black, tan and gun metal, and combination outfits. Other lines shown were tan renovator, gun metal liquid, white dressing, ladies' dressing, patent leather creams, dubbin, water-tite, klean-o, etc. A polishing mitt, puzzles, fans, button hooks, shoe horns, etc., were given away with each box of paste and the sales were very large. The exhibit was in charge of H. Turner and W. Edwards, city traveler.

The F. F. Dalley Co., of Hamilton and Buffalo, had an imposing booth in the Process Building in which their various preparations were prominently displayed. These included the famous 2 in 1 polish, 1 in 1 tan polish, the 2 in 1 white cake for cleaning white buck shoes, the 2 in 1 white cream and pony combinations of liquid and paste in black, tan and white. The Black Knight stove polish was also well advertised by the company. The exhibit was in charge of B. J. Pierce and T. J. Sheridan.

Peters' Polishes, of Toronto, as exhibited by Peters Polish Co. had a prominent place in the Process Building. Black and tan paste, black and white creams, tan combinations and tan creams in jars were well displayed. The various polishes for furniture, metal, harness and other lines, also manufactured by this well-known Toronto firm and guaranteed to contain no acid, were exhibited.

#### Lapstone Seldom Seen To-day

A lapstone is often mentioned in books treating on old-time shoemaking and while many are familiar with the term, few have ever seen one; yet it was a part of the kit of shoemakers who worked in factories as well as those who worked in little shops of their own.

The lapstone was a round stone, or nearly round, with its top and bottom fairly level. It was probably a rough stone in the first place and was remodelled or cut over so that it could be used to beat out a sole before being tacked on, or to beat out any piece of sole leather that needed beating. Generally speaking it was the turn workmen who used it to the greatest extent and when such a stone is unearthed now it generally turns up in the districts where turns were the chief product of the factories.



## SHOE NEWS IN PARAGRAPH

Peter Chouinard, Montreal, was in Ottawa recently.

L. Hermiston is starting a shoemaking business in Port Arthur.

Lucy & Co., Limited, Fredericton, N. B., shoes, have assigned.

Geo. E. Boulter, Toronto, was in Montreal for a few days last week.

P. J. Losier, Weyburn, Sask., shoe merchant, has suffered a fire loss.

E. Brasford, Welland, spent a few days in Toronto last week on business.

The stores in Melville, Sask., are now being run on a strictly cash basis.

D. T. Gladhill, of Kincardine, Ont., spent several days in Toronto last week.

R. Newman, shoe dealer, Dunnville, Ont., was in Toronto last week on business.

Chas. E. Slater, Boston, spent a few days last week calling on the trade in Montreal.

J. W. Hefkey, shoe retailer, of Drayton, Ont., spent a few days in Toronto last week.

The Economical Store, shoes, is a new company started recently in Verdun, Que.

Fred. Underhill, of Underhills Limited, Aurora, Ont., was a visitor in Montreal recently.

J. E. Dupre, of the Montreal Box Toe Co., was recently in Toronto and other Ontario cities.

E. O'Callaghan, of Cornwall, was in Toronto during the past week, calling upon the trade.

R. L. Kimber, of the Scholl Manufacturing Co., Toronto, is spending a few days in Ottawa.

Harry T. Thompson, Montreal, is at present spending a few days among the shoe trade in Toronto.

Bruce & Howard, leather merchants of Windsor, Ont., have dissolved partnership, Mr. Bruce retiring.

Boyd Bros., of St. John, N.B., were among the callers on the trade in Toronto during the past few days.

J. Bauslaugh, manager of the John Agnew Shoe Store, Woodstock, Ont., was a visitor to Toronto last week.

John Affleck, the enterprising proprietor of the Yale Shoe Store, Winnipeg, was in Toronto last week on a

business trip east, going as far as Boston, New York and other points. He called upon many old friends.

Fred A. Lovell, superintendent of the Cook-Fitzgerald Co., London, was in Toronto for a few days last week.

W. E. Halpin, of Smith's Falls, Ont., was calling on many friends in the shoe trade in Toronto this week.

W. N. Storey, shoe dealer, of Ingersoll, Ont., is closing out his business and will retire from the footwear trade.

J. B. Jardine & Co., wholesale shoes, have removed from Colborne street, Toronto, to 96 Adelaide street east.

J. S. Dixon & Son, dealers in boots and shoes, dry goods, etc., have closed up their business in Edmonton, Alta.

Mr. Gallagher, of the C. E. Gallagher Co., Bath, N.B., has been spending a few days in Montreal and Toronto on business.

Joseph Davis, shoe retailer, 326 Queen street east, Toronto, has enlarged his store and made other interior improvements.

Hilker & Co., Port Elgin, Ont., dealers in shoes and general lines, recently made an assignment to H. Barber of Toronto.

Wm. O'Brien, of Buffalo, N.Y., has taken a position as finishing-packing room foreman with the Nursery Shoe Co., of St. Thomas.

S. B. McCall, of the McCall Shoe Co., Toronto, who has been spending the summer at Grimsby Beach, has returned to Toronto.

L. Fingland, of Moose Jaw, Sask., son of John Fingland, shoe retailer, of Brampton, was among the visitors at the Exhibition last week.

Stanley Redding, late of Fredericton, N.B., has accepted a position as packing room foreman with the Murray Shoe Co., at London, Ont.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co., is calling on the trade in Ontario. He will be in Chicago for a few days next week.

Eug. Lepine, formerly superintendent of the Kingsbury Footwear Co., Montreal, has taken the position of foreman with the O. B. Shoe Co., Drummondville.

W. F. Martin, general sales manager of the Kingsbury Footwear Co., Montreal, has returned from the Maine Coast, where he spent some weeks with his family.

Albert Hyfield, Eastern Ontario traveler for Beal Bros., Toronto, was in Brooklin last week attending the funeral of his mother, who passed away a few days ago.

Peter Gauthier, of Montreal, who has been covering the Ottawa Valley for the Parisian Shoe and other companies,

## HOW SOME SHOEMEN SPEND THE "GOOD OLD SUMMER TIME"



First view, left to right—J. T. Sutherland, of Kingston, director of Cook-Fitzgerald Co.; John Metcalfe, of Toronto, representing the American Hide and Leather Co.; Stuart J. Anderson, representing Getty & Scott, Galt. Taken at Mr. Sutherland's summer cottage on Amherst Island, near Kingston, and showing a big catch of small-mouthed black bass after one hour's fishing.

Second View—S. G. Sutherland, of Sutherland, Pedigo & Farwell Shoe Co., St. Louis, Mo., and his brother, J. T. Sutherland, and families, enjoying the cool breezes on the verandah.

Third view—Messrs. Anderson, Metcalfe and J. T. Sutherland, sr., and Jas. Sutherland, jr., enjoying a morning plunge.



has rejoined the staff of Jackson & Savage of Montreal, with whom he was formerly associated.

E. O. Hoffman, formerly of Slater Shoe Co., will represent the Thompson Shoe Co., of Montreal, in the Maritime Provinces this season. He is now calling on the trade.

E. W. Ingraham, shoe dealer, Sydney, N.S., was in Toronto during the past few days and attended the Exhibition.

Wilkinson & Co., dealers in boots and shoes, men's furnishings, of Kamloops, B.C., have changed their style to Lawrence & Co.

Frank H. Baiden, shoe dealer, of Calgary, was in Toronto last week on business and was an interested visitor to the Canadian National Exhibition.

George E. Williams, of D. D. Hawthorne & Co., Toronto, and wife, are spending a holiday at St. Andrews-by-the-sea, New Brunswick.

W. A. Marsh Co., Western, Limited, boots and shoes, of Winnipeg, have added four salesmen to their staff for the spring placing business.

G. P. Fry, of Toronto, western representative of the Smardon Shoe Co., left recently on an extended trip with a full range of spring and summer samples.

W. E. Short, representing the Kingsbury Footwear Co., Montreal, is now on an extended trip throughout the prairie provinces and will go as far as the coast.

Fred P. Beemer, of Toronto, representing Guptill's slippers and the Sorosis shoe, has been spending a few days in Boston, Haverhill, Lynn and other points.

A new shoe store has been opened at 90 St. Paul street, St. Catharines, Ont., known as the Factory Shoe Store. The proprietor is a former resident of New York City.

W. H. Semple, of the Kaufman Rubber Co.'s warehouse, Truro, N.S., has been East, taking part in rifle matches at Long Branch, Toronto, and Rockcliffe Park, Ottawa.

J. Heffering, of Toronto, representing the Tetreault Shoe Manufacturing Co., the Macfarlane Shoe Co., and the Regina Shoe Co., Montreal, was in Montreal last week on business.

Temporary headquarters have been established by the Rideau Shoe Co., Montreal, at 529 Lafontaine street, Maisonneuve, while arrangements for the rebuilding of their factory which was destroyed by fire are pending.

Geo. Owens, manager of the United Co-operative Stores, Montreal, will join the ranks of the benedicts next week and is busy receiving the congratulations of his friends.

J. M. Peterman and J. A. Vallary, both representing the Thompson Shoe Co., Montreal, have left for their respective territories, the former covering the North-West and the latter Western Ontario.

R. E. Jamieson, of Montreal, general sales manager of the Canadian Consolidated Rubber Co., is on an extended business trip to the West. He is visiting all the branches of the company and will go as far as the Coast.

John Pa'ne, of London, who for many years has represented the Ames-Holden-McCready Co. in Western Ontario, has been appointed selling representative for James Linton & Co., of Montreal, for the same territory.

A. R. Clarke, of A. R. Clarke & Co., Toronto, who has been in England and Scotland for a few weeks, has returned to Toronto. He was on a business and pleasure trip combined and reports that business conditions in the Old Country have been very satisfactory.

Ed. Vaisey, shoe retailer, 518 Bloor street west, Toronto, has put a new double front in his store and enlarged his premises. New oak fixtures have been placed in position and his establishment is now one of a most attractive and inviting character.

H. B. Pollock, of the Regal Shoe Company, Toronto, his wife and daughter, have returned from an extended

automobile tour through Western Ontario, going as far as London. They also were on a bass fishing expedition to Lake Avery and had rare good luck.

The Macfarlane Shoe Co., Montreal, will shortly begin the transfer of machinery from their old factory on Beaudry street to their new establishment, corner of De Fleurement and de Normandville streets. Factory operations will not be affected.

V. Lamarre has been appointed provisional liquidator for Leclair & Chalifoux, shoe manufacturers, Montreal, who make a general line of McKays, standard screws and turns, and whose factory is located at 599 De Lanandiere street.

The Parrott Shoe Company, who operate retail stores in Regina and Saskatoon, have made arrangements to open a branch store in Moose Jaw. They have leased the premises on High street west which are being vacated by the Gray-Campbell Company, wholesale carriage manufacturers.

An important business change took place at Markdale, McFarlane & Co. having sold their extensive business to J. & W. Boyd, general merchants, Flesherton, who take possession upon completion of stock-taking. W. J. McFarlane, the senior member of the firm, established the business fifty years ago.

Donald McTavish, who has for some time been in charge of the boot and shoe department of T. Eaton Co., at Winnipeg, has been taken into partnership in the commission business of J. R. C. Struthers. The firm name will hereafter be known as J. R. C. Struthers & Co. The new firm's offices are at 44 Princess street, Winnipeg.

D. D. Hawthorne, of D. D. Hawthorne & Co., Toronto, is spending some holidays in New York, Boston and Atlantic City. Mr. Hawthorne, who was ill for many months, has been able to attend to business regularly for several weeks and his many friends will wish him a pleasant vacation.

E. J. Fawkes, of London, Western representative of the Minister-Myles Shoe Co., has removed to Paris, where he has purchased the store of the Clark Shoe Co. and taken possession. Mr. Clark will devote all his time to the Brantford Show-All Window Co., which has placed excellent window fixtures on the market and has met

## A Flight of Stayers

Here is a jolly quartette taken on the boat recently on the way to Montreal. E. A. Chalk is the first man on the left. Then comes Geo. D. Lloyd, H. W. Pearson, and W. H.



Stagg. They hail from the Toronto warehouse of Ames, Holden, McCready, Limited, and on this trip had no samples with them for they were going down to the salesmen's convention.



with great success. Mr. Fawkes will continue his position on the road, in addition to looking after the interests of his store.

Just the thing for seating heels so that they will never come off is the Arabol Liquid Glue, made by The Arabol Mfg. Co., 100 William street, New York City. The manufacturers claim, and customers testify, that it does all Fish Glue is doing and goes some points better.

Wesley Kibler, of the firm of Kibler & Truesdale, dealers in shoes and men's furnishings, Duncan, B.C., was in Toronto on a visit last week. He is a son of Fred Kibler, of Berlin, president of the Ontario Boot and Shoe Retailers' Association, which will hold its annual meeting in Toronto on Thursday, September 4th.

W. F. Smith, of Philadelphia, who some few years ago was a member of the traveling staff of Ames-Holden-McCready, has taken a position with the Toronto warehouse and will cover Northern Ontario for the firm. F. W. Knibbs, who has looked after south-western Ontario, will henceforth supervise north-western Ontario, and W. H. Stagg will look after the interests of the firm in Northern Ontario instead of north-western Ontario.

Ed. Lynch and bride (Miss Alice Lylie) who have been spending their wedding trip in New York, Cincinnati, Boston, London and other cities, have returned to Toronto and taken up their residence on Carlton street. Mr. Lynch, who is receiving the congratulations of his friends, is the Western representative of the Minister-Myles Shoe Co., and leaves in a few days for the prairie provinces with a full line of samples.

A large number of members of the retail trade from one end of Canada to the other visited Toronto during the fortnight of the Canadian National Exhibition. All the jobbers were kept on the move and report that sales were very encouraging. A large business was done in the sorting line and the showrooms of the various warehouses were thronged.

A despatch from Regina states that C. N. Candee, of the Gutta Percha and Rubber Limited, Toronto, has been on a visit to that city and was inquiring into the possibilities for a site for a new warehouse. The company may secure a site for another branch in the West which will likely be located in Regina, but so far, nothing definite has been done. In the meantime negotiations are under way.

S. G. Amero, one of the representatives of the Kaufman Rubber Co., of Berlin, left this week for London, to take charge of the new warehouse which the company are opening on Richmond street in the building occupied by the Dunlop Tire Co. Two floors have been engaged and a representative stock will be carried. The many friends of Mr. Amero will wish him every success in his new place of residence.

E. A. Chalk, who, for the past fourteen years has represented the Toronto warehouse of Ames-Holden-McCready in northern Ontario, traveling as far as the Soo and Fort William, has changed his connection, and is now representing the Kaufman Rubber Co. of Berlin, James Linton & Co. of Montreal, and other firms on the same territory. Mr. Chalk is well and favorably known to the trade.

John Henry Thomas, 107 Benton street, Berlin, died recently, having suffered a second paralytic stroke within eighteen months, from which he never regained consciousness. He was in his seventy-ninth year, and came to Waterloo with his father and brothers more than fifty years ago, and engaged in the boot and shoe business. He afterwards resided in Mildmay for twenty years, and came to Berlin ten years ago. He is survived by his wife, one son, Charles A., Toronto, and two daughters.

The Thompson Shoe Co., Montreal, have recently issued another edition of the Thompson Shoe Seller, which is filled with gingery ideas for the retailer put in the most original way. This little booklet is quite attractive and has been the means of securing a large number of mail orders for the Thompson Shoe Co. This is entirely different from the

average stereotyped catalogue, and for that reason is all the more interesting.

E. T. Chauvier, of Tilbury, Ont., has sold his shoe business to Bedard Bros. and will shortly remove to Northern Ontario, owing to the poor health of his wife.

One of the most unique gatherings ever held in western Canada took place at Calgary on August 18, when the managers of all of the Hudson's Bay Company's stores attended a banquet given in the big new Calgary store in honor of the opening which took place on that day. The Hudson's Bay Company has some sixteen stores scattered throughout the great west, and the heads of all these various units assembled at Calgary to attend the opening ceremonies of the splendid new store which has been erected and equipped at a cost of two million dollars.

A. G. Saunders and Thomas Cresswell, who have conducted the Wilkinson shoe store, St. Thomas, most successfully for the past year and a half, have dissolved partnership. The business in the future will be conducted by Mr. Cresswell, who has taken over Mr. Saunders' interests in the business. The store will be known as Cresswell's shoe shop. Mr. Saunders, who has spent all his life in the shoe business, has accepted a position as northern Ontario traveler with the John Lennox Co., wholesale shoe dealers, Hamilton, and enters upon his new duties on September 1st.

B. F. Morley & Son, shoe jobbers, have removed from 32 Church street, Toronto, to 60 Colborne street, where much larger premises have been secured. Alf Winn, lately Western representative for the Williams Shoe Co. of Brampton, has taken a position with the firm and will travel throughout various parts of Ontario. Morley & Son handle a number of leading American lines in which they specialize and in their new quarters expect to do a larger trade than ever. Mr. Morley, Jr., previous to joining his father (who passed away about two years ago) was for four years on the traveling staff of the Rideau Shoe Co. of Montreal.

J. A. E. Snider, who for the past eight years has covered Northern Ontario for the Toronto branch of Ames, Holden, McCready Co., has decided to go into business in Utterson, in the Muskoka District. He has formed a company and taken over the general store of G. W. Lankin. The business will be conducted under the name of G. W. Lankin Co., Limited. Mr. Snider's many friends wish him success in the venture. He is a thoroughly experienced shoeman, not only on the road, but in the retail line as well, having spent 14 years with J. J. Haines in Belleville and Trenton, being manager of the latter branch until he began his career on the road.

John Huxley, one of the Western Ontario travelers for W. B. Hamilton Shoe Co., surprised the trade the other day by announcing that he had quietly joined the ranks of the benedicts in June last. John, who is a veteran of the road, has many friends, who will wish him many years of wedded happiness. The news came as a surprise to every member of the firm, as they had looked upon him as made of adamant, so far as the darts of Cupid were concerned. Mr. Huxley and bride have taken up their residence on Queen street west, and at a gathering of the travelers of the W. B. Hamilton Shoe Co., which was held this week, the genial bridegroom was the recipient of a felicitously worded address, accompanied by several suitable gifts.

P. M. Goff, sales manager of the O. B. Shoe Co., of Drummondville, Que., has been working on the samples for the coming season of 1914 for the past few weeks. Several new lasts have been added to the line and Mr. Goff says they are strictly up-to-date, and will be great sellers in this line of popular-priced footwear for men. The travelers are now on their respective territories and are unanimous in their expressions for a big trade for spring. They are August Martineau and assistant, Montreal and Quebec cities; E. J. P. Smith, West of Toronto; J. M. Redmond, East of Toronto; W. S. Tanner, Maritime Provinces; O. Porier, Province of Quebec, and H. A. W. Reed, Winnipeg and the West.



## HAPPENINGS IN FACTORIES

Joseph King, superintendent of the Regal Shoe Co., Toronto, has returned from a business trip to Boston.

Bert Ainsley, of Toronto, who represents the Kaufman Rubber Co., and the Woelfle Shoe Co., Berlin, will also cover Eastern Ontario for the Galt Shoe Co. of Galt.

Several changes have been made in the office of the Minister-Myles Shoe Co., of Toronto. A new sample room has been fitted up on the left, while the office quarters of Alf. Minister have been considerably enlarged.

The C. N. W. Shoe Co., of London, will shortly remove from that city to Orillia, where they have secured temporary premises, previous to the erection of their new factory, the contract for which will be let very soon.

The directors of the Montreal Stock Exchange have formally sanctioned the graduation of the stock of the Ames-Holden-McCready Company, from the unlisted class to the regular market. The stock was called for the first time last week.

Jas. P. Donald, manager of the Logan tanneries, Pictou, N.S., spent a few days in Toronto recently. He attended the Exhibition and called upon a number of friends in the trade. Mr. Donald reports an active demand for their bottom stock, which has found a wide measure of favor with the trade.

The new four-storey factory of the Suedicor & Hathaway Co., at Tillsonburg, Ont., has been completed and is a fine structure. Its dimensions are 92 by 45 feet and it is

well lighted and admirably laid out. The cutting and fitting rooms are now in operation. Manager J. G. Murdoch expects that the other departments will be running in a comparatively short time.

The Jacobsen Publishing Co. are already receiving many enquiries regarding space for the Seventh Shoe and Leather Market Fair which will be held for one week in July, 1914, in the Mechanics' Building, Boston, Mass. The manufacturers are showing a keener interest than ever in the coming fair. English and Continental producers of footwear, leather and shoe machinery supplies, etc., are figuring on showing samples in Boston in 1914, which will make the exhibition international in scope and more representative in character and attendance than ever.

C. E. Lepine has severed his connection with the Kingsbury Footwear Co., of Montreal, and has joined the executive staff of the O. B. Shoe Co., of Drummondville, Que., as general manager, with a monetary interest in the company. Mr. Lepine is well known throughout Canada as one of the ablest of shoe managers in Canada, having been connected with the Ames, Holden Co. for seven years, The Hartt Boot and Shoe Co., Limited, of Fredericton, N.B., for six years, and the Kingsbury Footwear Co., of Montreal, for six years. With Mr. Lepine's long experience and undoubted ability the future success of the O. B. line of Goodyear welt shoes for men only, at popular prices, is confidently predicted.

A fire visited the premises of the United Shoe Machinery Co., 122 Adelaide street west, on Sunday, August 17th, and did about \$5,000 worth of damage. John Riley, one of the employes of the company, was passing at the time and happened to notice smoke issuing from the build-

## READY FOR THE BIG PICNIC PROCESSION AT WATERLOO



The annual picnic of Valentine & Martin, shoe manufacturers, Waterloo, was held in the Waterloo Park on Thursday, August 21st, marking the tenth anniversary of the firm. An entertaining programme was provided. About 400 people were in attendance and came, not only from Waterloo, but from London, Hamilton and Toronto. After the officials and employes had assembled at the factory, a group portrait of the party was taken and a line of parade was formed, headed by the Waterloo band, for the park. There were thirteen automobiles in line conveying the ladies and their friends. At the grand stand, Mr. Valentine on behalf of the committee, extended a hearty welcome to the band, and three resounding cheers were given for the musicians. An interesting programme of earnestly contested sports was carried out, in which valuable prizes were

donated. In the evening a bountiful supper was partaken of, the tables being beautifully decorated. The prizes were then distributed and Mr. Valentine expressed his pleasure in being able to give the awards to the various winners. Many of the prizes were cheerfully donated by local merchants and a hearty vote of thanks was tendered the donors. Mr. Valentine also thanked the committee for their energetic work in directing the proceedings. Ira Snider was chairman of the general committee and was assisted by the members of the various departments of the factory. Among the visitors were: W. G. Weichel, M.P.; Mr. Wanless, of Coates, Burns & Wanless, London; Mr. Pringle, of the Canadian Cement and Blacking Co., Hamilton; Mr. Parsons, of C. Parsons & Sons, Toronto, and various others. In the evening an enjoyable dance was held in the pavilion.



ing. The firemen were already at work and Mr. Riley notified manager Alfred Haire, who soon hastened to the scene. The rear portion of the first floor was badly scorched, while smoke and water did a great deal of damage to the stock. The principal loss is in abrasive materials, which are used for heel scouring and bottom buffing. Finishing roll covers, eyelets, and various parts of machines and findings kept in stock, also suffered. The loss is covered by insurance. How the fire started is unknown.

Speaking of the exhibits in the Manufacturers' Building at the Edmonton Exposition, held recently, a local paper says: "The Great Northern Tannery Co.'s booth is one of the most interesting in the building. The display includes tanned hides, robes and harness made by the company, besides samples of harness which have been in use for a year. The latter show very few signs of wear. The exhibit of the Edmonton Saddlery company is also attracting a great deal of attention. This booth contains some excellent 'cow-boy' and English saddles, besides a complete line of leather trunks, valises, pocket books, hand-bags, bridles, and in fact almost every kind of leather goods."

Drummondville, Que., is to have a new shoe factory which will employ some 400 or 500 hands, spend \$4,000 per week in wages and have an output of over a million dollars worth of shoes a year. The ratepayers last week voted upon a by-law to guarantee the bonds of the company to the extent of \$175,000, and the measure was carried practically by a unanimous ballot. The company will also get free water, exemption from taxation, except school taxes and other concessions. It is understood that several Montreal capitalists now controlling the stock in a large shoe industry in that city are interested in the big proposition which will prove a great boom to Drummondville.

The plans have been completed for the new factory of J. W. Hewetson Co., which will be erected near the G. T. R. station in Brampton. Some time ago the ratepayers of that town carried a by-law, authorizing the issue of \$20,000 debentures to be loaned the company, payable in twenty annual instalments with interest at 5½ per cent. The new factory will be 200 feet long by 45 wide and two storeys high. It will be constructed of brick with concrete foundation, up to the window sills. Excavation will begin next week and it is expected that the structure will permit of cutting and stitching operations being commenced by December 1st. The company will not entirely vacate their present premises, Terauley St., Toronto, until June next, when all the plant will be removed to Brampton and the capacity doubled in youths', little gents', misses', children's and infants' McKays and turns. The company have been manufacturing for the jobbing trade for five years.

The large factory of the Rideau Shoe Co., Desjardins avenue, Maisonneuve, Que., was completely destroyed by fire on August 22nd. About a score of employes were driven to the roof by the flames and forced to jump into life nets. All the hands either left the building safely by the stairways or were rescued from the fire escapes. The flames started from an unknown cause in the basement and quickly shot up the elevator shaft, filling the building with a blinding smoke. The structure was completely gutted, entailing a loss estimated at over \$100,000, covered by insurance. The company have secured temporary quarters at 529 La Fontaine street, Maisonneuve, and it is understood that the fire will not affect their deliveries as arrangements have been made for filling all orders for the present time. J. A. Adams reports that spring samples of the company were all saved and that their regular travelers will go out in a few days covering the various routes from one end of Canada to the other. The Rideau Co. will rebuild with a much larger factory and plans are already under way for reconstruction.

The artistic, navy blue, suede pump, a cut of which appears on the cover of this issue, is one of the many smart spring samples in feminine footwear made by Getty & Scott, Limited, of Galt, and was drawn by the art department of

THE SHOE AND LEATHER JOURNAL.

## Newsy Briefs from Winnipeg

The Winnipeg Tallow & Hide Co. has been succeeded by A. C. Turner.

Mr. Balfour, manager of the Regal Shoe Store, Winnipeg, has returned from an extended trip to the East.

Winnipeg is getting up-to-date with its upstairs shoe stores as in many other things.

Lauries' Limited, are opening a \$3.50 and \$4.50 shoe store on Portage avenue.

Samuel N. eckle and family spent two weeks at Banff recently, and had a very pleasant holiday.

Mr. Caldwell and Mr. McGregor of the T. Eaton Co., have returned from a buying trip to the East.

W. Brown of the Ryan, Devlin Shoe Co.'s staff, and family, have been spending a couple of weeks at Detroit lakes.

Mr. Giddis, manager of the shoe department of the Hudson's Bay Co., attended the opening of the company's big shoe store at Calgary.

Mr. Pollock, book-keeper of the Yale Shoe Store, was the crack skip of the Fort Rouge Club during the Manitoba Lawn Bowling Tournament.

W. E. Short, Western representative of the Kingsbury Footwear Co., is now on an extended trip throughout the West with a fine range of samples.

Mr. Mulhall, manager of the Ryan, Devlin Shoe Co., has returned from an extended trip to the Eastern shoe centres of the United States and Canada.

L. Farewell, Western representative of the Hartt Boot and Shoe Co., Fredericton, N.B., has returned from an extended trip to Toronto, Fredericton and Detroit.

Among the Eastern travelers who were here within the past few days are G. J. Scott of P. Jacobi, Toronto, and L. M. Stock of the Walker, Parker Co., Toronto.

L. Godbolt, Western representative for J. & T. Bell, Limited, Montreal, has been spending a few days in Montreal in connection with spring samples.

J. Affleck, proprietor of the Yale Shoe Store, is visiting Toronto, Montreal, Boston and other centres and enjoying a motor trip with a party of friends.

Roscoe Murphy of Julian & Kokenge, Cincinnati, Ohio, who is well known in Winnipeg, has been spending his holidays in the Old Land. Several post cards have been received from him by Winnipeg shoemen.

W. C. Allan, proprietor of the Quebec Shoe Store, 639 Main street, Winnipeg, has opened a branch at 624 Main street, almost directly across the street, which will be devoted exclusively to men's and boys' footwear.

W. A. Moyer who recently sold his interest in the Moyer Shoe Store, has opened a men's and boys' exclusive shoe shop at 349 Portage avenue, Winnipeg. He intends to launch four or five men's shoe stores in different parts of the West. The fixtures in his new store in Winnipeg are one-quarter cut oak with single shelving. The top of the fixtures are fitted with electric lights and on the floor settees are used in place of chairs. The windows are "V" shaped affording plenty of room for display purposes. The store throughout is decidedly attractive, and Mr. Moyer expects to do a large business.

The retail clerks of Medicine Hat, Alta., have inaugurated a movement to secure a weekly half holiday, and the idea seems to be in general favorably received by both the merchants and the city authorities. At a meeting held recently a committee, consisting of C. A. McDermitt, J. McKay, and S. Green, was appointed to push the matter. They are taking up the question with the city fathers as well as with the employers and have interviewed Mayor Spencer and some of the aldermen relative to the passing of a by-law making the proposed half holiday obligatory. The members of the Council have all promised to do all in their power for the clerks in the matter, and the legal aspects of the question will be looked into.



## Retail Merchants Active

**Shoe Section Will Meet in Toronto on Thursday, September 4—New Branches Organized in Many Towns—Business Men Getting Together in a Way They Never Did Before.**

The convention of boot and shoe dealers of the province of Ontario, which will be held in Toronto on Thursday afternoon and evening, September 4, at the headquarters of the Retail Merchants' Association, 21 Richmond St. W., will, from present indications, be largely attended.

The afternoon session will begin at two o'clock and the evening at eight o'clock and all members of the trade are cordially invited to attend. Various trade troubles will be discussed, and action taken.

Do not forget the date, Thursday, September 4, and make it a point to be present.

The Retail Merchants' Association of Canada, is now strengthening its ranks by a large number of new members. Three and four organizers are being kept busy constantly throughout the province, and the results of their efforts within the last few weeks have established a number of new branches as follows: Welland, Niagara Falls, Simcoe, Ingersol, Tillsonburg, Paris, Milton, Georgetown, and Owen Sound, which is ample proof that the retail merchants are now getting together as they have never done before.

It is hoped that the work will continue, so as to bring the merchants in closer touch with one another, which not only makes a better feeling among them in their own local municipalities, but being united as a whole, their various interests in legislation, and otherwise will be well attended to.

The officers elected for Welland Branch are: President, F. N. McConnell; 1st Vice-President, Blake L. Booth; 2nd Vice-President, A. Many; Treasurer, W. T. Britton; Secretary, G. T. Wright.

The officers elected in Niagara Falls, are: President, F. H. Taylor; 1st Vice-President, F. Anderson; 2nd Vice-President, Geo. W. Serles; Treasurer, C. W. Doan; Secretary, H. C. Patterson.

The officers elected in Ingersoll are: President, F. McDougall; 1st Vice-President, Jas. Mackay; 2nd Vice-President, Wm. Surplis; Treasurer, W. I. Hogarth; Secretary, R. N. Thurtell.

### What a Wise Guy He Is?

Sometimes you have to go hundreds of miles away from home in order to get home news and occasionally, it would appear necessary to go outside of a certain trade to secure the latest and most reliable information regarding the inner workings of that trade.

There is always to be found in every city, the "wise-acre," the man "who knows all about it," "who told you so," who, in fact, has everything down pat regarding matters of which he virtually knows nothing, but thinks he does.

One of these erudite individuals, seeking refuge behind the pseudonym "Consumer," writes to the Toronto Star, giving an alleged expose of the tricks of various trades and informing the people how to reduce the high cost of living. He says in part:—

"Are you aware that some boot and shoe manufacturers, surreptitiously, but designedly, make their goods so that one of a pair will give out months before its mate—all for the "good of the trade"? The remedy against this is to secure a written guarantee that, barring accident, one boot will wear as long as the other and both last a reasonable time."

Such an assertion as this is enough to make the most sedate Sobersides on earth, either gasp with astonishment or relax his features into a grin. The statement is too ridiculous to give serious consideration. In the first place,

to make one boot poorer than the other would take a good deal more time on the part of the manufacturer than to make the pair of equal strength, worth and durability. And in the second place a different quality of leather would have to be purchased for the bad shoe, and next different linings, insoles, box toes, counters, facings, etc., would have to be used, which would involve an endless amount of detail.

It is presumed that, if a manufacturer made one shoe poorer than the other he would have to have a certain portion of his building designated as the "honest department" and another section where the inferior and trashy "mates" were turned out, would possibly be called the "Rogues' Gallery."

Such arrant nonsense as "Consumer" gets off, would lead one to believe that there are saner men than he is whose liberty is, of necessity, restrained.

## CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

**WANTED**—First class beam hand, not over forty-five years of age, who is experienced with German spring flesher and is a good all-round beam-house man. Married man preferred, steady job. Address SHOE AND LEATHER JOURNAL.

**WANTED RETAIL SHOE SALESMAN**—Must be up-to-date in window trimming, besides knowing shoe game. Apply to W. J. Nelson, Lethbridge, Alta., stating experience, age and salary expected.

**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, Ont.

# FOR SALE!

## Wholesale Shoe Business in Montreal

Established 30 years. Owner now retiring. Large trade throughout Quebec and Ontario, and with big Contractors. Stock of about \$50,000.

Controlling interest in factory employing 40 hands to be sold in connection with business or separately. For full particulars write "Shoeman," P.O. Box 1934, Montreal.



Established Over Half a Century



## Our Brands of Sole Leather

**PENETANG** Firm and close grained. "Cuts like Cheese and wears like Iron." The Long Wear Waterproof Sole.

**EAGLE** Mellow, yet admirably adapted for general work.

**LISTOWEL** For fine and sewed work.

**CUT SOLES** Heels and Counters None Better  
Shoe Findings, Etc.

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - - ONTARIO

### 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

### English Leather Market Conditions

J. M. Mussen, Canadian Trades Commissioner at Leeds, England, writing from that city under date of July 19th, says:

Canadian tanners and other firms engaged in the leather trade will be interested in the state of the trade on this side as revealed at the Leeds Leather Fair held on July 16.

The cost of raw materials, particularly hides and kips, has gone steadily upward, and the quotations now ruling easily constitute a record. Finished leather of all descriptions, therefore, is enhanced in value, and as the world's demand is larger in consequence of the general commercial prosperity, the outlook for the consumer is less satisfactory.

The principal business done at the fair was in sole leather, and where tanners had spot stock to offer, especially if the averages were light and suitable for present requirements, they had little difficulty in negotiating sales at about ½d. per pound more than in April.

There has been a considerable demand of late for English red bends to compete with hemlock sides of American production. These are being tanned in growing quantities, and as the home leather can be prepared at less money than the imported article, it is thought probable that there will be a large outlet for it shortly.

Pinned offals, both shoulders and bellies, were in moderate demand, and where the former could be purchased to take the place of light bends, which were sparingly offered, buyers bought freely. The only weak spot in the market is in heavy sole leather, for which there is less than the average demand. Quotations were not much tested as the exchanges were few.

In consequence of the extraordinary cost of market hides, Yorkshire tanners of split and dressing hides are putting only about half the usual quantity into "work." For this curtailed output there is a full demand, and as stocks come round they are easily disposed of. Values are high, and there seems a prospect that today's quotations are not

the lowest. The business done in East India kips was rather below the average. A recent slight weakening of the market resulted in extensive purchases, especially of the better grades suitable for chrome work. These are now held in small quantities, and where wanted, importers are able to command top prices. Sales of finished leather were not numerous, and as buyers are awaiting the opening of a new season in the boot department, which usually does not manifest itself until well into August, they purchased sparingly.

The outlook for all sections of the boot and leather trade is considered promising, and with the steady upward tendency of leather generally, the prospect of dearer footgear is growing every week.



INTERIOR OF THE HERCULUS CO'S STORE, SHOE DEALERS,  
207 PEMBINA STREET, WINNIPEG



## MR. RE

- ☞ The illustrations shown on these pages are photographs of actual shoes.
- ☞ They are not idealized creations of an artist.
- ☞ They are reproductions of Astoria and Liberty shoes as they really are.

*Don't forget our exhibits a*





# TAILER

- ☞ If you should honor us with your fine shoe order we'll do the rest.
- ☞ There should be a world of comfort in buying where you get value and protection.
- ☞ Our young men are on their way to you—new lasts, new patterns—nothing old but the name.

**THE COOK-FITZGERALD CO.**  
*LIMITED*  
**LONDON**

*Toronto and London Fairs*

MADE IN THE UNITED STATES

DISTRIBUTED BY  
D. D. HAWTHORNE & CO., OF TORONTO

*Restshu*  
FOR WOMEN WITH  
TENDER FEET  
REGISTERED U. S. PATENT OFFICE

*"It Stands  
Supreme."  
The Best  
Flexible  
Ladies' Shoe  
in the  
World*



IT  
BENDS  
WITH  
EASE.

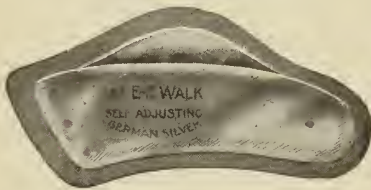
*Wear  
Restshu.  
Now in  
Stock in all  
Leathers for  
Immediate  
Delivery*

MANUFACTURED BY  
THE RAMSFELDER-ERLICK CO.  
CINCINNATI, OHIO.

ALL LIVE DEALERS HAVE THEM. WHY NOT YOU?

## ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting



THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

THE E-Z WALK MFG. CO., 33, 35, 37, 39 Sixth Avenue, New York

**L**ET LOGAN'S MAKE MORE SALES  
Put more Sales-force into your Spring shoes by cutting them from  
**LOGAN'S—The Leather of Quality**  
These Union Slaughter and Sweat Sole Leathers cut profitably and look good  
**LOGAN TANNERIES, LIMITED**  
PICTOU, N.S.



AMES HOLDEN



McCREADY

AMES-  
HOLDEN-  
McCREADY'S  
NEW  
SAMPLES  
WILL  
TELL  
THEIR  
OWN  
STORY

A careful study of the wants of the trade, an accurate knowledge of good shoemaking, and three factories, fully equipped to produce the highest quality in all grades of boots and shoes, all combine to make Ames-Holden-McCready's lines for Spring the best produced in Canada.

We have spared no expense or trouble and our travelers are starting out with the fullest confidence that they have the goods that the people want, and at the right prices, and we ask the Merchants of Canada to be sure and see our samples before placing their orders.



Remember, in all our warehouses we carry a stock of all lines, and it pays you to buy from the Big In-Stock House.

Wishing you the largest season's business you have ever had, we remain,

Yours truly,

**Ames - Holden - McCready, Limited**

Montreal - St. John - Toronto - Winnipeg  
Calgary - Edmonton - Vancouver

## With this Factory behind us



This coming Spring, with the aid of our splendid new equipment, we are aiming to show you the finest line we ever produced—and the most profitable.

There will not be, perhaps, much in the way of extreme style changes, but there will be a number of differences in the shoes themselves. These will be principally manufacturing differences and will tend to make Aird Shoes wear longer and look better.

These will be the first Spring styles turned out from our new factory, and naturally, with that fine building behind us, we feel capable of excelling all previous efforts.

It will be to your advantage and profit to see these samples. They'll be coming to you soon.



## Aird & Son, Montreal

Makers of

Men's, Women's, Boys' and  
Youths' McKays and Turns

## SKIVERS

### of Strictly Uniform Standard

Selected specially for the Bag, Suit Case, Pocketbook, Novelty and Bookbinding Trades. The Best Skivers your money can buy. Samples and Prices gladly submitted upon request.

**JOHN A. E. TURNEY,**

28-30 SPRUCE STREET,

Successor to Turney & Barrett

NEW YORK

CHICAGO: 234 West Lake St.

TORONTO: Ed. R. Lewis, 50 Front St. E.



# MAPLE LEAF BRAND

SOLE  
LEATHER



TAP  
SOLES  
ETC.

Exhibited at the Canadian National Exhibition 1913 by

## ANGLO - CANADIAN LEATHER COMPANY, Limited

MONTREAL

TORONTO

QUEBEC

HUNTSVILLE

BRACEBRIDGE

The Largest Sole Leather Tanners in the British Empire



A STAPLE SHOE, to be at all worth while, must be made as the Everyday Shoe is made, with the idea of long wear always kept in mind. Every workman in the T. Sisman Shoe Co's. factory at Aurora, Ont., takes a personal pride in the long service given by the Everyday Shoe.

**D**EALERS 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.

### 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

NEW YORK

130 W. Michigan St.

34 Spruce St.

BOSTON, MASS

GLOVERSVILLE, N. Y.

ST. LOUIS, MO.

128 Summer St.

11 Cayadutta St.

619 E. Eighth St.

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

## CUTTING DIES

of every Description for

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

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

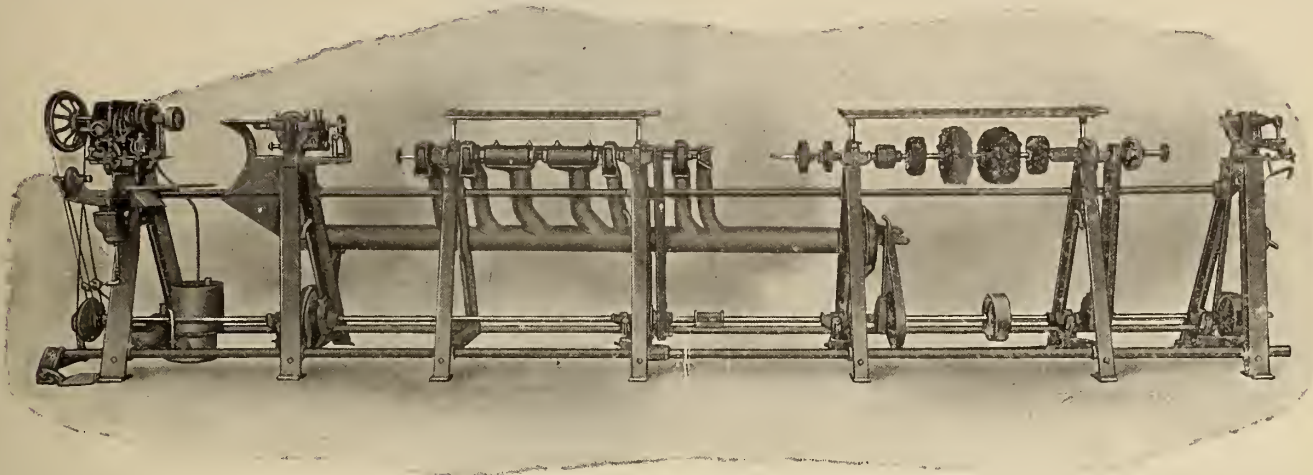
## Dominion Die Co.

321 Aird Ave., Montreal, Que.

Phone E 3778



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

*With  
Your  
Customers'  
Eyes*



WHEN the Perth Salesman comes to you with his good samples for Spring 1914, accept his invitation to look them over. And, in judging them, try to do so through the eyes of your best women customers.

You must realize that the style "snap" and general excellence that women of taste require in their footwear, can best be attained in a factory of specialists. In choosing Perth lasts for Spring we were not hampered by having to also choose lasts for men's, boys' and children's shoes. Our sole concern was with styles for women, and, naturally, we made a better choosing. And further, in the making of them none but experts on women's Goodyear Welts are employed.

So if you will look at these samples with the eyes of your customers, you will see all the wanted styles, leathers and lasts. You will see the shoemaking that holds the shape of the shoe, and the shoe that holds the appreciation of its wearer. Through the eyes of your customers you will see in Perth Shoes your "leader" in your women's section for Spring 1914.

Use your customers' eyes.

**Perth Shoe Company, Limited, Perth, Ont.**

**Women's Goodyear Welts Exclusively**



## Getting ready for bigger sales of Rubbers?

With the first day of September we practically see the passing of the Summer. Soon the days of rain and mud will be with us again, bringing bigger demand on your stock of rubbers.

Put your stock of "Independents" in shape to meet this demand. Make sure that you have all the styles and shapes to fit the shoes you are now selling.

You may be sure that in "Independent" Brands you will find just what is needed. All the newest shapes are here, besides all the "old standbys" that have been such good sellers in the past.

Run over your stock to-day, before the busy Fall season is upon you.

Your order to any of the "Independent" selling agencies will receive prompt and courteous attention.

**Independent Rubber Co., Limited, Merritton, Ont.**

# Kant Krack

# Dainty Mode



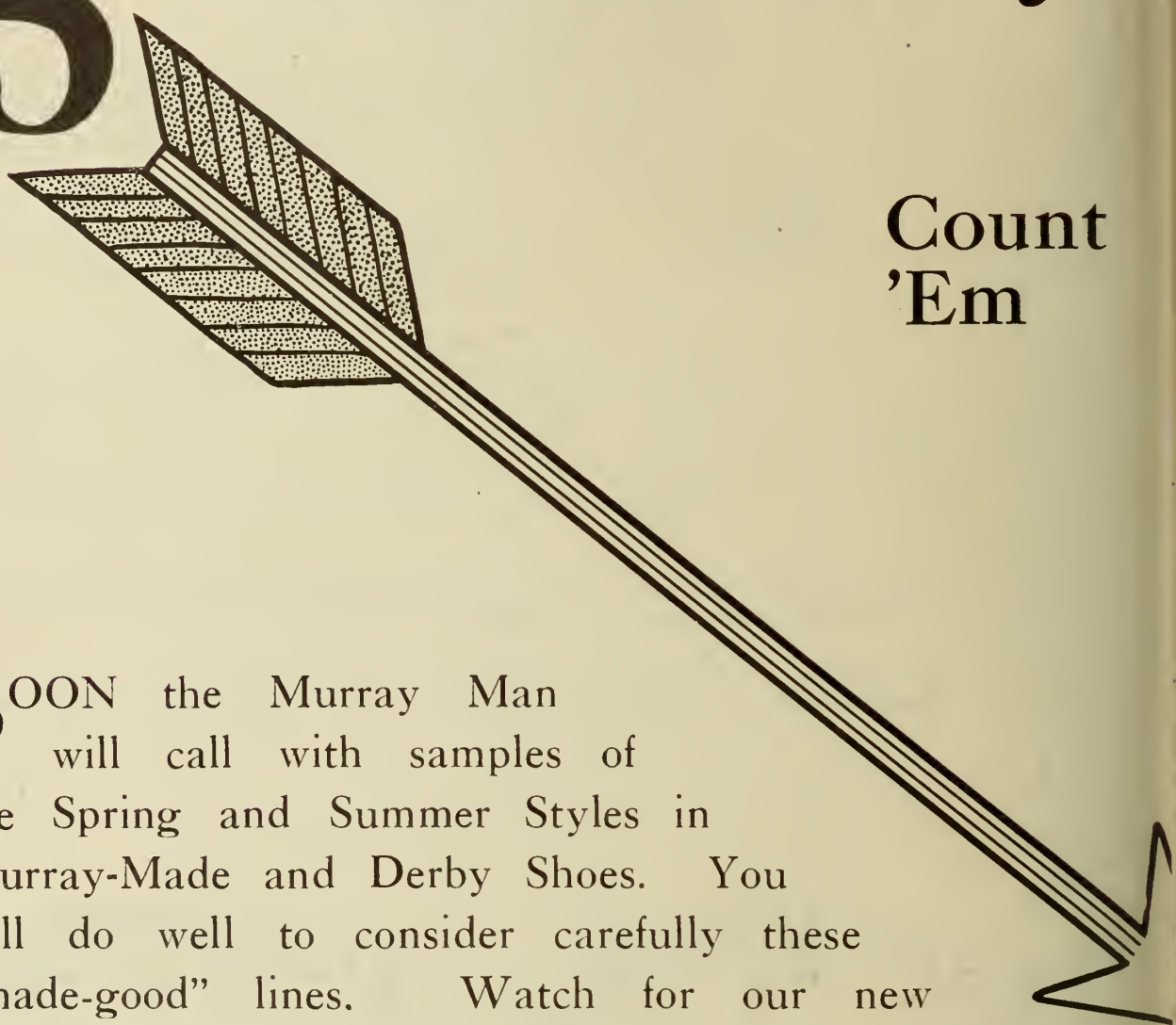
Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited	Amherst, N. S.
The Amherst Central Shoe Co., Limited	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside & White	Toronto, Ont.
Kilgour, Rimer Co., Limited	Winnipeg, Man.
The J. Leckie Co., Limited	Vancouver, B. C.
The London Shoe Co., Limited	London, Ont.
McLaren & Dallas	Toronto, Ont.
James Robinson, Esq.	Montreal, Que.



# 5 Reasons Why

Count  
'Em



SOON the Murray Man will call with samples of the Spring and Summer Styles in Murray-Made and Derby Shoes. You will do well to consider carefully these "made-good" lines. Watch for our new "Stampede," "My Pal" and "Premier" lasts. The three new Models for Big Spring Business.

**The Murray Shoe Company, Limited**  
London, Ontario



DERBY



MURRAY-MADE

Individuality of  
Style

Superiority of  
Materials

Expert  
Workmanship

Long Profit  
Qualities

Guaranteed  
Satisfaction

# Amherst Solid Shoes

---

---

**O**UR TRAVELERS WILL BE on their respective grounds early in September for Spring Trade, with the best line we have ever sent out. ¶ There are many new features, and intending purchasers of heavy foot-wear will be well rewarded by determining to see the

## Amherst Man

before ordering. ¶ Also keep your shoe department well assorted.

¶ We carry the largest stock in Eastern Canada for your convenience and give prompt and satisfactory service.

---

---

## Amherst Boot & Shoe Co., Limited

Amherst

Halifax

Regina



# The Thompson "Instantaneous Service"

## How it puts Profits in your Till

Now listen—some more.

We are with you body, boots and breeches to make your shoe business a success whether your volume of sales is large or small.

But our ideas of your Success are different from the other fellow's in two important points—

- (1) We welcome small orders fully as much as large.
- (2) We believe in quick turn-overs instead of slow stocks.

And you—when you figure it out—will agree that the Thompson Idea is best.

So here's where the Thompson Instantaneous Service lets you sleep nights instead of lying awake.

You don't have to load up on Thompson Shoes in order to have a saleable stock from week to week or month to month.

You don't have to carry a big live stock in order to sell your dead stock.

All Thompson Shoes are Quick-Sellers the-tried-out and tested sellers amongst all shoes.

No "dead" ones in the Thompson Lines—all Quick Movers—as proved out by retail stores everywhere in the Dominion practically all insured Quick Selling stock that never stays on the shelves.

Three of Our Ready Sellers in this Column

No. 311—Wos. white satin pump, also in black, pink and blue, \$2.00



No. 311

No. 511 — Wos. pat. button boot, cloth top, \$3.00

Also in gun metal and dull leather tops.



No. 511

No. 17 — Men's Patent Pump, also in gun metal \$2.00



No. 17

Send for and use our new catalogue—Scores of retailers are doing this every week—and a bumping big mail order business is a result—Get in line

**Thompson Shoe Company, Limited**  
36 St. Genevieve St. - - - Montreal

# P. J. Harney Shoe Company, Lynn, Mass.

POPULAR SHOES IN STOCK FOR IMMEDIATE SHIPMENT

## Style 923

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



## Style 900

Black Cloth Top  
Patent Colt Vamp  
Round High Toe  
15 8 Heel  
Price - \$2.35



## Style 925

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
12/8 Heel  
Price - \$2.35



## Style 940

Mat Top  
Patent Colt Vamp  
Round High Toe  
15 8 Heel  
Price - \$2.35



## Style 941

Mat Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



Similar Shoe to 941  
carried in stock in  
Tan Russia Calf at  
\$2.60. Ask for our  
Style 806.

*All Shoes on this page are Women's Fine Goodyear Welts*

The Women's Shoes above illustrated are still the staple shoes for the medium price trade. One dealer reports sales of 900 pairs of these styles from August 1st to August 15th—and this was not in the boot season!

Send for some of these shoes to-day and get acquainted!

**P. J. Harney Shoe Company**      **Lynn, Massachusetts**

*Shoe Manufacturers for Twenty-Five Years*



# Styles for Spring 1914

## From Canada's Leading Factory

Factory A

The Classic Shoe  
For Children

Factory B

The Classic Shoe  
For Women



\$2.50  
Goodyear Welts, all leathers



\$2.50  
Goodyear Welts, all leathers



\$2.50  
Goodyear Welts, all leathers



Patent, Tan Calf, Gun Metal  
and Chocolate  
2-5 at 75c. 4-7½ at \$1.00  
8-10½ at \$1.20 11-2 at \$1.50



# Getty & Scott, Limited

Galt, Ontario

THE **AHRENS** SHOE

EVERY PAIR SOLID LEATHER

Charles A. **AHRENS** Limited

BERLIN, ONT  
Manufacturers of  
Solid Leather Shoes

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**

Manufacturers of CHROME SIDE LEATHER

Box Sides  
Velours  
Matt and Waterproof Sides  
Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
**ST. HYACINTHE. MONTREAL**

Cheaper Satisfaction



YOUR customer's customer will pay less for more satisfaction if you put **GUAY ALL-LEATHER COUNTERS** in your shoes. It pays.

Prices and Samples on application

**Eugene Guay**  
230 St. Marguerite St.  
MONTREAL

We also make Union, Standard and Leather Board Counters

All Leather Fair Stitched

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

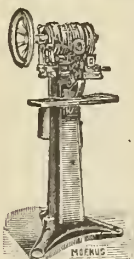
Sheepskins Skivers "Ryco" Matt Kld

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

**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 is the best in the market. Write for particulars to Moenus Machine Company, Frankfort-on-Main, Germany



# J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

—REPRESENTING—

**Tetrault Shoe Mfg. Co.**

Specialty Men's Good Year Welts

**Macfarlane Shoe Co.**

Exclusive Children's Line

**Regina Shoe Company**

Exclusive Women's Line

Big range of Macfarlane and Regina shoes carried in stock.

PHONE ADELAIDE 370

# THE BARRIE TANNING CO., Limited

Tanners and Hide Dealers

FACTORY AND HEAD OFFICE: BARRIE, ONT.

Makers of—

STAPLE LEATHERS	CASE LEATHERS
FANCY “	TRUNK “
BAG “	SHOE “
STRAP “	BRIDLE “
COLLAR “	SPLIT “

BOOKBINDERS' LEATHERS AND SPECIALTIES

Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:

51 Front St. E., TORONTO, Ont. Phone M. 2818

# Women Labels

SHOE PULL STRAPS

SHOE FACINGS

SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**

PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL



SPHINX

# Shoe Cement Paste

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.

It is a quick, strong and clean adhesive, ready for use.

It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.

It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.

Best for sock linings, as they never loosen.

There is nothing made that is just as good.

THE ARABOL MANUFACTURING CO.  
NEW YORK CITY



# 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.

"La Duchesse" Shoe Co.

REGISTERED

"Successors to B. Vaillancourt"

40 Grothe St., MONTREAL

# The Bonner Leather Co.

—Manufacturers—

**GLAZED KID**

(Black and Colors)

**CHROME LAMBS**

(Glazed and Dull)

1060 Notre Dame St. W., Montreal

# 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.



# McKay Specialists

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

DUPONT & FRERE  
301 Aird Ave.  
MONTREAL

## INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A., & Co.	80	Duclos & Payan	80	National Cash Register Co.	32
Aird & Son	68	Dupont & Frere	81	Nugget Polish Co.	4
Ames-Holden-McCready, Limited	67				
Amherst Boot & Shoe Co.	76	E-Z Walk Mfg. Co.	66	Packard & Co., L. H.	26
Anglo-Canadian Leather Co.	69	Getty & Scott	79	Penman's, Limited	8
Arabol Mfg. Co.	81	Guay, Eugene	80	Perth Shoe Co.	72
				Pfister & Vogel	70
Barrie Tanning Co.	81				
Beal, The R. M., Leather Co., Ltd.	63	Harney, P. J., & Co.	78	Ramsfielder-Erick Co.	66
Berlin Trunk & Bag Co.	12	Hartt Boot & Shoe Co.	9	Relindo Shoe Co.	29
Blachford, Davies & Co., Limited	20-21	Heffering, J.	81	Rideau Shoe Co.	19
Bonner Leather Co.	81	Hurlbut Co. Limited	29	Robinson, James	14-15
Brandon Shoe Co.	67				
Breithaupt Leather Co.	63	Independent Rubber Co.	73	Sisman, T., Shoe Co.	64
				Staynes & Smith	80
Canadian Consolidated Rubber Co.	13	Kent & Smith	29		
Chicago Tanning Co.	70			Tanning Research Laboratory	81
Clarke & Clarke	80	La Duchesse Shoe	81	Tebbutt Shoe & Leather Co.	16-17
Cleo Shoe Co.	10-11	Logan Tanneries	66	Thompson Shoe Co.	77
Colonial Weaving Co.	81			Turney, John A. E., & Co.	68
Corbeil, Ltd.	24-25	Marden, Orth & Hastings	31	United Shoe Machinery Co., of Can-	
Cook-Fitzgerald Co.	64-65	McDermott Shoe Co.	28	ada, Inside Front Cover, 18, 71,	
Cote, J. A. & M.	22	McKeen Co., C. E.	3	Inside Back Cover	
		Miner Rubber Co.	Outside Back Cover	Williams, Walter & Co.	82
Davis, A. & Son	30	Moenus Mach. Co.	80	Wood-Milne Co., Limited	30
Davis Leather Co., Limited	5	Montreal Box Toe Co.	80		
Dominion Die Co.	70	Menihan Shoe Co.	27		
Dorothy Dodd Shoe Co.	23	Murray Shoe Co.	74-75	Young, Richard	80
Doyle, Thos. C. (reg'd)	31				



4 Gross Cabinet

## THE CITY BOOT LACE

For Man, Woman or Child  
Banded in pairs, well tagged

*Tremendously popular on account of its good appearance, splendid wearing qualities and reasonable price. Is one of the Winners in our Bunch of Shoe Strings. Wins sales for us, the Makers. Wins golden opinions from the Wearer. Wins Dollars for both the Wholesale and Retail Dealers.*



1 Gross Box

### WILL WIN FOR YOU IF YOU WILL LET IT

Each Retail Dealer can have one only of the splendid Cloth Covered Wooden Counter Cabinets shown above. Contains 4 gross of Laces—One gross each Black 36 in. Gents' and 45 in. Ladies' Boot Lace, ½ gross each Tan 36 in. Gents' and 45 in. Ladies', and ½ gross each of 27 in. Flat Oxford Shoe Lace. There is no charge for the Cabinet, just the Laces at regular list price. This is done to introduce the goods. When Laces contained are sold at five cents a pair, retailer makes 300 per cent. on cost, and still has the Cabinet.

He orders one gross boxes of the variety sold as he needs them to refill. This always keeps his stock at the front where it moves.

**That Makes Dollars for YOU Mr. Wholesaler as Well as YOU Mr. Retailer**

**BETTER ORDER RIGHT NOW**

Made in England by

**Brough, Nicholson & Hall, Limited**

LEEK, STAFFS.

**COMPLETE STOCK ALWAYS KEPT BY**

Canadian Sales Agents

**Walter Williams & Co.**



525 St. Paul St., Montreal 20 Wellington St. W., Toronto



# A FEW INSIDE FACTS

## ABOUT EYELETS

**B**ETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and nickel non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

You will readily realize the importance of establishing the identity of these two classes of eyelets and there is a sure way.—Fast Color eyelets have a small diamond  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

No Matter  
what a  
Rubber  
is for

**N**O matter for what purpose the rubber footwear you sell is used, you can best serve your customer and yourself by handling Miners and Sheffords.



From the very finest foot hold to the heaviest lumberman's duck, satisfaction is written large over the entire Miner line. Every style is made up with a full knowledge of its peculiar requirements, and no rubber goes out from the big Miner plant unless it is able of itself to uphold the Miner reputation.

The Miner Trademark is a sure guarantee of quality and saleability. Look for it on the rubbers you stock.



The Miner Rubber Co.  
Limited

Granby Montreal Toronto Quebec

SELLING AGENCIES:

Jackson & Savage, Limited, Montreal R. B. Griffith & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B. F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



SEPTEMBER 15th

TORONTO

1913

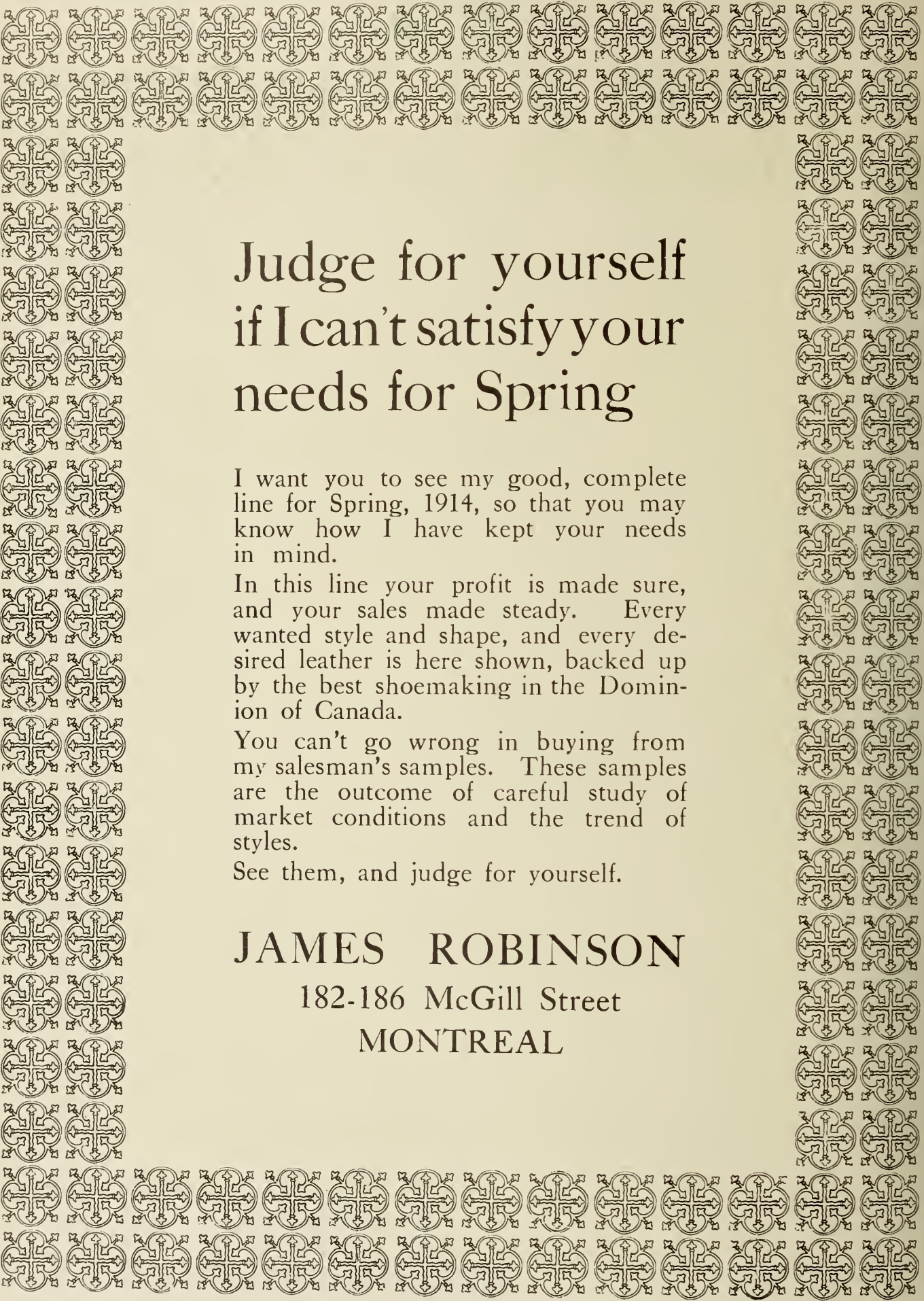
# THE SHOE & LEATHER



FEATURING  
The Latest Spring and  
Summer Styles in  
Women's Shoes

**ACTON PUBLISHING CO. LIMITED**  
MONTREAL TORONTO





## Judge for yourself if I can't satisfy your needs for Spring

I want you to see my good, complete line for Spring, 1914, so that you may know how I have kept your needs in mind.

In this line your profit is made sure, and your sales made steady. Every wanted style and shape, and every desired leather is here shown, backed up by the best shoemaking in the Dominion of Canada.

You can't go wrong in buying from my salesman's samples. These samples are the outcome of careful study of market conditions and the trend of styles.

See them, and judge for yourself.

**JAMES ROBINSON**  
182-186 McGill Street  
MONTREAL



# The Key

to more profits in the cutting room, less waste and greater satisfaction all the way round is to use "A.R.C." BRAND



## PATENT LEATHER

By using "A.R.C." Brand Patent Leather you effect a gain and a saving at the manufacturing end and another gain at the selling end. For when your cutters are supplied with "A.R.C." Brand they will be able to cut more economically, and by thus reducing waste, add to profits. Then when the finished product is sold, the supreme goodness of "A.R.C." Patent Leather has its effect on the ultimate buyer of your product, which is reflected back to your factory through the retailer. It is by quality and satisfaction that we have built up the largest patent leather plant in the British Empire.

### A. R. CLARKE & COMPANY

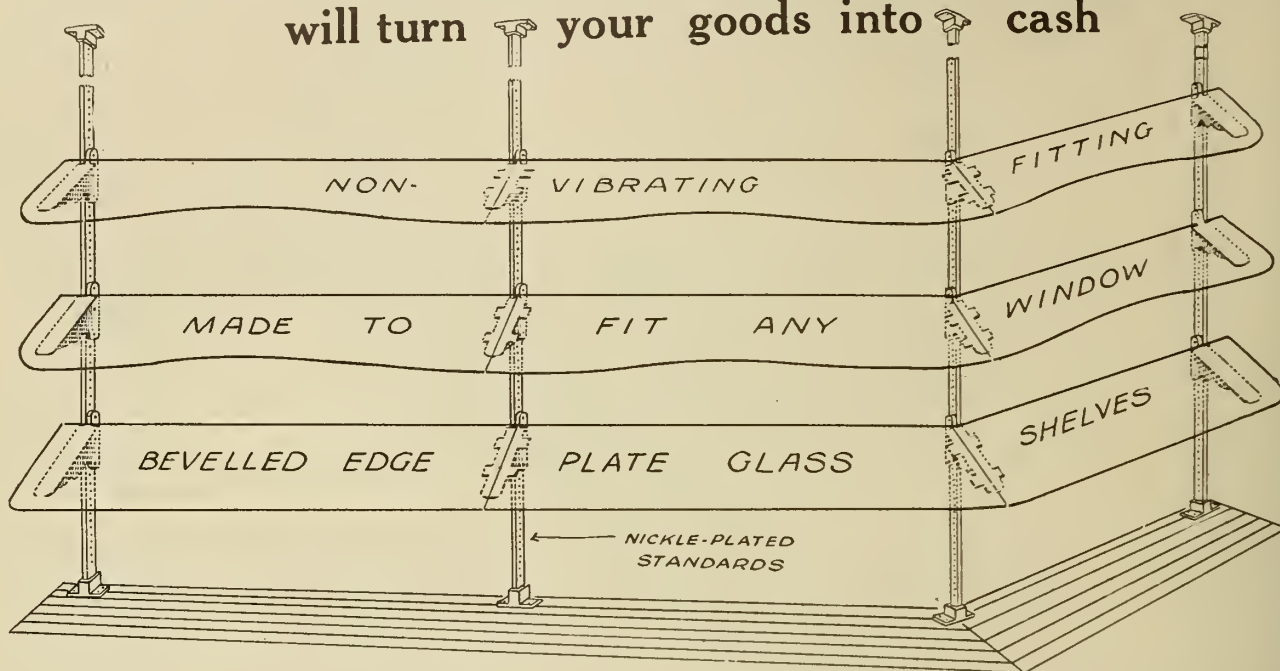
LIMITED

Toronto - - Ontario

Branches: Montreal and Quebec

# THE "SHOWALL" FIXTURE

will turn your goods into cash



Revolutionize your Window Displays as these firms have done:

Mr. A. N. Pequegnat.....	Jeweller	Brantford	Leslie Starkey, Queen St.	Tobacconist	Toronto
Messrs. Ludlow Bros.....	Shoe Merchants	Brantford	F. S. Hardman, Queen St.	Shoes	Toronto
Cash Bargain Grocery, Mr. Harp.	Grocer	Brantford	T. Bain, Queen St.	Cigars	Toronto
Mr. D. Jolly.....	Tobacconist	Brantford	Messrs. Boeller & Knapp, King St.	Tobacconist	Hamilton
The Bounsdale Supply Co.....	Druggist and Grocer	Stratford	Mr. Snell.....	Grocer, Queen St.	Toronto
Mr. T. J. Ryan.....	Druggist	Stratford	Mr. Cable.....	Shoe Merchant, Queen W.	Toronto
Mr. H. Hotson.....	Shoe Merchant	Tavistock	Messrs. Timmons & MacIlwain.	Cigar Store	St. Catharines
Mr. A. G. Gahagan.....	Shoe Merchant	Woodstock	Mr. C. Hickey.....	5c and 10c Store	Welland
Messrs. W. Attwood & Sons.....	Jewellers	Hamilton	Mr. Greenwood.....	Druggist	St. Catharines
Mr. A. Juddleson.....	Shoe Merchant	Hamilton	Mr. Patterson.....	Grocer	Brantford
Mr. G. E. Farrier.....	Shoe Merchant	Hamilton	Mr. Cartwright.....	Jeweller	Brantford
Mr. E. Springstead.....	Jeweller	Hamilton	A. Caulbeck.....	Grocer	Brantford
Mr. J. H. Hodgson.....	Shoe Merchant	Hamilton	Mr. Broadbent.....	Shoes	Brantford
Mr. A. Wilson.....	Stationer	Hamilton	C. Hamel.....	Cigar Merchant	Brantford
Mr. J. A. Barr.....	Druggist	Hamilton	Messrs. Parke & Parke	Druggists	Hamilton
Mr. G. J. Clayton.....	Shoe Merchant	Hamilton	Mr. Inkster.....	Jeweller	Hamilton
The Alexander Hardware Co.....		Hamilton	Mr. Rowland Hill	Shoes	London
Elizabeth Hollingsworth.....	Tobacconist	Hamilton	Messrs. Murray & Johnston	Shoes	London
Mr. F. H. Skerrett.....	Sporting Goods	Hamilton	H. C. Borbridge.....	Shoes	St. Thomas
Mr. Kent Corvin.....	Hardware	Hamilton	R. W. McQueen.....	Tobacconist	St. Thomas
Mr. C. Robins.....	Tobacconist	Hamilton	St. Leger Shoe Co.	All Stores	Toronto
Mr. A. E. Rea.....	Shoe Merchant	Hamilton	The United Cigar Co.	Tobacconists	Toronto
Mr. F. W. Mills.....	Druggist	Hamilton	American Cut Rate Shoe Co., Yonge St.		Toronto
Messrs. Cloke & Sons.....	Stationers	Hamilton	E. W. Perren.....	Grocer, Queen St.	Toronto
Messrs. H. C. Clark Co.....	Shoe Merchants	Dundas	P. S. Blachford.....	Shoes, Yonge St.	Toronto
Mr. W. H. Brigham.....	Shoe Merchant	Chesley	Mr. A. E. Maxwell	Cigar Merchant	St. Thomas
Mr. W. J. Wray & Co.....	Jewellers	London	B. J. Cook.....	Druggist	St. Thomas
Messrs. J. P. Cook & Co.....	Shoe Merchants	London	J. Fox.....	Jeweller	St. Thomas
Messrs. Anderson & Nelles.....	Druggists	London	J. E. Curran.....	Stationer	St. Thomas
Mr. L. W. Thomas.....	Jeweller	London	J. Schwartz.....	Shoe Merchant	Windsor
Mr. Sumner.....	Druggist	London	Mr. Argues.....	Shoe Merchant, Broadview Ave	Toronto
Messrs. Purdom Hardware Co.....		London	Simpson & Co.....		Toronto
McCullough & Co.....	Shoe Merchants, College St.	Toronto	F. C. Shields.....	Stationer, Parliament St.	Toronto
National Sporting Goods Co., Limited, Yonge St.		Toronto	M. Row.....	Shoes, Yonge St.	Toronto
A. Levy.....	Shoe Merchant, Yonge St.	Toronto	L. R. Harvey.....	Druggist	St. Thomas
J. Brotherton.....	Sporting Shoes, Yonge St.	Toronto	S. D. Dunn.....	Stationer	Welland
M. B. Young.....	Shoe Merchant, Bloor St. W.	Toronto	A. A. Perry.....	Stationer	Welland
St. Leger Shoe Co., Limited, 542 Queen St. W.		Toronto	G. E. Brennan.....	Grocer	St. Catharines
C. C. Allan.....	Shoe Merchant, Queen W.	Toronto	The Kalker Shoe Store		St. Catharines
G. Tamblyn, Druggist, Yonge St., and branches.		Toronto	Burleigh & Donnelley	Shoes	St. Catharines
Dillon & Moore.....	Shoes	St. Catharines	Blake L. Booth.....	Hardware	Welland

## The Brantford "SHOWALL" FIXTURE

We are daily receiving statements from satisfied users which prove the worth of the "Showall" as a business getter for the grocery store.

Here are a few of them—

- "It paid for itself inside two months."
- "It is worth two clerks to me."
- "It is the best investment I have made since being in business."
- "It makes my store look much better class."

Make a point of seeing this fitting. Write now—You are losing dollars by delaying.

**The Brantford Showall Window Fitting Co., Brantford**  
**67 William Street**



**Get this service with your leathers—you pay for it**

*Wherever you buy leathers, at whatever price, you pay for service.*

*Whether you get it or not depends on where you buy.*

*Although there is no better equipped plant in America than the Davis plant, Davis service doesn't start there. Unlike many a service it is not confined to the shipping room. It consists of more than a mere promptness of shipping.*

*Davis service commences to operate very far from Newmarket. It is set in motion in Russia, in Germany, in the many distant lands which supply the choice skins that eventually become perfect Davis Leathers.*

*And, commencing with the purchase of those fine skins, Davis service follows them to Newmarket, and through every stage of their transformation into Davis Leathers. Then Davis Service sees to it that you get those leathers when you want them.*

*You see what Davis Service aims at? It aims to give you the very best calf leathers that can be made, give you them at the time most convenient to you, and give you them in absolutely perfect condition.*

*All this you PAY FOR with all leathers—all this YOU GET with Davis Leathers.*

*Don't believe us. Prove it for yourself with a small order to-day.*

**THE DAVIS LEATHER CO., LIMITED**  
NEWMARKET, ONTARIO

You Can Sell  
Many Pairs of

**FLEET FOOT**

In The Fall

The Basketball teams and gymnasium classes of your locality will be calling upon you for "FLEET FOOT" best quality Sporting Shoes, during the next two months.

This means that you can do a considerable amount of extra business if your stocks are well assorted and at the same time create a reputation for selling dependable merchandise.

Throughout the Spring and Summer "FLEET FOOT" have been advertised in over 1,000 Canadian newspapers, and sales are showing an enormous increase—of which you can get a fair share.

MAKE A LIST OF THE SIZES  
AND STYLES YOU REQUIRE

Mail it to our nearest branch, and your order will get our immediate attention.

Remember, we carry complete stocks at all our branches.

Make Up Your Mind  
Now To Do A  
Bigger Business In  
Rubber Footwear  
This Year

The simplest way to do this is to order only those brands of Rubbers for which there is the widest possible demand—due to superior quality. Such brands as

"JACQUES CARTIER" "DOMINION"  
"MERCHANTS" "GRANBY"  
"MAPLE LEAF" "ANCHOR"  
"CHALLENGE"

are household names wherever rubbers are sold and are the standards by which all others are judged. In buying such brands, you are simply meeting the wishes of the majority of your customers—giving them what they want and what they know is better value.

And you don't have to overstock, because our numerous branches carry complete stocks ready to ship to your order at a minute's notice.

Let us help you build a bigger and better Rubber Footwear business this year. We prepay freight on all shipments over 100 lbs.

Remember these facts when  
placing your next order.

"Granby" and "Maple Leaf" sold exclusively by Ames-Holden-McCready, Limited

CANADIAN CONSOLIDATED RUBBER  
COMPANY, LIMITED

SALES BRANCHES:

MONTREAL, Que., Quebec, Que., Granby, Que., Ottawa, Ont., Kingston, Ont., TORONTO, Ont., Port Dalhousie, Ont.  
Hamilton, Ont., Brantford, Ont., Belleville, Ont., Berlin, Ont., London, Ont., North Bay, Ont., ST. JOHN, N.B.,  
Halifax, N.S., Sydney, N.S., Yarmouth, N.S., Pictou, N.S., Charlottetown, P.E.I.,  
WINNIPEG, Man., Regina, Sask., Saskatoon, Sask., Calgary, Alta.,  
Edmonton, Alta., Vancouver, B.C., Victoria, B.C.



**HARTT**



Here are two others selected from our nine new ones which we are adding for Spring, 1914.

**The Hartt Boot & Shoe Co., Limited**  
Canada's Best Shoemakers



**SHOES**

# INSEPARABLE !!

---

GENUINE  
DIAMOND  BRAND  
FAST COLOR EYELETS

AND THE



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

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

---

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

**MONTREAL - QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



Brown, Thomson &amp; Co.

Hartford, Connecticut



*Queen  
Quality*

BROWN, THOMSON & COMPANY is the largest and best-known retail store in Hartford, Conn.

Their success in building up one of the largest department store businesses in New England, outside of Boston, is due in a great measure to a strict maintenance of quality in merchandise.

Because of this high standard of excellence, the QUEEN QUALITY line is featured in their shoe department, which, by the way, is the finest in New England.

In commenting on this line, Mr. Chapman, buyer for the department, said:

"We have carried QUEEN QUALITY Shoes for years because they seem to suit our trade. We have people come into the department every day who won't have anything else. It is the easiest selling line I know of. Anyone who has ever had a pair will be a steady customer.

"And because QUEEN QUALITY lasts fit a wider variety of feet, we can keep the stock down.

"That's probably one of the best things about them. QUEEN QUALITY gives us a better turnover than any other line in the stock.

"The factory ships promptly and when the end of the season comes there is scarcely anything left to mark down.

"QUEEN QUALITY has been a factor in the success of this department.

"It builds substantial trade, calls for minimum investment and pays satisfactory profits."

The right trademarked shoe is the best tonic for shoe department profits.

The QUEEN QUALITY line will stiffen up the "gross profit" and the "net profit" columns more quickly than any other single factor.

The QUEEN QUALITY Shoe carries the right gross profit for the retailer—averaging 30 to 33 per cent.

It brings a sure and constant trade to the store controlling the QUEEN QUALITY agency. It insures the "turn-over" which every thrifty dealer knows he must get.

We have definite proofs of this, which will interest the retailer who needs better shoe profits.

If you are interested, ask us for those proofs.

A post card request to us will bring you the QUEEN QUALITY catalogue, trunk of samples, or traveling salesman.

## THOMAS G. PLANT COMPANY

101 Bickford St., BOSTON, MASS.

Branch "In Stock" Departments

CHICAGO

308-312 So. Jefferson St.

ST. LOUIS

1424 Washington Ave.

NEW YORK CITY  
248 Duane St.

MORTON W. MURDOFF & SON, Box 478, TRENTON, ONTARIO, Canadian Representatives.



# PACKARD'S

THE CANADIAN HEADQUARTERS FOR

## SHOE FINDINGS AND SHOE STORE SUPPLIES

**"IMPERIAL" BRAND  
OVERGAITERS  
AND**

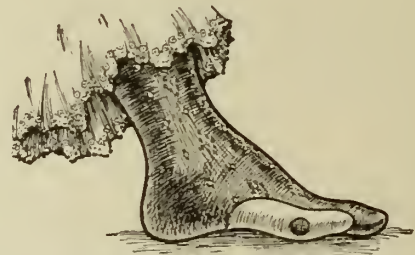
**L  
E  
G  
G  
I  
N  
G  
S**



A card will bring our Overgaiter Catalogue

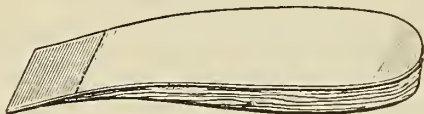
**PACKARD'S "COMFORT"**

Bunion Protector helps the Retailer to sell shoes and is all its name implies.



**THE ALL-RITE HEEL AND SHANK CUSHION**

Longer than others

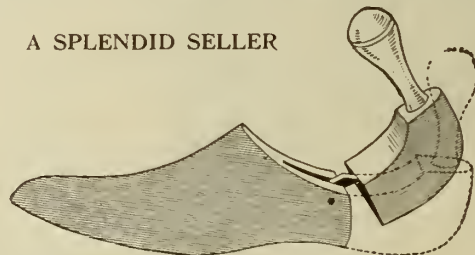


Easier to wear  
**BETTER**

**BOSTON VENTILATED SHOE TREE**

In all sizes and widths, for Men and Women

A SPLENDID SELLER



**"RADIUM" CORN CURE**

We recommend this as a positive cure



**BOUDOIR SLIPPERS**

Made in all sizes and colors



**IN  
ALL  
C  
O  
L  
O  
R  
S**



**PACKARD'S SHOE POLISHES**

The Standard for Quality

WRITE US FOR GENERAL CATALOGUE

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



AMES HOLDEN



McCREADY

**W**E have the greatest organization, so fully equipped that we anticipate the wants of the public, and supply the Retail Merchants with the kind of shoes the people want.

Our Salesmen are now on the road with samples of these goods and have the greatest line of Leather Footwear that any house has ever put out. There is nothing handsomer or nothing better in the shoe line than our new samples for Spring.

Remember we have three factories, and make all grades, from the finest dressy boot to the heavy staple. The stock, workmanship, style and value are the best on the market today.

Mail Orders go through our warehouses like an express train. Anything you want in a hurry, send your orders in to the big In-Stock House.

AMES-  
HOLDEN-  
McCREADY  
MAKE  
GOODS  
THAT  
THEIR  
CUSTOMERS  
CAN  
SELL



## Ames - Holden - McCready, Limited

Montreal - St. John - Toronto - Winnipeg  
Calgary - Edmonton - Vancouver

And now comes some good  
rubber weather

**Kant Krack**

**Dainty Mode**

Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside and 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.



Rain, sleet and snow—that's what can be expected almost any day from now on. And this is the weather that booms the sales of Independent Rubbers.

See to it that your shelves hold a goodly assortment of these good feet protectors. You'll find that your sales will be larger than ever with the help of Independent Brands. You can get all the newest shapes to fit every recognized shoe being sold this Fall. Being up-to-date is always a feature with Independents.

Make sure of your sales by making sure of your stock. Look it over to-day, and order what you need at once from the nearest selling agency. You'll get the very best of service.

Independent Rubber Co., Limited, Merritton, Ontario





Note where the shoe bends  
FLEX-WELT

## Inspect the Spring Range of Kingsbury Pumps and Oxfords Very Carefully

You will be well repaid, for this is undoubtedly the best collection of low cut footwear that we have ever shown. The three shoes here illustrated are merely picked at random from our big range for Spring.

*Don't forget our FLEX-WELT process.*

We wish to emphasize the fact that we can apply this process to *any* welt shoe on order. Order FLEX WELTS and feature their unique comfort-giving qualities.

Very many merchants are increasing sales as a result of pushing FLEX-WELTS.

Ask our traveler about them.



Combination Pump, with different combinations of gun metal, grey buck, patent and dull calf (also being made with cut steel and jet ornaments).

## Kingsbury Footwear Co. Limited

*Specialists in Ladies' Footwear*

MONTREAL



Five Button Oxford Fancy Foxing, short effect, high toe, 12/8 Cuban heel (in gun metal and tan calf, also nubuck in different colors).



Five Button Fancy Patent Vamp and Foxed, Light Grey Top.



It's the surplus value in Tebbutt Shoes that makes so many extra sales

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1906 1909  
NON  
PERSPIRO



*THE  
Professor*  
PAT. NO.  119409  
GOLD CROSS  
SHOE

- ☞ The man on the street is especially looking for comfort and good appearance in his shoes. Freak styles don't interest him.
- ☞ In The Doctors Shoe he gets comfort and appearance, plus absolutely waterproof qualities in both sole and upper. He also gets a specially made three part sole that ensures even foot temperature at all seasons.
- ☞ In The Professor Shoe he gets the same comfort and appearance, plus a patented cushioned inner sole that makes walking a pure pleasure.
- ☞ That is why every retailer in Canada should have these two labels plentifully on his shelves. They never stay long—which means retail profits and repeat business.

Our travelers will soon be showing you these old favorites, plus some new styles for Spring selling.

—Ask to see them.—

The Tebbutt Shoe & Leather Co., Limited  
Three Rivers, P.Q.





MEN'S TAN CALF BLUCHER OXFORD,  
RECEDING TOE, SQUARE EFFECT,  
7-8 HEEL

*Of course it's a Beresford*



*The Mark  
of Quality*

*Minister Myles Shoe Company, Limited  
Toronto*



Patent Colt

Spring  
Styles



Dongola Kid

For  
1914



Gun Metal Calf

# THE PRESTON SHOE

ALL SOLID LEATHER

Men's Winners at \$3.50

Women's Hot Sellers at \$3.00



Gun Metal Oxfords



Home of the Preston Shoe



Patent Pump

All Up-to-date for  
Spring

Nine New Lasts

Wait and see them. Our travelers will call on you with a full line of Spring Footwear. Prices Right.

## Solid Leather Shoe Company of Preston, Limited

PRESTON, ONTARIO, CANADA



Tan Calf

We study  
the  
wants  
of the  
people



Velour Calf

Preston  
Shoes are  
complete  
Fitters and  
give  
Satisfaction



Tan Calf





# Our Travelers are right on the job in spite of the Recent Fire

☞ They are on their way to you with a large range of snappy Rideau styles, both for men and women.



☞ Four of the new lasts are shown here, and they give you a good idea of what to expect from the complete line of samples.

☞ We have six other new styles for Spring, three lasts for Women and three for Men.

☞ Back of these is the tried and tested Rideau Line of money makers.



THE  
Rideau Shoe Co., Limited  
MONTREAL

Remember that we will deliver on time this coming Spring just as if nothing had happened



# Union-Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union-made goods. He has been educated to insist on Union-stamped shoes through our advertising of Union-stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union-made.

There is nothing to lose and every possible profit to gain by handling UNION-STAMPED shoes. They are shoes of the highest quality, made by expert workmen, that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union-stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON-UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION-MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION-MADE SHOES WITH THE STAMP OF THE

## Boot and Shoe Workers' Union

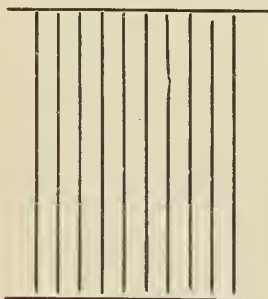
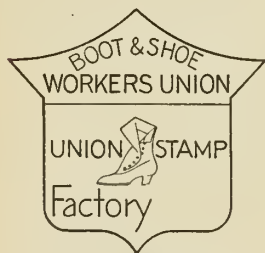
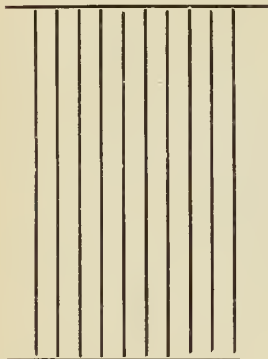
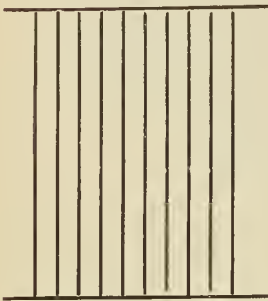
Affiliated with American Federation of Labor

246 Summer Street

**BOSTON, MASSACHUSETTS**

JOHN F. TOBIN,  
General President

CHAS. L. BAIN,  
General Sec.-Treasurer







# “STAR” Brand Shoes Are Popular

The last illustrated here gives strong reasons for this popularity. “Star” Brand Shoes are natty in appearance, up-to-date in style, and are splendid fitters.

Our travelers are also showing several other new styles that are sure to be strong sellers. Be sure you see our complete range for Boys, Youths, Gents, Growing Girls, Misses, Children and Infants on McKays and Turns, before you place your order.

Remember that we guarantee delivery on time for the coming Spring.



Pump, No. 34 Last



Button, No 34 Last

## STAR SHOE LIMITED

### Montreal

Makers of “Star” Brand Shoes

City Agent: MEDARD GAUTHIER, 16 La Patrie Building

# There's only one way to get the best Staple Shoes in Canada



THE only way to get the best Staple Shoes in Canada is to buy them direct from their makers —The Williams Shoe Company, Limited, at Brampton, Ontario.

Williams Shoes have, for over twenty years, been giving satisfaction to people who exact hard service from their shoes. Day in and day out, on city streets, on country roads, over the unmarked prairie, and through the uncut forests of the country, Williams Shoes have demonstrated their true worth. They have proven their claim to being the best Staple Shoes made in Canada.

There's a Williams salesman in your territory now. Don't let him go by without giving you a chance to see his line. Make sure you'll see him by writing us at once, so that we can give him special instructions to call on you.

The Williams Shoe  
Company, Limited  
Brampton - Ontario



## *What the Perth salesman has in his sample cases*

The Perth salesman, who is now on his way to you, has in his sample cases, just the styles and shapes that your best women customers will be asking for next Spring and Summer.

These are styles evolved in a specialist factory, and produced by men who had but one object in view. They aimed to arrive at the wants of the public for the coming season, and then make a shoe to satisfy. The more we hear of the trend of style, the more we feel certain that they have "hit it off" in Perth Shoes for 1914.

They have kept away from freakishness but have gotten the necessary snap and distinctiveness that helps so much in the sales of a women's shoe.

Perth Shoes are going to sell better this season than ever before, because, besides being better known, they will be closer to the ideals of women.

See what the Perth man has in his sample cases.

*Perth Shoe Co., Limited*

*Perth, Ontario*

*Women's Goodyear Welts Exclusively*



YOUR



**USMC**



**GUARANTEE  
FOR QUALITY**

---

**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# Perfect Patent Tips on Every Shoe You Sell, Mr. Retailer---

Mean trouble avoided, and the maximum of repeat business. You can secure PERFECT Patent Tips on the Shoes made by our new process. Tips made by this process do not stick to the paper in the packing, nor do they crack after being worn. ASK YOUR MANUFACTURER FOR SHOES WITH PATENT TIPS MADE UNDER OUR SYSTEM.

## BROKEN TIPS EASILY REPAIRED

There is a further advantage in handling Shoes finished with these Tips. Should the wearer of such Shoes damage them by scratching, crushing or otherwise, they can be made to look like new again by using our Patent Leather Varnish for the repairing of Patent Leather Shoes, which we are now putting on the market.

Only \$2.00 per doz., F.O.B. Montreal. Write for Information

## LIONNE VARNISH & LEATHER CO.

531 St. Catherine Street East - - - Montreal

# "Altera" Embossing Machine

built by the

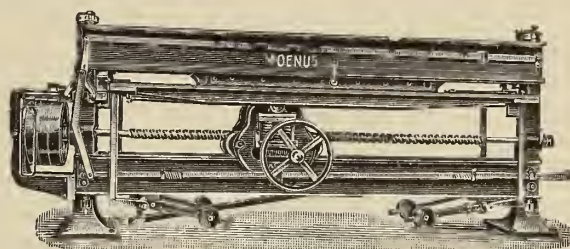
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

Another testimonial that speaks volumes.

Newark, N.J., July 21st, 1913

MOENUS MACHINE COMPANY,  
Frankfurt, a.M., Germany

Gentlemen,—



I am in receipt of your recent communication in reference to my large and small Altera Embossing Machines, and in reply wish to say, that the work they are turning out is exceeding my expectations, and I do not believe there is another machine in the market that can compete with them, and I can cheerfully recommend them to any one intending to do fine work.

Yours very truly,

(Signed) CHAS. NIEDER,

225-233 Emmett Street, Newark, N.J.

## Have You Seen Them Yet?

Have you seen the new Aird samples for Spring 1914? They are the first Spring samples to be made in the new Aird factory, and they are surely worthy.

You should see these for your own satisfaction, and for your customers'. You'll find them a sensible strong line of good sellers and good servers. They'll give you the satisfaction that comes from selling real shoes, and your customer the satisfaction that comes from wearing them.

SEE THESE SAMPLES

**AIRD & SON, Montreal**

Makers of Men's, Women's, Boys' and  
Youths' Turns and McKays

# 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

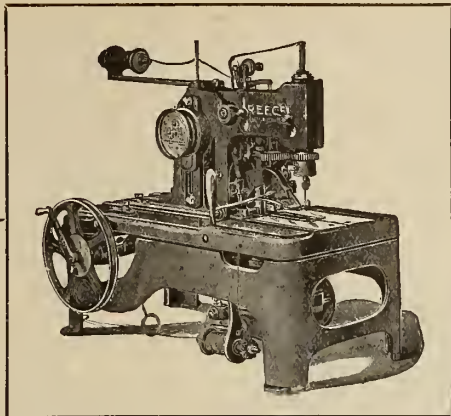
225 Purchase Street, BOSTON, U.S.A.

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

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



Have you investigated the Reece?



There are sound reasons for its superiority

### REECE High Speed Button-Hole Machine

Works at high speed.

It is automatic, hence careless operators cannot spoil its work.

It turns out a finished buttonhole that has no superior and that stands any amount of wear in use.

It is comparatively noiseless, costs little to run and does not get out of order.

MAY WE INSTALL ONE AND PROVE OUR CLAIM?

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL** **TORONTO** **QUEBEC**  
 L. D. Phone Up 2415 L. D. Phone Ade. 1033

Representing—  
 INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
 REECE BUTTONHOLE MACHINERY CO.  
 WILCOX & GIBBS SEWING MACHINE CO.

# Fisk's Patent Leather Is Right

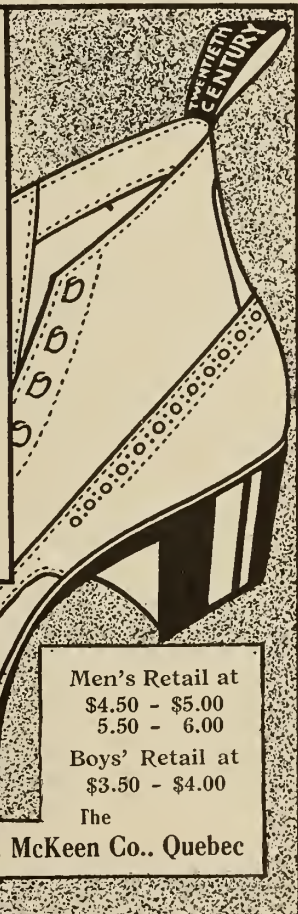
Prove our statement with a Trial Order

**Fisk Limited**  
 Montreal

### THE TWENTIETH CENTURY WELTS

That you admire so much in the sample trunks of the McKeen salesman will look just as good to your customer when being shown in your store.

Let your customers use them next Spring.



Men's Retail at  
 \$4.50 - \$5.00  
 5.50 - 6.00

Boys' Retail at  
 \$3.50 - \$4.00

The  
 C. E. McKeen Co., Quebec



## MR. RETAILER

- ☞ We have received many sincere compliments on the excellence of our exhibit at Toronto.
- ☞ Some of them were given orally while others came in the shape of letters—For all we are truly thankful.
- ☞ We wish to say that Astoria and Liberty standard will be upheld.

*Reserve your orders for Spring.*

The Cook-Fitzgerald Co., Limited  
LONDON



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 18

TORONTO, SEPTEMBER 15th, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>

## Make People Buy All Their Shoes from Retailer

Ontario Dealers Believe that Wholesalers are Co-operating to Stop the Sale of Single Pairs to Private Parties—Jobbers Commended for Their Support—How Credit Department is Inciting People to Pay Up—Shoemen in Annual Session Elect Officers and Review Good Work of Year

*Good results all round. A splendid start and laboring in the right direction. A keener interest in the work and a broader outlook for usefulness and activity in the future.*

These were some of the expressions heard at the annual meeting of the Boot and Shoe Section for the province of Ontario held at the Retail Merchants' Association headquarters, 21 Richmond street west, Toronto, on September 4th. Various important matters were taken up and considered and the work outlined for the coming year. It is proposed to hold divisional meetings during the next twelve months—one at London, one at Ottawa, and one at some point yet to be determined in the northern part of the province. The shoemen of all the surrounding towns will be invited to come together and confer on matters of mutual interest and welfare.

### The Election of Officers

The following officers were elected for the ensuing year: President, T. H. Bigwood; first vice-president, F. Kibler; second vice-president, J. A. Shinnick; secretary, A. R. Trudeau; treasurer, Joseph Johnson.

In opening the proceedings, Mr. Bigwood referred to the work of the past year and dwelt upon what had been accomplished. The matter of wholesalers selling by retail had been taken up and the Grievance Committee, appointed some time ago, had waited upon all the wholesalers and manufacturers in the shoe and findings line in Toronto. All the members of the trade had signed with two exceptions. A great many retailers had also signed the petition that they would not send customers to the wholesalers with orders. Cards had also been printed by the association, which read: "No goods sold by retail; by request of Retail Merchants' Association." These placards had been posted prominently in the wholesale houses and the speaker believed that they had done, and were doing, a great deal of good. He thought there was a decided improvement in the matter of checking wholesalers selling by retail and the Grievance Committee had accomplished a very useful work.

### Checking a Bad Practice

"I believe," he stated, "that if the practice were stopped entirely, there would be \$20 a week coming to every retailer

in Toronto; that is, if we had our right. I have heard it said that one wholesale house claims it can do from \$500 to \$700 a week by selling shoes retail. I do not think that you and I should stand for this. The wholesale people live by us and we live by them, and they have no right to take our profits away from us. There may now be some black sheep in the flock, but I think the great majority of the wholesalers are anxious to do right. If any retailer hears of an instance where a wholesaler is selling shoes to private parties, and thinks it is a violation of this regulation, all the retailer has to do is to send in a complaint to the association and the Grievance Committee will take the matter up and thoroughly investigate it. The name of the complainant will not even be made known."

Mr. Johnson stated that he believed good work had been done by the Association and he thought the wholesalers were living up to the agreement not to sell goods by retail. He knew, in his own case, of where a couple of employes of a dry goods house, who previously had been supplied by the wholesalers, told him that they had been refused and had to come to his (the speaker's) store to buy their footwear. Another instance was where a man was going to the station and being in a hurry to get a pair of shoes, dropped into a wholesale house. He was told that he would have to go to a retail store. The caller pleaded that he had not time and said that he would like a shoe similar to the pair that he was wearing. He stated that he had bought them at Mr. Johnson's place and the latter was surprised next day to receive a dollar from the wholesale house which would have been the profit on the pair. This showed that the work of the Association was in the right direction.

### Will Extend the Work

Other members also spoke of the good work of the Association in having the wholesalers sign a petition that they would not do any more retail business, and it was believed that the practice of wholesalers in one line, filling out orders and sending their employes to wholesalers in another line, was ceasing.

N. C. Cameron, treasurer of the Retail Merchants' Association, stated that it was the intention to have a similar petition to that which had been circulated among the retailers and wholesalers in Toronto, circulated in Hamilton, Ottawa and other cities. By this agreement, the retailers bound themselves not to send private parties to the whole-

salers with an order and the latter, in turn, co-operated and were not to do any selling by retail.

A letter has been sent to the wholesalers which says in part:—

"Now that this agreement has been signed and has received practically the unanimous support of the trade, we would like you to put it into operation, and use every effort to see that the spirit and letter of the agreement is lived up to.

"We will be pleased to have you write to this office of any complaint that you may have, as to the violation of this agreement, from any of your competitors, or of any retailers who are not living

rubber dealers, doing business in the Dominion of Canada, believe that it is not in the best interests of the retail trade to send orders by their customers to wholesale houses and to manufacturers to have them filled; nor do we believe that it is in the best interests of the wholesale houses or manufacturers to fill such orders, or the orders of clerks from other wholesale houses, and manufacturers in other lines, and we, the undersigned, therefore request you to assist us to remedy the same.

"We, therefore, having read the above, which meets with our hearty approval, agree with the retail trade to carry out, under all circumstances, as far as we are concerned, through the officers and members of 'The Boot and Shoe Section' of 'The Retail Merchants' Association of Canada,' the conditions as set forth above."



T. H. BIGWOOD, PRESIDENT

F. KIBLER, VICE-PRES.

up to their agreement, which has also been signed by them. If you wish a list of those retailers who have signed the petition requesting us to secure your consent to this agreement, we will be pleased to send it to you.

"Our Committee is very anxious to have this agreement properly lived up to, and as we have appointed a special Grievance Committee to take up all charges that are made regarding this matter, we shall be pleased to have your assistance in every way possible, in seeing that it is properly carried out."

#### All for a Good End

The following is a copy of the memorandum which the wholesalers and retailers signed:—

"We, the undersigned manufacturers and jobbers of boots, shoes, rubbers and findings, are fully in accord with the wishes and desires of the retail boot, shoe and rubber dealers, as set forth by the 'Boot and Shoe Section of 'The Retail Merchants' Association of Canada,' to have the retailing of boots, shoes, rubbers and leather findings, and the filling of orders from retail dealers sent to us through their customers discontinued, as set forth in the petitions submitted to us, and which read as follows:—

"(1) We, the undersigned retail boot and shoe and rubber dealers, doing business in the Dominion of Canada, believe that the practice adopted by some wholesalers and manufacturers of boots, shoes and rubbers, and other leather goods and findings, of selling goods direct to the public, is injurious to the best interests of those retailers who are carrying stocks and paying rents, taxes and other overhead expenses, as well as being injurious to all branches of the trade. In order to express our disapproval of the above custom, and to ask you to co-operate with us, to prevent the same, we are attaching our names hereto.

"(2) We, the undersigned retail boot, shoe and

#### Making the Slow Ones Pay

The credit reporting department of the Association was next referred to and it appears that good results have been obtained from those who have been making use of the letter forms which are supplied to the members of the Association. These letter forms were published in the last issue of the SHOE AND LEATHER JOURNAL and therefore do not require extended reference here. Many instances were furnished by Treasurer Cameron to show that the letters of the credit reporting department of the Association had very good results. He read some replies from merchants showing that dead-beats and slow-pays had settled their accounts when a letter went forth from the Association, stating that unless the account was paid within fifteen days, they would place the name of the offenders on the delinquent debtors' book. This would give the names of all those who did not pay and would go into the hands of every member of the Association in Canada, which had been formed for mutual advantage, and is composed of all classes of retail merchants.

#### The Nerve of Some People

It was stated by several of the members present that the credit business was not nearly as bad as it used to be some years ago; that people were becoming more educated



A. R. TRUDEAU, SEC.

JOS. JOHNSON, TREAS.

throughout the country to the paying of cash. There were, however, some notable exceptions. One member related an instance of how a Member of Parliament had owed him a shoe bill for years, and even the son of that member had nerve enough to come in and ask for a pair of boots to be charged up to his dad. Another young man walked into a store on a Tuesday and said: "I want a pair of shoes, but I do not get paid until Friday night. Will you kindly trust me until then?" To this the dealer replied: "No, sir, we do not do business in that way." Evidently the fellow forgot, and came in a day or two later with the same story. His

(Continued on page 54)



# It's Team Play That Counts in Real Selling Force

Get Rid of Any Jealous-Minded or Doleful, Cynical Clerks—How One Department May Boost for the Other—The Way to Feature and Dispose of Findings and Hosiery—Welfare of All Means the Good of Each

"After all," remarked a leading shoe retailer, the other day, "it is the 'team play' that makes a success of any institution. Unless the members of the staff pull together, and have a kindly feeling, one for the other, no great advancement is ever achieved. Where there is petty bickering, and small jealousies over one employee getting a dollar or two more than the other, or a tendency to shirk certain tasks, or develop a grouch—well, the future of that establishment is uncertain, so far as its sales force at any rate, is concerned.

"The store that deals fairly with its help, bases remuneration of each member on years of service, faithfulness and satisfaction, rather than upon a mere bigness of sales, is the one that gets the greatest good out of its employees.

"I was particularly struck with this idea, when visiting a large eastern shoe establishment recently," continued the speaker. "This is one of the most up-to-date and progressively managed stores in the country. Downstairs there is a well-equipped repair department, for the purpose of resoling men's shoes and building up heels. For this, the figure obtained is \$1.50. Of course, this includes a complete new sole, shank, etc. The same work is done on women's shoes at \$1.25 per pair.

"This particular store believes in the broad policy of 'live and let live.' Any one man or woman may come in and go down the main stairway to the basement and have his or her shoes shined free of charge. The same applies to the matter of attaching a few buttons to an ordinary button boot, even if the pair was not originally purchased at this place. Of course, this house may be imposed upon at certain times, and no doubt is, but after all, the cost of a free shine and attaching a button or two is comparatively small, when one considers the great benefit reaped from the publicity of such generous treatment.

## Flanked by Hosiery Sections

"On entering the establishment, there are on either side, two departments devoted exclusively to hosiery—one for the men's, and the other for the women's. This hosiery is displayed on pedal, celluloid forms, in glass cases, with nice, adjustable

shelves. Then, right in the centre of the establishment, stands a circular counter, in which all kinds of findings, from the latest expensive ornaments for pumps, to ladies' leather belts, may be found.

## Placed on a Proper Basis

"Now, this establishment is run on regular departmental store ideas—so many feet of space is allotted to each department, and that section is charged up with rent, pro rata—every branch must pay for itself; if not, it is eliminated or re-organized. All the clerks are on salary and no commission whatever is allowed them. However, the pay is generous, and the hours short. The young lady in the findings department, often drops a remark or calls attention to some novelty in the women's shoe department. She does not get any credit, financial or otherwise, for this, except the satisfaction of possibly helping along another department. Now salesman in the men's department will, when disposing of a pair of tan oxfords, observe that 'We have some of the very latest lines of silk socks that will harmonize with this shoe very nicely.'

Or, he calls attention to the fact that the shape would be retained better and the shoe itself preserve its appearance and 'snap' by having a pair of shoe trees. The purchaser generally becomes interested, and the clerk takes him over to the hosiery or findings department where his wants are attended to.

## The Animating Spirit

"No, we are not offered any commissions, re-bates 'spiffs,' or other return for doing this work. We simply carry out such suggestions, in order to keep every branch of this establishment right to the forefront, and the findings or hosiery branches often return the compliment. Of course, this plan would possibly, not work out except in a large specialized store, but it all goes to show what unanimity of sentiment and a mutuality of interest can accomplish in keeping a business to the forefront in equipment, service and sales. Each person in the store has his or her department, and on busy days, has first, second, or third call, according to length of service and experience, but they all boost for one an-



MURPHY (WHO HAS BEEN GIVEN A PAIR OF BOOTS)—BEGORRA I'LL NIVIR GET 'EM ON TILL I'VE WORN 'EM A DAY OR TWO



other—a fine esprit de corps—as the welfare of all means individual prosperity.

“The moment any one enters this establishment, they are not allowed to wander around in search of some-thing, but politely conducted to a department to have their needs ministered to in various ways.

“It is by such vigilance, such alert and attentive methods, that every purchaser feels that a personal interest is taken in their affairs and that their trade is appreciated. For the same cheerful courtesy and obliging service are extended to the purchaser of a ten cent tin of shoe polish, as is shown to the buyer of a twelve-dollar pair of shoes, for prices run up that high and higher on some lines.

“Some salesmen in the men’s department have been known to sell as high as five or six hundred dollars on a busy Saturday, while the second salesman would run between four and five hundred and the third, from two to three hundred. Thus the business flourishes and is one of the most prosperous and substantial in the city where it is located.

#### What “Chicken Feed” Can Do

“These are only a few thoughts thrown out at random, and after a casual inspection. Shoes that are expressive of the highest type of workmanship, style and smartness are shown on pedestals in glass cases. There is no doubt that what impresses one most of all is the attention given to small affairs and the really high-class and profitable business that has been developed in hosiery, half hose and findings of all kinds. It is well for the average shoeman who might feel disposed to despise the nimble five and ten cent pieces, which he can gather in the findings department, to remember that the Woolworth building of New York, towering 750 feet in the air, the highest structure of its kind in the world, was literally erected out of the profits made in handling five and ten-cent articles, and the Woolworth stores today, are planted in practically every leading centre throughout America. Do not overlook the infinite possibilities and potentialities of the findings department. Its profits in all lines are far larger in percentage than any range of shoes that the dealer handles.”

### Think Hard on These Things

What are the main elements of Selling Efficiency? The sum total of all these questions is, “How can a store increase its rates and net profits?”

The question might be asked, for example, “How can you increase your trade within the limits of your town?”

What means can you use for increasing your trade in the country districts surrounding your town?

Third, how can you increase your trade in small towns from which customers come to your town only occasionally?

Fourth, how can you increase your mail order trade?

Fifth, how can you increase your trade in grades of shoes in which you have hitherto not been very strong?

Sixth, how can you increase your trade in incidentals?

Seventh, inasmuch as it is “net” that you are always working for—net results, net profits—and that increased volume is of no use to you except as it brings increased net returns, the question of efficiency applies also to better work in store service.

How can you increase the total sales of each clerk, for the day, week or year?

How can you render them more efficient in the use of their time?

How can you distribute work better throughout the day, so that it will not consist of alternately tremendously rushed periods and comparatively idle periods?

Incidental to this would be investigation of the time when the rush occurs.

How can you shorten the average time required to fit and sell a pair of shoes from the time the clerk approaches the customer and learns what is wanted to the time when

he has completed the sale and turns in his sales slip, or has handed the shoes to the customer to take away and is ready to turn to another customer?

Also what classes of customers are hardest to please, if there is any general difference?

What improvements can you make in the general training and developing of your store staff in order to make their services more effective, to get more shoes sold at a profit?

How can you direct the best attention of sales force to those shoes which do yield a fair margin of profit, without getting them over-balanced in zeal, or giving them the idea that they should pull too strongly against the wishes of customers, or should fail to adapt themselves to the customer’s ideas to a reasonable extent?—Boot and Shoe Recorder.

## The Cobbler Shop Is Going

A correspondent writes: Is this the case outside of St. John, or are the facts herein cited similar to conditions in other Canadian cities? Will a few years see the last of the old familiar cobbler’s shop, the old time bench, with its variety of tools, its scraps of leather, and the old familiar grey head that bent over a busy task, while the hands soiled with honest dirt plied industriously with hammer, peg and awl, in the task of making an old boot once more strong. Shoemakers and dealers in the trade generally about the city are unanimous in their opinion that the cobbler’s shop will soon have disappeared, put out of business by the keen competition of the machine-shop repairers, the high prices of leather, and consequent lower profits and the fact undisputed that no apprentice, or very few at least, are learning the art of bench repair.

William Kein, D. Monahan, J. Wood, E. Gibson, and other well known shoe repairers and dealers in St. John expressed their opinion recently in no uncertain terms that a few years would see the disappearance from St. John of what was once a very flourishing trade, the work of shoe-repair. Boys are not inclined to enter the shoemaking business to-day, they said, because other industries can offer better inducements, in the way of pay and hours. Few lads are willing to devote three years to learning the trade when they can get better pay in other industries, and these facts are responsible for the statement by Mr. Kein that there is not a young man in the city to-day learning the business. Good repairers are getting scarcer with each succeeding year, and when the present generation goes, there will be an end to the old-time cobbler.

Mr. Monahan, who conducts an up-to-date retail shoe store, and also goes extensively into the work of repairing, said that the present system of repairing by machine was superior to hand work. The welt process does a job that cannot be attempted by a man sewing by hand, and because he cannot stand the competition the shoemaker is fast disappearing. In a few years at the outset but few shops will still be operated about the city, and no more will flourish the familiar old cobblers’ places which a quarter of a century ago vied with the barbers’ as trysting spots where the latest gossip, scandal, or political news might be discussed. There are now about fifty in St. John, the proprietors of which are, for the most part, fairly advanced in the path of life.

#### WORTH THE PRICE, AND MORE

Enclosed find postal note for \$1 for renewal subscription to your valuable and interesting paper. THE SHOE AND LEATHER JOURNAL is worth the subscription price and more to its readers.

Very truly yours,

H. J. McDougall,

Antigonish, N.S., August 18th, 1913.



# The Shoe Store Must Live by Its Customers

Lay Your Plans Now for Winter Selling of Shoes—What a Definite Well-Laid Campaign Can Accomplish—New Adaptations Can Be Made From Old Ideas—Several Suggestions.

Do you plan your business ahead or are you a firm believer in taking no thought of the morrow, believing that the morrow should take thought of itself, and that sufficient unto the day is the evil thereof?

That devil-me-care, short-think-tank, happy-go-lucky, never peep-over-your-nose policy, has ruined more shoe businesses than many of the so-called causes which the average reader sees in Dun's or Bradstreet's as responsible for business reverses.

Of course, take thought of the morrow. Lay your plans now for cold weather business. This leaving things until the last minute always causes trouble, disappointment and vexation of spirit, if not loss of trade. It interferes with the efficiency of your service and thus gives you a chance to send customers over to the other fellow—and they are not easily coaxed back.

This is the crux of the whole situation. Now is the proper time to consider what's to be done in November and December.

Perhaps some special advertising is to be done this fall. Perhaps some change in the store policy. Some better method of selling.

A few days ago an envelope was dropped into the door at the same time as the regular mail. The envelope was unaddressed, of good quality and contained a double sheet of good quality paper, bearing a well printed script announcement of a dentist who was opening up a new office.

This is merely leading up to the recital of a few facts, among them this one:

That the writer knows the name and address of that dentist by heart. His announcement was impressive.

If it had been personally addressed, it would have been doubly so, and this could have been easily carried out in a town where names of customers or prospective customers could have been secured.

While many consider a handbill thrown into a doorway an advertisement, it is more apt to be an easy avenue of useless expenditure.

## Keep Up Quality of Publicity

If the expenditure must be kept within a rather small margin, make the most of it. If necessary, cut down quantity for the sake of quality. Better to have a few reach their source and produce some effect than that many should have an indifferent reception.

Some shoe firms are considering something in the shape of a booklet or small catalogue. If a booklet, the facts should be briefly and concisely stated. A flowery, ornamental style of writing is so much effort wasted. Superlatives are in poor taste.

One advertiser (a prominent manufacturer) in a recent advertisement, ironically refers to some efforts in the following words: "One is struck with the fact that while each and every manufacturer tries to outshine the others in adjectives and beautifully turned phrases, it must be conceded that very little is left to the imagination and that all must have the best line manufactured."

This is true regarding many extravagant claims made by merchants, and the fact remains that there must be, first of all, the merchandise to back up any claims.

## Service Counts Every Time

But one important point which is coming more and more into evidence in modern retailing, is the idea of service to the customer. In any advertising which is done, whether circular or newspaper, this is a valuable feature to bring forward.

"Customers come first," is the slogan of one large departmental store. In all the dealings of this immense business, this objective is never lost sight of, that after all, a store lives by its customers.

Perhaps, in the past, this spirit has not entered as largely into the minds of you and your employees as it might have done and so this fall, see how a change will affect the position of the business.

But whatever claims are made they must of necessity be backed up to the very letter in execution. If it is a button to be sewed on, have it sewed on cheerfully and promptly. If it is one price to all (as it should be) be certain that this is carried out in reality.

## How About Bright Plans

Some bright chaps think of original plans of attracting the crowds by window display or other means—why cannot you be one of the bright chaps? A pair of shoes with full double viscolized soles set in a pan of water and then removed at five o'clock each day attracted large crowds as demonstrating that when the dealer made the claim that these shoes were absolutely wet proof he was prepared to back up his assertions.

Another retailer took up winter storm calf shoes and had a wooden filler covered by a sock fitted inside the shoe.

## On the Way to Montreal



A jolly party of travelers from Toronto warehouse of Ames, Holden, McCready "snapped" on the boat. Back row standing, left to right: H. W. Pearson, W. H. Stagg, F. W. Knibbs, G. D. Lloyd. Sitting R. H. Partridge and E. A. Chalk.

He had an attractive card at the rear saying, "Keep Dry Shod." The shoe rested in a large agate dish of ice and snow which as soon as melted was renewed. This operation was kept up and the sock was taken out at different times to show that it was perfectly dry.

Another footwear vendor had a shoe attached to a wheel of about 48 inches diameter, which revolved rapidly, and the sole of the boot was each time dipped in water. This was to set forth the special merits of a patent dubbin preparation which could be applied to any leather and would render it waterproof.

Plan a whole window display of one kind of polish or of arch supports, build a pyramid of rubber heels, put in an entire tan shoe display. Get some old shoes and cut them through across the tread, and have a card showing or explaining the insole, outsole, welt, filling, etc., and have a motto, "It is the worth within that tells." Begin now during the early September days and by October you will have enough new valuable ideas or old ones revitalized to make your shoe shop appear as if it had taken a fresh grip on things, a firmer place in serving the community, a higher standard of worth, interest and progress.

## Playing the Part of a Shoe Spy

"There is such a thing as a dishonest competitor, or a sneaky rival. In a large city the clerks of one shoe establishment are frequently unknown to the employes of another and an unscrupulous boss may have a willing victim to do his underhand work. A case of this kind occurred in a Montreal shoe establishment recently. It was not a store in one of the business streets in the thick of travel, but where the bulk of trade is done in the evening. The proprietor, relating the incident said: "We were all on the jump here, and I noticed that a girl, her mother and evidently a young lady friend, came in. One of my clerks started to wait on one of the young women, and I happened to overhear some of the remarks and criticisms she made. She was unmistakably a saleslady in a rival establishment and knew something about shoes, and like some people with more or less trade knowledge, was anxious to display it. She did not evidence any serious intention of buying and after the clerk in question spent about half an hour with her, fitting on all kinds and prices of footwear, I thought it was about time to stop in and call a halt, especially as people has been leaving the store owing to my limited staff not being able to attend to them. Many of these wanted to buy, but here was a girl who apparently came in to kill time and find out all that she could about our stock, styles and prices. I went over to the clerk and said, 'John, if you will attend to that man over there, I will try and fit this young woman.' I had not been serving her more than two or three minutes before she was telling me that such and such a shoe was too long, and that such and such a toe was too pointed and that another was a poor fitter or too narrow. Then she looked at the size mark on the lining and took pains to let me understand that she knew how to tell sizes and widths. Next she spoke of the different kinds of heels and generally was in a querulous mood about everything. I saw that she had no intention of buying and was only looking around.

"I asked her plainly, 'Did you come in here to buy, or merely look about?'

"She impertently replied, 'Do you sell many shoes here?'

"I answered, 'That is none of your business,' and firmly told her that if she wanted to look around, we had no objection to her doing so when we were not rushed, but to come in and needlessly take up our time when customers were leaving through our inability to wait upon them was going altogether too far.'

"She retorted, 'You seem very independent about mat-

ters. While I did intend to buy if I could be suited I certainly will not do so now.'

"I replied, 'There is the door, and it makes no difference to me whether you ever enter it again,' and she departed in high dudgeon. I have not seen her since that day.'

## "Keeping Afloat"

By J. R. WORDEN

George Smith has been a sailor—a good sailor, too, in fair or stormy weather.

He knew what to do when the barometer went up or down.

And he knew what to do when the schooner sprung a leak.

He knew that pumping alone wouldn't keep the schooner afloat long—that he must locate and calk the leak.

But George got tired of "sailing" and went into business—bought a retail store.

Everybody said he would make good—because George was a hustler.

And things did look good for a while—there was lots of business.

But he worked so hard at everything from doing the buying to sweeping out and running errands, that he never had time to read or think, or to pay any attention to the course he was steering, and there never seemed to be any real net profits—there were many uncalked leaks.

Every morning he opened the store at six thirty—"pumped," perspired and guessed till evening—he was a worker all right.

But the bank balance grew less and less.

George got worried—set the alarm half an hour earlier and stayed half an hour later; went home all in; came back the same way—and "pumped."

But he couldn't pump hard enough or guess close enough—the business kept getting nearer and nearer to Davy Jones' locker.

He knew something was wrong—work didn't seem to bring results—the trouble was somewhere else—but where?

And George had to confess he didn't know.

Then it was he went to a friend—a shrewd, successful business man, and told him the whole story and the friend said:

"George, if your schooner was leaking you'd know what to do pumping and guessing wouldn't keep her afloat long. You knew that years ago. So, why do you expect it to keep your business afloat? Locate your store leaks and then calk them."

George analyzed that idea—"schooner leaks" and "store leaks"—in a little while he saw the point and it opened up a brand new line of thought.

Then he questioned and studied the methods of other business men.

Many of these he found to be in the same "boat" as himself—just "pumping" to keep afloat—but the really successful business men seemed to be taking life easy.

That looked strange to George until he got under the surface—then he found the reason.

As he had known his schooner from fo-castle to rudder, so they knew their business—they were business navigators, who knew from figures, instead of from stars, just where they were each day.

George now has a growing bank balance.

No, it didn't start at once. First he located leaks—and found so many he wondered how he kept afloat as long as he had. Then he started to calk.

And as he had calked with oakum the leaks in his schooner, just so he calked the "leaks" in his "water-logged" business with figure facts.

He graduated from "cabin boy" of the store to "skipper"—to manager, and "figure facts" is the "oakum" that now keeps his business "water-tight"—makes it easy to keep on an even "keel"—easy to manage—and bring safely into the port of business success.



# Window That Captured Trade of the Children

Every child knows the story of "the old woman who lived in a shoe," etc. The enterprising firm of Knechtel & Co., Stratford, Ont., believed it would be good business to capitalize this nursery rhyme by putting in a special window depicting the old woman, the shoe and her children. School was just opening and it was believed such a display would attract a good deal of attention, and in this the firm was not disappointed. Large crowds gathered and a very satisfactory trade in school shoes was done.

The frame of the immense shoe was made from thin strips of wood, wire and cardboard, and a few boards. After the shape of the shoe was formed from the strips of cardboard, the buttons, which were sixteen candle power electric lights, were then fastened and next the whole outline was puffed with cheese cloth. A cushion cord was used to form the button lap or fly of the shoe. The old woman at the top is shown rather faint in the photograph owing to the reflection from across the street. The shoe was five feet

long, six and one-half in height, and two feet in width.

The background was made of palms, grapes and leaves, while along the top of the mirror were chrysanthemums. The happy family of the old woman was made up of four daintily dressed dolls. Children's and misses' shoes were exhibited only and were nicely arranged. The background of the whole scene was puffed with cheese cloth and the display when illuminated at night, attracted throngs of spectators and helped to create and develop a lively demand for school shoes. A neat card in the window bore the following inscription:

There was an old woman, she lived in a shoe,  
She had so many children she didn't know what to do;  
To save all the shoe bills she had ever in mind,  
So she came here to buy and left trouble behind.

Ed. M. Wegenast, decorator of the firm, carried out the idea. His work is certainly worthy of all praise. Mr. Wegenast puts in a number of decidedly striking windows.





# Have You a Definite Policy in Running Your Store?

If You Have Not and Let Things Go Haphazard, You Will Never Have a Large Business—Have fixed Principles About Buying, Selling, Engaging Help and Refunding Money—Stand at the Back of Your Shoe Stock

The policy, or lack of policy, in a shoe store will manifest itself to the least observant of the store's customers. It will be seen, first, in the different treatment that different customers get. One will be given every privilege, while another will have no privileges at all. The very first principles of a store policy should include equal rights to all customers of the store.

The policy of the store may be divided into several units, as follows:

1. Buying policy.
2. Selling policy.
3. Employment policy.
4. Service to customers policy.

The buying policy can be easily settled. If the store is to cater to the quality trade it will be folly to buy "jobs," "odds and ends," and cheap class of goods. At the same time if the store is to do a popular trade, these are often necessary to stimulate buying on the part of the public. Some shoe dealers will not buy "jobs" at all. That is their policy. Others are always open to buy oddments and quantities when there is a saving to be made. Both policies can be carried to extremes.

The selling policy, as we are accepting it, refers to the policy of the store in selling for cash or credit, or both. A strictly cash policy is hard to follow out. There are always times when it seems expedient to grant a short-time credit. The cash store must be very careful in doing this or it will come within the scope of the cash shop that does a small credit business as well.

While nearly all the smaller shoe dealers that do a credit business deplore that fact, it is safe to say that they would have a hard time to exist on a purely cash basis. The credit customer is an easy customer to serve. The credit customer does not look too closely to the quality of the goods, and often buys much more freely than the customer who is going to pay cash.

There is much to be said for both policies and the merchant who has established either policy will do well to look very closely into the business possibilities of his locality before he changes from one to the other.

## What About Employment Policy?

As a rule very few shoe merchants have any particular employment policy. The clerks are hired because of an immediate need. The first man who can possibly qualify is hired, and when once hired he becomes a fixture, while better men who present themselves are turned away. The nature of the business is such that a man's qualifications cannot be positively known until he has been hired and tried out.

If a retailer will be a little more liberal with his clerks than the average merchant of his town, he may soon have a "waiting list" of clerks from which to choose. He can then study the employee before he hires him, and pick and choose instead of being forced to take the first applicant who presents himself.

The foot-fitter who drives his help, who pays small wages, who allows the clerks no privileges and gives them no conveniences and comforts in the store will always find it hard to secure a satisfactory class of help.

The policy of the store in regard to the customer is of

the greatest importance. The attitude of the merchant on this point will largely determine the quality of his success.

The policy of the late Marshall Field was that the customer could never be wrong. That is, the customer should never be allowed to think that the store thought she was in the wrong; the store was to accept the customer's word that it was in the wrong, not she.

The policy of Jordan, Marsh Co., Boston, as stated by its superintendent is, that the customer is the boss of the store. The clerks are taught to think of the customer as being the boss, to the end that the customer will receive the best treatment and the most enthusiastic service.

The first policy that should be adopted towards the customers of the store is strictly one price to all. The store that continues to have more than one price will continue to remain in the small class; it cannot make much progress against such a handicap. The customer knows that the best bargainer or haggler gets the lowest price and is never satisfied that she has really got the lowest price. Comparisons are often made by customers and the store receives much unfavorable comment. The clerks are left to sell the goods at what they can get for them, as it were, and often through friendships formed in the store, will allow goods to go at a no-profit price. Very often too, to make a good showing in the amount of sales, the clerk will sell at an absolute loss rather than lose the sale. These two evils will pull down the best business that was ever established.

## Do You Refund Cash Cheerfully?

The second greatest item in a store's policy should be that all shoes that are not damaged, or worn by the customer are subject to exchange, within any reasonable period of time. Even the limitations placed on the exchange in the above sentence must, at times, be overlooked. The customer must be satisfied at all costs. One merchant put it this way: "If I should refuse to exchange or to buy back any article that I sold, the customer would have a right to think that I had sold it at too high a price, or that it is not as good as it was represented to be, when it was sold." The merchant who refuses to be liberal in the matter of exchanges and refunds must look small to many customers in these days.

The advertising slogan of some stores is: "Money back if you want it." One of the largest knitting mills in the United States built up an enormous business on a brand of hosiery by offering to replace every pair that would not wear a month without darning. It is said that in spite of the fact that this is a most liberal guarantee, only about four per cent. of the sales are replaced. This guarantee constitutes the best and cheapest advertising that this concern could possibly buy.

The shoeist who expect to win out in these days of intense competition must hold himself responsible to the purchaser for all lines of shoes sold. He must mark his footwear in plain figures and give the purchaser every opportunity to examine the shoes, try them on, and compare values with those offered by other stores.

It is a significant fact that while there are a number who claim to be the originators of the one-price system, there are others who are coming forward with similar claims every day. This shows that these shoe sellers realize the importance of impressing upon their customers their willingness—even eagerness—to do business with them on the square deal principle. They understand the value of creating the impression that they are willing to do more for the purchaser than their neighbors.



# How Shoe-making Attained its Present Perfection

The Evolution of the Trade From the Days When the Cobbler Ran His Pencil Around Your Foot Resting on a Piece of Paper to Now When Fifty-Eight Different Machines are Required to Produce a Single Shoe—What Co-operation Has Effected in the Interest of Footwear.

Elbert Hubbard, the widely known author, recently paid a visit to Beverly, Mass., the factory headquarters of the United Shoe Machinery Co., and under the heading of "Shoes and Character," has published some instructive and characteristic observations which are of great interest to the trade.

Of the "machinery trust" bugaboo he remarks, Ralph Waldo Emerson once said that the man who makes a pair of shoes carpets the earth with leather.

Not so many years ago shoes were made by individual shoemakers. They put your pedal on a piece of paper and the shoemaker ran his pencil around your "tootsie," and then took various strange, peculiar and complex measurements, just as the old-time tailor did.

When you got your shoes, perhaps they fitted and perhaps they did not, but the breaking in of a pair of shoes was a terrible thing.

Personally, I much preferred to go barefoot—and I did until winter, when snow and ice came along and made the wearing of leather a necessity.

The factories of New England began with home industries. Things were made in the kitchen, cut out with jack-knife, stitched, polished, put together, peddled out by the family, just as the father of Henry Thoreau made lead pencils and Henry went out on the road selling them by the dozen, the gross or one at a time, just as luck would have it.

A few days ago I was in Boston, and I just took a couple of days off to find out who the United Shoe Machinery Company are, what they are, and what they are doing. The general offices of the concern are in Boston, but their factories are at Beverly, Mass., twenty miles out, near where President Taft made his summer home. The salt water comes right up to the doors. We have heard about the increased cost to the consumer by reason of the so-called "machinery trust." I suppose the average person, if asked what amount the owner of leased shoe machinery would receive on a pair of shoes would say, "Oh, about forty or fifty cents."

## The Royalties are Small

The real fact is that it takes fifty-eight different machines to make a single shoe, and in cases where the entire fifty-eight machines are leased by the manufacturer of shoes the owner of the machines receives a royalty running up sometimes to five and one-half cents a pair. Where fewer machines are used it runs as low as half a cent a pair, and the average for most shoes is one and one-third cents a pair.

If this entire cost were wiped out it would not make one cent's worth of difference to the wearer in the price for a pair of shoes! Remember that, Terese! Retail prices of shoes jump at the rate of twenty-five cents a pair, or perhaps fifty. While leather and labor have increased in cost, the machinery cost of shoes is the one thing that has not advanced. Through a persistent killing of calves, cattle have increased in value and hides have advanced. Leather has jumped about twenty-five per cent. Labor has increased nearly the same.

Let it be known that the United Shoe Machinery Company do not make shoes. They simply manufacture machinery that is used by shoe manufacturers. They make upwards of three hundred varieties of machines. Different styles, weights and kinds of shoes require different machinery. There are babies' shoes, children's shoes, women's shoes, men's shoes, shoes for business, shoes for society, shoes for indoors and shoes for outdoors. Some people wear one kind

of shoe in the morning, another in the afternoon and a different shoe in the evening.

## By Your Shoes You Are Known

The consumption of shoes mirrors the progress of civilization. Show me the shoe you wear and I will tell you the kind of a man you are. "By their shoes ye shall know them."

Most of the principal machines made by the United Shoe Machinery Company are leased to the manufacturers, although a great majority of the machines they make can be bought if the user so desires.

This leasing of a machine, paying a royalty for its use, so much for every pair of shoes, is no new thing. Shoe factories making shoes by machinery started in the year 1856, but the machines were few and they were crude. They really did not get well a-going until about 1870. Then they ran along on the old-time methods until 1899, when the United Shoe Machinery Company was organized. Since then the manufacture of shoes has received a decided boom.

Better shoes have been made, at a less cost to the consumer than ever before. Wages of employes have been increased. There has been a steady demand for a better quality of workmen at a better wage, and the shoe factories have made money.

In most manufacturing, five parties are directly interested: First, the manufacturer; second, the employe; third, the stockholder of the corporation; fourth, the producers of raw material, and fifth, and most important, the consumer. In the shoe business, however, there are only four parties directly interested, and that is where shoe manufacturing stands alone among modern industries, for, with rare exceptions, every shoe factory is owned by the man who runs it, and there are no stockholders to be taken into consideration. It is the only industry in which individual effort still prevails, and that condition is due to the United Shoe Machinery Company.

In order to know whether the United Shoe Machinery



THE ATTRACTIVE BOOTH OF THE MINISTER, MYLES SHOE CO., AT THE CANADIAN NATIONAL EXPOSITION, TORONTO



Company has bettered the world or not, it is necessary to interview the four parties directly interested and get a frank, honest and intelligent opinion from them. I have studied this problem from every possible point of view. I have interviewed factory owners, tanners, employes and consumers. The whole shoe industry is on a firmer, sounder and more satisfactory basis today than ever before in its history. There is more character in the business, from manufacturing to retailing. The making of shoes in the good old family style at the hands of one man or a dozen, with the help of his neighbors, has gone forever. In these times a factory which turns out a thousand pairs of shoes a day does a small business. There are several factories that turn out ten thousand, twenty thousand, and a few forty thousand pairs of shoes a day.

### The Reason of Leasing

Practically all of the shoe factories in America lease their machinery. The custom has come down for the past forty years. The reason is that so many different kinds of machines are needed in making a shoe; and new inventions and improvements are happening every day.

Factories would not run the risk of putting in a new invention, especially in view of the fact that the machine might have to be replaced any day with something better, cheaper and more effective.

This indeed has been the case. Inventors working alone and manufacturers of machines have a very hard time, and always have had, in getting the public to accept their inventions. Things we don't know anything about, we are not aware of. Ninety-five per cent of manufacturers today very much prefer to lease a machine rather than to purchase it outright. Because a machine leased by the user doesn't have to be "scrapped." This dread nightmare of an obsolete machine carried on the inventory has made many a good man turn gray before his time.

But when an outsider comes along with a machine that will do the work and the manufacturer can lease it on a fixed sum for every operation, then the manufacturer knows in advance just what his costs will be. Under other conditions, it is guesswork and cut and try.

The fact that a manufacturer would rather lease the machine has been proven out recently in Europe, where the leasing system never prevailed until the United Shoe Machinery Company introduced its machines in Europe on the lease basis. It is found that the manufacturers accept the innovation with a gladness that has been considerably of a surprise to American inventors.

### Service is the Keynote

The supreme merit of the United Shoe Machinery Company is the service it gives. This company was organized through the consolidation of three companies. One was the Goodyear Shoe Machinery Company, which made machines for sewing the sole to the upper. This concern also made various other auxiliary machines, which were used in the operation.

The second company was the Lasting Machine Company, which made machines for putting the leather over the last—an entirely different operation from sewing.

The third company was the McKay Shoe Machinery Company, which made machines for attaching soles and heels by metal fastenings.

These concerns were not in competition with one another, as each had a peculiar and distinct field of its own. By consolidating, however, under one company, one set of officers was able to manage the entire business; one set of traveling men looked after the different machines; and the result was a distinct reduction of cost in the making of the machines and the looking after them and the maintenance of their upkeep. Another result was that shoe manufacturers

dealt with one concern instead of with three; and a distinct lowering of cost to the manufacturer, in addition to a better service, followed.

The United Shoe Machinery Company has a capital of thirty-eight million dollars. The stockholders number more than eight thousand people. More than one-half of these are women, and practically the whole holdings are held by people who are more or less familiar with the shoe industry.

### Shoes Are Better Than Ever

The shoe business is like the biscuit business or the soap business. When biscuits are consumed, that's the last of them. What becomes of a cake of soap when it is used up, no scientist has ever been able to exactly explain. The life of a pair of shoes is brief, no matter how well made. Active, hustling people wear out shoe leather. Today shoes have to be better than ever before, and, sorry to say, they do not last so long as they once did. Books are not worn out. They last year after year and are handed down, sometimes, as heirlooms. Furniture the same.

The only men who make colossal fortunes are the men who deal in the primal necessities.

The one remarkable feature in the shoe industry, not noted in any other business, is that on a comparatively small capital the volume of business done is many times greater than the amount invested. Some manufacturers of shoes turn their capital from three to five times a year, so that with a two hundred and fifty thousand dollar investment a volume of business of one and a quarter million dollars per year has been known, with a profit to the manufacturer of one hundred and seventy-five thousand dollars. The only reason for this is because the shoe manufacturer does not have to tie up his capital in machinery. The United Shoe Machinery Company relieves him of that handicap, and carries the machinery investment load alone.

### An Example of Co-operation

The business of the United Shoe Machinery Company is one of the best examples of successful cooperation in America. Inasmuch as most of the machinery is leased, and pays a return only when used, it is self-evident that the machinery must be of a kind that will give a satisfactory service.

The United Shoe Machinery Company employ a force of more than five hundred traveling machinists, who are constantly inspecting the installed machinery and seeing that it is kept up in perfect condition. Idle machinery, like idle men, yields no income.

The United Machinery Company keep constantly in their employ a force of about a hundred highly skilled inventors, who are constantly working on new ideas, or perfecting old ones. No machine is ever made good enough. It must be made better.

To illustrate the thoroughness with which the company goes about its work, note this: That over one million dollars has been expended in developing one single machine—the almost human mechanism that pulls over the upper on the last, in the work of lasting.

Visitors at the wonderful works of the United Machinery Company see these inventors in their little individual shops. Every inventor's study is fitted up with a dynamo, pulleys, shafting, and everything to make the wheels go round. I watched an inventor work the other day. This is what he did: Sat still for fifteen minutes looking into the eye of a machine, oblivious to the surroundings. Then he took up a piece of blue chalk, went over to a drawing board and slowly began to sketch out the idea. I have since wondered whether he got it or not. The chances are he didn't. I have worked blocking out a good sentence in the same way, and then had it escape me in the void.

(Continued on page 54)



# How to Install a Fall Style Window Display

By A. A. DAOUST, Montreal, Que.

## SKETCH NO. 1

### An Elaborate Fall Setting for a Dealer in a Large Town or City—How It May Be Easily Completed

Although lattice effects have been used considerably, the trimmer will find this novel and very appropriate for fall shoes.

If the window has mirrors at each end, as in this sketch, make a large frame for each and finish in stucco effect in dark grey.

To give stucco effect buy dry fresco colors and mix with water, thickened with sawdust, apply with a flat, four-inch brush.

The sawdust mixed in with these fresco colors will give a rough stucco effect when dry. This you will find very simple and inexpensive. If impossible to use sawdust mix with ordinary coarse sand. The panels should be finished also in stucco effect

The cone shaped brackets on each panel can be made of thin strips of wood, flexible enough to be bent.

Fall flowers should be falling from these with plenty of foliage.

The large circle in the centre should be cut out of 7/8-inch lumber. Use a small keyhole saw to saw this. Finish the same as the panel in stucco effect.

Cut a piece of cardboard to fit in this circle and make a small sketch representing a fall scene.

A simple way to do this is to draw the outlines with a pencil and color the whole after with pastel colors in fall tints. The trimmer will find this much more simple than it looks. To build lattice work, buy small strips of white-wood, two inches wide and one-quarter of an inch thick; saw the whole in lengths suitable for the size of your window and to make this design. Fasten these by using small fasteners as shown in sketch of fall interior decorations. These you will find can be had from the hardware dealer at a very small cost.

The bottom of the window should be covered with grey felt, slightly darker than the color used in the background.

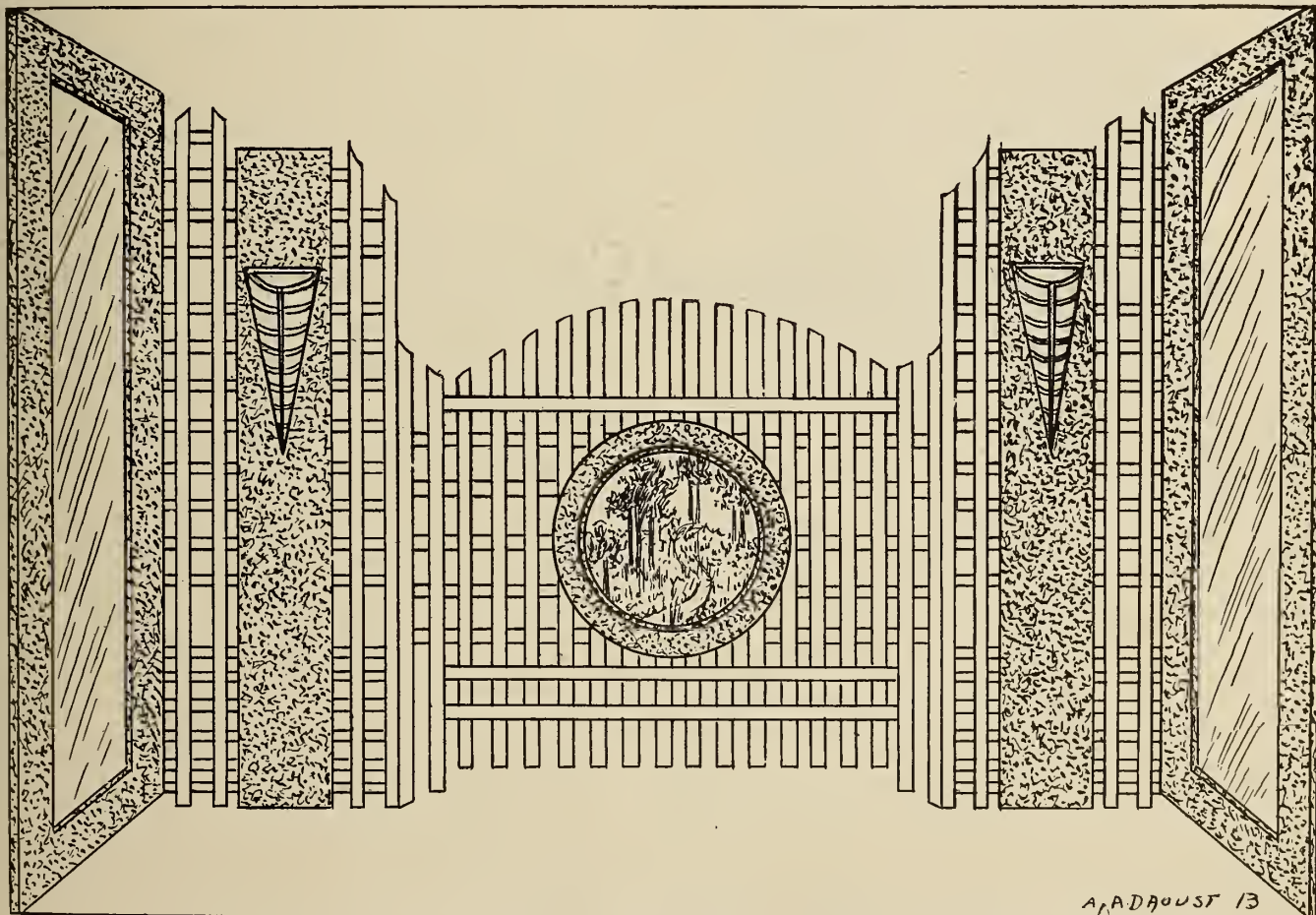
Paint the lattice work with fresco colors in grey slightly lighter than the panels and frames for the mirror.

Falls leaves should be used sparingly on the latticed work.

## SKETCH NO. 2

### A Window Background for a Dealer in a Small Town Which Could Be Used Several Times by Re-covering or Painting Over in a Different Color

Build the whole in size to suit your window, using thin, soft lumber, compo board, or beaver board. If these two are used the trimmer should make the frame and nail this to it.



A. A. DAOUST 13

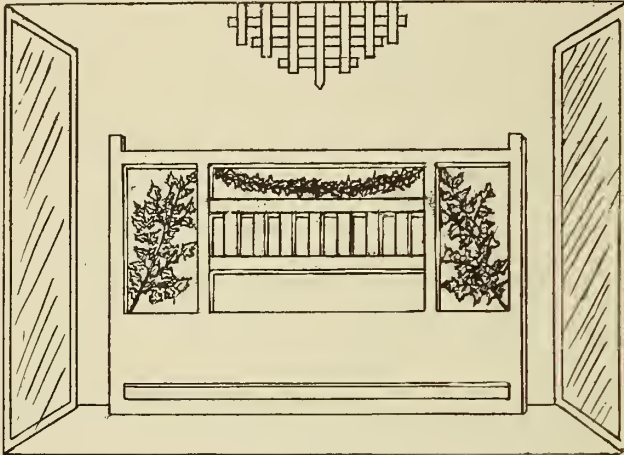
SKETCH NO. 1

The boards you will find can be cut with a saw as easily as ordinary wood.

When the hole background is completed, cover with light fawn felt. Apply this with ordinary flour paste, such as paperhangers use, or paint with dry fresco colors, in a light fawn tint.

The advantage of this simple design is that although it might cost a little for the lumber to build it, it could be made to look entirely different by changing the color of felt or using another color of fresco.

If you cannot secure fresco colors, ask for Alabastine fresco colors. These you will find are carried in stock by all hardware dealers.



SKETCH NO. 2

To make the small lattice work at the top, proceed as in sketch No. 1.

Sprays of maple leaves, or some other fall sprays, should be used in the openings of the background as shown in the sketch. Make a garland of maple leaves to stretch across the top opening.

Felt of the same color as the background should be used to cover the bottom of the floor or a slightly darker shade, if preferred.

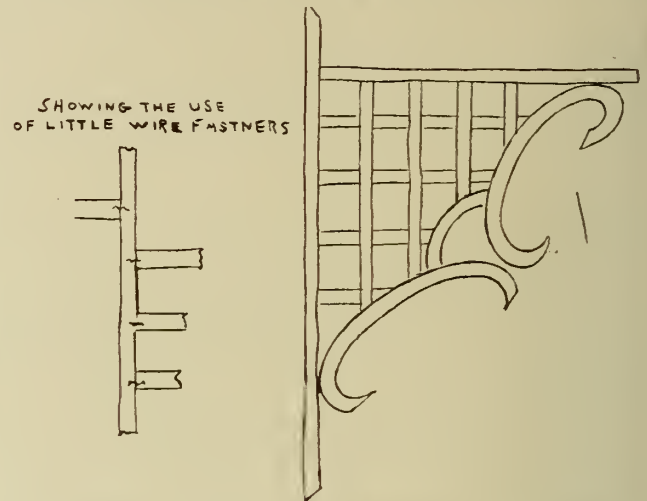
Fall foliage should cover the lattice at the top and would look very nice coming through the openings of the background, also crawling along the frames of the mirrors.

### SKETCH NO. 2

#### Making a Lattice Effect for Use On Pillars for Inside or on a Wall at the Top of Shelving

The lattice is made of two-inch strips of wood, curved pieces, drawn in pencil first and cut out with a small key-hole saw.

The small strips showing the inside of this design should



SKETCH NO. 3, FOR PILLARS OR INSIDE WALL DECORATION

be fastened together with small fasteners, as shown in the sketch. Secure these from a hardware dealer.

Paint this with fresco colors, or gild; either would look fine.

Several of these can be made at a small cost and used around the store and even in windows.

Use autumn foliage on this; anything with fall tints will do.

## Some Facts Relating to Cost of Retailing Shoes

The Bureau of Business Research, established nearly two years ago by the Graduate School of Business Administration of Harvard University, recently issued its first bulletin of sixteen pages, the bulk of which is given to the differing costs of retailing shoes in various parts of the country.

Because the field of market distribution, the getting of goods from the producer to the consumer, is more unworked than that of production, the investigation of the bureau was begun in that field on one commodity—shoes—and up to the present time chiefly on the retailing of shoes.

Variations in bookkeeping were encountered everywhere among shoe dealers, so that the bureau with scientific thoroughness designed a uniform set of accounts called the Harvard system of accounts for shoe retailers, given to shoe dealers in exchange for figures from their own businesses. The figures based on this system, returned by mail and secured by field agents, have already accumulated in such quantity as to warrant the issuing of this first bulletin, which is one of instruction.

Points of interest to the consuming public appear in the bulletin. Gross profit, for example, has been found ranging

from 20 per cent. to 42 per cent. of the net selling price. Similarly, operating expense has been encountered, ranging from 18 per cent. to 35 per cent. of the net selling price, which means that some stores are nearly twice as efficient as others. In regard to stock-turn, stores turning their stocks no more than once and stores turning their stocks nearly four times have been encountered. Average annual sales per salesperson, varied in different firms between \$5,000 to \$16,000, with normal sales about \$10,000. Of these figures the bulletin says:

"The number of salespersons should form one of the first rough tests of the efficiency of a retail shoe concern, and in the large cities the above figure of \$10,000 annual sales per average salesperson will be found not far wrong, with possibly a reduction to \$8,000 for suburban stores." Those and other points brought out in this bulletin are to be studied more exhaustively by the bureau and subsequent bulletins will give complete details.

The bulletin is published by the Harvard University Press and will be mailed without charge to inquirers by the Bureau of Business Research, Harvard University, Cambridge, Mass.



# How to Make Your Shoe Advt's. Pull Purchasers

**Be Simple, Plain and Direct in All Statements—Keep the Announcements Going, Do Not Exaggerate, and Remember That Constantly Hammering Home a Truth Inevitably Brings Results.**

Both by constructive advice and kindly criticism the SHOE AND LEATHER JOURNAL has sought to be of real assistance and value to its subscribers who spend money in any form of publicity. That this service is appreciated is attested on different occasions.

For instance, John Stewart, of the Watson Shoe store, Victoria, writes, "Enclosed find P.O. order for 50 cents. Kindly send me extra copies of August 1st issue of the SHOE AND LEATHER JOURNAL, containing on page 38 a kindly and constructive criticism of Watson's Shoe Stores Advertisement. As writer of the ad in question, I heartily appreciate any attempt at a valuation, by a competent person, of shoe advertisements, because, in too many instances, ad writers, for lack of this very critical help, stumble along without interest and objective, and are unable to tell whether they are doing well or badly."

## What about Style Booklet

A subscriber to the SHOE AND LEATHER JOURNAL is considering taking up some circular advertising, possibly in the shape of a spring and fall catalogue. Knowing that there are shoe dealers throughout the country who have done advertising along this line, they have written to this paper asking the assistance of its readers. Doubtless many of the retailers have ideas which could be turned to advantage in an advertising campaign of this kind. The main point, of course, is this. Did the results justify the expenditure and the trouble necessary in getting out advertising of this kind? The co-operation of readers will be appreciated in their giving any information along this line.

## Points in an Ideal Advertisement

In the ideal advertisement, there are many points to be considered. To make an efficient advertisement, the idea uppermost in the advertiser's mind must be conveyed to the reader to the very best advantage. Therefore, a summary of the main points will not be out of place. Of course, first of all, there must be a proper medium. This may not cause any great trouble to a large number of shoe retailers, since there is, perhaps, only one medium available, the advertising being confined to but one or two papers. However, in the larger centres, there is usually a choice and sometimes it is a matter of serious debate as to what should be the proper medium. This should be determined by the class of readers to be reached. It may be a certain class or it may be general. If there is any choice in the medium used, the matter should be given serious attention.

## Plain, Simple Statements

Again, one has to consider the language to be used. One prominent advertiser gives it as his rule that when a short word can be used, never to use a longer one. This man has been in connection with one of the largest stores in Western Canada, and gives as his opinion that he does not consider the gift of being an apt writer any special qualification for one who writes advertisements. Plain straightforward language, coupled with the intimate knowledge of the shoes to be sold, will evolve one of the best advertisements, given, of course, experience which always adds to the force of any argument. Trade expressions and too technical terms should be avoided in addressing the public.

## Keep the Ad a-going

Always a subject of wonder to those who come into contact with a large number of advertisers, is the woeful

want of ordinary business judgment displayed by many men in connection with their advertising. Many consider that an advertising outlay should yield four and five hundred per cent. within a month or so. They seem to think that by spending \$25 or \$50 in advertising they will immediately reap hundreds of dollars' worth of benefit within a very short time. One advertisement is seldom worth the paper that it is printed on. Repetition is the life of advertising. There must be continual hammering on the minds of the

## Winning Out in Business Race

When G. V. Smith was a fast bicycle rider on the track at all meets in the Maritime Provinces he was going some. Now that he is in the shoe line, he is still going and making the business go as well. He and his brother, B. T. Smith, were known as Smith Brothers in the bicycle arena three or four years before they went into the shoe game. In 1907 they bought out the firm of D. Davis & Son, of Windsor, N.S., and started for themselves under the present name of the firm. They both looked after trade and worked hard. Soon they saw that things were coming their way. The competition was keen, as there were five different stores selling footwear, with a population of only three or four thousand to cater to. In 1909 B. T. Smith was anxious to



try his hand in the West and his brother G. V. bought out his interest in the store. Since having the business entirely in his own charge, trade has rapidly increased, although to-day there are eight stores handling footwear. G. V. Smith was born in Windsor in 1885 and was married about a year ago. He secured his first job as parcel boy in 1898 with the firm of D. Davis & Son, Windsor, remaining with them for about seven years, and in August, 1907, as already stated, he and his brother acquired the stock and store. Mr. Smith favors running a special sale at least once a year, as it keeps one's name before the public. He also believes in advertising extensively. Another important factor in business prestige is to carry the right kind of stock. Mr. Smith says that mostly every line they carry is one that is widely known, and they always seek to control such a line in their town. He was very fond of bicycle tournaments some years ago and generally managed to be among the first at the finish. To-day he is winning out in the footwear game and has made many friends in and around Windsor.



public till the fact that there is a shoe merchant in the town and that he has reliable durable footwear to sell is thoroughly impressed on their mind.

#### Ads Should Tell the Truth

It should hardly be necessary to speak about another feature in advertising. Sometimes it is drawn to one's attention that it is necessary, namely, the fact that the truth must be strictly adhered to in all statements. This should not only be as a matter of morals, but also of sound business judgment. Business cannot continue to flourish when it does not tell the truth in its publicity plans. The public sooner or later will find one out, and then it is woe to the business.

Recently reference was made to a widely known shoe firm in Ontario, which has been doing business for upwards of fifty years. Can one suppose for instance, that this house could have kept growing and continue in business for so many years unless it has adhered to the truth in its advertising? This is merely an instance of one shoe dealer, and there are many such throughout the different provinces.

#### Money at Half Price

Selling genuine money at half price may not look at first sight to be a sound business proposition, but the proprietor of a shoe shop in a small Western city has found that such a scheme brought more business than any other sales plan ever tried.

At a time when trade was otherwise dull, it was found that something unusual had to be done to stir up business at that season, therefore the idea of selling 10c. pieces for 5c. Two weeks before the event newspaper space was used freely. Small circulars were also gotten out and enclosed in every package that left the store. 200 dimes were offered for sale for 5c., subject to the following conditions:— 50 dimes were to be sold to the first 50 customers who made purchases in the morning, the second 50 to the first purchasers after one o'clock, and the last 100 in the evening. Only one could be sold to a customer, but no restrictions were made as to the amount each person might purchase. "Genuine Currency at Half Price" made a very alluring headline. The advertising stated that throughout the store were other bargains quite as phenomenal. Show windows and interior displays carried out the impression that the dimes were not the biggest bargains they offered.

\$10.00 loss on the coins did not add unduly to the advertising expense of the sale, and it is to be surmised that people are still talking about this sale.

### Take An Annual Vacation

Everyone should take a vacation of at least a week or two once a year, and the summer seems to be the most suitable time for that rest or recreation. There is none so busy that he cannot arrange or let someone else take care of his work while he rests up for that length of time. The time put into a rest from business is time well devoted to the cause of business. It gives rest which will repay in extra effort afterward.

Too many men tie themselves up day after day and week after week. They will, sooner or later, find that at least an annual rest would have been worth real dollars to them in the months and years when they roll around. It is said, and proven, that man's efficiency has increased 25 per cent. since the Saturday half-holiday became general. When the move was made to reduce the working day from 10 to 9 hours, it was declared that those who shortened the day would lose greatly. But they gained instead. It has been determined that man will do as much or more work in eight hours, as he formerly did in ten, or twelve. So it is with holidays. Any man can do as much in 50 weeks as he can in 52.

### Too Much Overloading of Stock

While there are a large number of abuses and drawbacks to success in the retail shoe trade, almost every one of them can be remedied or at least greatly lessened by the intelligent use of a carefully planned "antidote" for that particular evil.

To my mind, the (by far the biggest) problem and certainly the hardest of solution, is the matter of overloading of stock and the low proportion of turn-over of same, included with which is the failure to keep strong on the lines found to be rapid sellers says A. L. Wright of Oshawa, Ont.

Some years ago a careful analysis of the business done by a fairly successful shoe merchant, revealed the fact that one fifth of his stock, did the actual business of the year while the other four fifths remained idle. He actually had to make that one-fifth of stock turn over eight or ten times in order to make a showing at the end of the year. You will at once ask, Why did he not endeavor to make the balance of his stock "work its passage," and contribute a share to the year's business? He, in all likelihood, did his level best to make this part of the stock turn over, but was unable to do so. Where then was his weakness? Careless buying methods, the deep hole that so many business drift into almost unconsciously.

The larger portion of merchants today go into a sample room, without any record of how this or that particular line which they have gone to inspect, stands in their own stores, relying solely on memory to guide them. Only a small percentage keep a stock entry book, from which is deducted each day, the number of pairs of each particular range sold. Thus, they have no clear record of the standing of their stock.

An almost greater peril is that one which appears most innocent and unimportant, namely, the holding on to certain lines, which after having been tried out, have not proven ready sellers. The strong man with a firm grasp of the situation, will not experience a feeling of panic whenever he is met by this difficulty and begin, ruthlessly slashing, good saleable stock which should be bringing a legitimate profit. Still the tendency is to err in the other direction and hold on until the season of demand is about past, before making the cut, necessary to secure a speedy clearance. The time to cut is while there is still a demand, and not later, when the demand is about over.

Another condition, which accounts largely for the overloaded and miscellaneous condition of many shoe stocks, is the great variety of styles and the tendency to buy a selection of everything in sight, in order to keep abreast or ahead of one's competitors.

How few merchants ever consult their salesmen or those in direct touch with the customers, as to what is likely to be in demand for the coming season or, in fact, what is at present popular. I noticed some time ago an article in which a proprietor expressed the opinion that it was unsafe to allow salespeople any influence in the matter of buying because they did not consider how the drafts when payable were to be met and who by. I venture to say, this very careful man, bought regularly a number of lines which were a burden to the salespeople as well as to the stock.

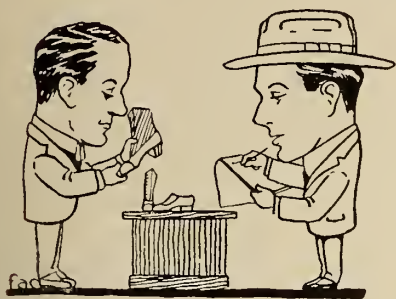
There are many phases of the above problem, which require to be separately considered and treated. That of having an "actual record" of the standing of stock at the time of buying, is of most importance. Secondly, a knowledge of what will be in demand and will sell. Thirdly, and of prime importance, a weekly or even semi-weekly, going over of stock, taking sizes sold out, and seeing that the same are replenished without delay, instead of being "just out of it;" week after week, allowing the customer to wander away to look elsewhere.

Fourth and last. Do not be afraid to apply the knife and in good time, to such lines as are proving stickers.



# Salesmen Should Know Their Lines Thoroughly

A Good Working Knowledge of Shoes is Almost Indispensable—Its Advantages in Closing a Sale—Convincing Doubting Ones by a Practical Demonstration—A Few Talking Points



How much general knowledge of practical shoemaking shoe salesmen traveling on the road should have is a matter admitting of much discussion and regarding which opinions differ.

I am constrained to write upon this subject in the light

of its interest to manufacturers, by reason of the expression to me recently of one of the members of a large jobbing firm, and, also, because of the result of talks with several shoe salesmen, says a writer in *Shoe Topics*.

First I will deal with the jobber and his talk with me. I was presenting to him a subject regarding his business shoes. As a result of my factory experience I was able to converse with him minutely as to the detail of shoe construction, my endeavor being to try to get him to commit himself for the house with reference to a new product to be put on the market.

I had no trouble in convincing the man of the merit of my proposition and getting from him what I wanted, though I have had no selling experience whatever. During the conversation I remarked to him that, having convinced him as easily as I had done, there could be no doubt that his men on the road, engaged for their selling ability, could dispose of the product readily and to great advantage for the house. His answer surprised me. He said I knew more about shoes than any of his men and therefore could talk to better advantage and do more convincing work than they, and, further, that their knowledge of the practical part of the business was so limited he wondered how some of them stayed, or were permitted to stay, on the road as long as they did, and that they made all sorts of unnecessary trouble for the house.

## Knew Nothing of the Make

Now for the salesmen I talked to. There were three of them. To try them out I talked shoe construction, this, of course, applying to their own lines. All admitted they knew nothing whatever about the making of shoes. About all I could get from any of them was that each man declared his line a good one and that the shoes were the best made at the price. One fellow had a flexible McKay. The shoe was stamped in the shank "Flexible Welt." The shoe was a regular McKay stitched, also stitched on the outside edge similar to a welt shoe. He did not know whether the shoe was made with a slip or only a rand, or whether it was known as a mock welt. All he did know was that it was a flexible McKay and he wanted to sell it.

That a man can sell shoes probably is sufficient, in the sense of that being what he is engaged to do, if he gets results. I have heard the subject discussed fully and the opinion strongly expressed that a shoe salesman is better off by not having knowledge of shoe construction.

This I do not agree with. The jobber above quoted points out the disadvantages of lack of shoemaking knowledge. What I have related of the three salesmen shows their weakness in this respect. Is there need of further argument?

Always in dealing with a subject showing what I believe

to be a wrong condition I think it right to not only state the wrong, but to point out a remedy if possible.

Any man, I hold, employed in any capacity, owes it to his employers, and certainly to himself, to make himself as efficient in his position and work as possible. There are any number of means for a shoe salesman to make himself thoroughly familiar with every part of the business he represents. Trade papers will give him a vast amount of information he needs, and he loses if he does not read them.

Most salesmen know shoes are made over lasts and from certain kinds of leather, and that is about all they do know regarding the factory work. Many have never seen actual factory operations and cutting, fitting, lasting, and so on, are to them little more than abstract terms. General knowledge of the manufacturing end of the business is certainly of value to them, and as they have ample time and opportunity to go to the factories and learn what they should know, they or the house employing them should see to it that they do so. And it would not be a bad idea to occasionally catechise them in this respect.

## Would Even Rip Open Shoe

Here is something I think would be helpful:

"If I were on the road selling shoes," said a young man well versed in the factory end of the business, "there is one plan of demonstration I would use whenever necessary in the endeavor to convince a buyer hard to influence as to the quality of goods I offered.

"First, I would know my own line through and through. Then I would know as thoroughly as possible the lines of competitors and the characteristics of the firms making these shoes. In the conversation incident to my selling efforts most likely a buyer would refer to some other line as compared with mine. Especially in the case of a chance to sell a big bill or of securing a new customer I would ask to see a pair of the particular line he spoke of, buy and pay for it right there. Then and there I would dissect that shoe, ripping the outsole back to the heel, ripping off the welt, opening up the toe to show the box and slashing the upper to show the counter. Then I would cut an edge off the heel to show its composition.

"Everything then would be revealed. Treating one of my own samples the same way (of course, my shoes would have to be up to the mark in every respect) I would have a good prospect of showing up a part leatherboard heel against a solid leather heel, a poor and pieced counter against my good quality, solid leather counter, a cheap shank-piece, canvas box toe, poor outsole, cheap welt and possibly gemmed insole against better grade of all similar parts of my shoe.

"I think that would convince the buyer that I knew something of shoes and shoemaking and that my line had good merit. I believe, too, such a demonstration would sell shoes."

Speaking of this to a salesman, he said: "That is good, but I could not do it to my line." What could the fellow with a line of honest shoes do to this man and a good many others by following the above method?

A shoemaker is not a man who merely makes shoes as he has been taught to make them. A Chinaman can do that, for the Chinese are the greatest imitators in the world. A shoemaker is a man who can make shoes better than they were made before, and who can also, if the occasion requires, correct the faults in a shoe committed by some less gifted man.

# What Placing Rubber Orders Means to Makers

If it Were not that Manufacturers Desire Business Early They Say the Cost Would be Higher to Merchants—Willing to Accept Lower Price at Beginning of Season so that They May Know Where They are At

*Editor Shoe and Leather Journal:*

Sir,—Permit me to reply briefly to the article in your issue of September 1st, under the caption "A Practice he Does Not Like."

"The London Shoeman" has only viewed the matter from one standpoint, but there are always two sides to a question of this kind.

For many years the manufacturers of rubbers allowed a special five per cent. discount for early orders as is now done in the United States and elsewhere, such special discount being discontinued during the selling season. Any rubber manufacturer will concede it to be worth five per cent. to know exactly what lines to manufacture during the summer months, instead of going it blind, and further, unless a large proportion of the orders are placed early it would be difficult for any company to handle its business in a manner which would be satisfactory to the retail trade.

The plan now in operation is in effect the same. Prices at the opening of the season in March are arranged on a very close basis to induce dealers to place their orders early, and after a reasonable time elapses the prices are slightly advanced to where they should have been in the first place.

It simply amounts to this—the manufacturers are willing to accept a lower price at the beginning of the season to secure early placing orders, without which they would have to manufacture indiscriminately and run the chance of making up a lot of stuff which might not be called for, and which eventually would have to be sold at a sacrifice.

Retailers have thus an opportunity to benefit themselves by placing the bulk of their rubber orders during March and April, secure satisfactory deliveries, and at the same time give the manufacturers a fair show.

Sincerely yours,

"MANUFACTURER."

*Editor Shoe and Leather Journal:*

Sir,—As the writer believes that some of the readers of the SHOE AND LEATHER JOURNAL are apt to be somewhat misled by the remarks under "A Practice he Does Not Like," in your September 1st issue, page 36, he wishes to give a few reasons in explanation of the change in rubber footwear prices over the sorting season.

We wonder how much profit this particular complainant is looking for, and if he expects to live on Easy street by the sale of a few pairs of rubbers, while fellow merchants in other lines of trade would be only too satisfied to handle a line of goods showing profits of over 30 per cent. The shoe dealer procures the benefit of two per cent. cash on a 58 cent rubber, and if this rubber realizes 75 cents to the consumer, it will represent a profit of nearly 32 per cent. on the initial outlay. If he must have a larger profit on this rubber than 32 per cent., the expenses of his business are too high and require looking into. But even so, what is to prevent him from asking 80 cents, or would he prefer five cents value taken out of the quality and take a chance on the rubbers giving unsatisfactory wearing results, so that he may realize a profit of 37 per cent.? He states it frequently costs delivery charges, but this is a matter that can be governed to a great extent, as not nearly so many customers require rubbers delivered as they do leather footwear.

His supposition that a factory produces 5,000 pairs of a women's 58 cent rubber per day is very wide of the mark.

There is not a rubber footwear factory in Canada to-day turning out this many pairs in a women's fine rubber daily; in fact, only one or two of the Canadian factories have a total daily production of 5,000 pairs, including men's, boys', youths', women's, misses' and children's rubbers, overshoes, lumbermen's boots, etc., and the argument made as to the added income of the manufacturer reaching \$1.00 per day on the basis of an increase of two cents per pair in the price, would actually figure down to less than \$20. It may not be generally known, but frequently a rubber manufacturer makes nothing on some lines during the placing season, depending for his profit on the slight increase in the winter's sorting price, which profit, however, is very much nearer 5 per cent. than the 32 per cent. referred to above.

If it were not for a placing season, the sorting price would naturally be the year's price for all rubber footwear, not the placing price. As rubber manufacturers, however, desire to have orders placed as early as possible to give them an opportunity of manufacturing the goods during the summer, when otherwise they would not dare to make up a large stock on estimate only, they are willing to give the merchant a better price for orders placed in March and April, and the manufacturers, in turn, by figuring ahead on large requirements of linings, rubber, etc., are enabled to buy raw materials at slightly better figures.

In other words, both merchant and manufacturer have something to gain by a placing season, and it is regrettable that credit for this forethought and saving in cost is not appreciated by one merchant, at least, although he benefits by the reduced price during the placing season. The retailer knows unless he is new to the business, that the placing prices have been lower than the sorting figures for many years past, and he also usually knows why, and any advantage gained by him in placing in March should be retained. The winter's sorting prices are always issued long before the merchant need fix his winter selling list and it should not be difficult to adopt one price on a rubber and keep the same price throughout the entire winter.

Thanking you to give the above publicity,

Yours very truly,

OFFICE CLERK.

## A MEDIUM WORTH CONSULTING

*The advertisements in the "Shoe and Leather Journal" are an education in themselves. The editorial matter is most interesting—in fact all that the retailer can wish for.*

Sincerely yours,

Wm. Hill.

Cobourg, Ont.

## A GOOD THING FOR ALL

*"I enjoy reading your "Shoe and Leather Journal" very much and have received a good deal of benefit from it. It is a paper that every shoe man should have."*

Sincerely yours,

J. E. Duncan.

Moncton, N.S.,



# Repair Department Is Necessary and Pays Its Way

Some of the Methods of Wingham Shoe House—Proprietor Believes in Early Closing, Featuring Traveling Goods, Newspaper Publicity and in Average profit of Thirty Per Cent. on the Selling Figures

One of the live shoe houses in Western Ontario is that of W. H. Willis & Co., of Wingham, Ont. Mr. Willis has been in the business in that town for nearly six years, and has a well equipped store 70 feet long by 19 feet wide. He has embodied in the management of his establishment several progressive ideas. He conducts a repair shop, believing that it is a necessity for the convenience of his customers, and he is well satisfied for it pays its way. In towns about the size of Wingham, Mr. Willis considers it is good business to grant approbation, particularly as the shoeman is acquainted with practically all his customers.

The firm have always been liberal users of printers' ink and have tried premiums at different times. The latter did not bring satisfactory results, and the plan was abandoned. Mr. Willis now sticks to straight newspaper publicity. He conducts special sales at certain periods of the year, starts them right on the minute advertised and closes on the date mentioned in his announcements. He takes a larger space in the newspapers during the sale period, and also puts in attractive windows. He generally centralizes his efforts during the sale on certain particular lines.

## Keep Traveling Goods in Front

Another feature of the store is the trunk and traveling goods department. These goods are kept at the front at all

times, and this branch of the business has been found to pay very well. Mr. Willis does not believe in keeping open late at nights. His store closes at eight p.m. the year round, and during the past summer there was a half-holiday every Wednesday afternoon during July and August. The agreement among the merchants worked splendidly. The store specializes in findings, but does not carry any novelty footwear. The proprietor considers that the average profit of the shoeman as a whole should be 30 per cent. of the selling price. Certain lines of stock are gone over carefully each week and sorted. So many lines are taken one week and so many the next. In reference to the size of his stock, Mr. Willis says that dealers in towns of twenty-five hundred to three thousand people are required to keep fully as large an assortment as retailers in the smaller cities. He is always anxious to learn of stock reduction methods and would like to hear from any shoemen in similar sized towns regarding how they keep down their stock, and how frequently they turn it over.

Mr. Willis was born in Seaforth in 1867 and was educated in that town. He secured his first position after leaving school at thirteen years of age with his father, R. Willis, in Seaforth. He started for himself in Mitchell, where he conducted business some years in the early nineties. Mr. Willis is progressive and methodical in his methods, and



THE HOME OF A PROGRESSIVE WINGHAM ONT., SHOE FIRM



takes every means to see that customers are properly fitted and well satisfied before they leave his store.

The following cards explain themselves:—

**KEEP THIS RECEIPT**

We never let a customer leave the store without giving a receipt. In case any money is paid, we always keep a copy of receipt and, therefore, there is very little chance of error. In future, in case your claim you have paid money that is not credited, it will be necessary for you to *produce* receipts, or otherwise it will not be credited.

Yours truly,

WILLIS & Co.

**KEEP THE ENCLOSED CHECK**

The amount this check calls for is charged to you.

If it is not correct let us know at once, and in case of anything being returned do not leave the store without getting credit check. It is the easiest thing in the world to keep your checks. Just procure a small file for the purpose.

In future, when errors are claimed, we will not be responsible unless you produce check to prove same. We always give them, so it's your fault if you do not keep it.

Yours truly,

WILLIS & Co.

## Pumps and Colonials Will Lead in Women's Styles

Gradual Swinging Away From the Oxford Toward the Lower Effect—Patent Leather to be a Reigning Favorite—Wide Selection of Ornaments Afforded—Buttoned Shoes Will Not Be Readily Displayed and Medium High Toe Will Have the Largest Call

For years it has generally been conceded that men's shoes in Canada, especially those of the leading makers, have evidenced as much style, snap and finish as the productions of factories on the other side of the line. This perfection was attained some time ago, and men's footwear has held its own in the Dominion with the best presented by any foreign producers. However, the same thing has not been said of natty, attractive and distinctive women's shoes, except in the product of a few specialized factories, which are well known to the trade.

It is pleasing, however, to the SHOE AND LEATHER JOURNAL to note that a much higher standard has been attained this season in women's footwear than for some years past. It is generally conceded by travelers and retailers that in women's shoes, Canadian manufacturers have, within the last year or two, made rapid strides and have brought their output well up to the limit in shape, build, material, workmanship and quality. In fact the shoes have been given that touch which is hard to explain, but which at the same time marks the product of the factory as an art rather than a trade. In no line has more skilled craftsmanship and better finish been revealed than in pumps. There is no doubt that in all cities the pump, or the colonial, is going to remain the favorite shoe for summer wear. In the first place it is light, neat fitting and airy and lasts are now so shaped that this class of footwear does not slip at the heel or gap at the side. In fact pumps and colonials have almost displaced the ankle and other straps which formerly helped to keep this class of foot covering to the feet.

Then, too, the good dresser admires the wide selection of ornaments that she may have attached to her shoes. Anything from the plain bow or pom pom effect to the most elaborate rhinestone, cut steel and gilt designs. In fact, one may go as high in the cost as she desires.

### Black and White Season

During the coming season it is predicted the patent pump, with and without the tongue, will have a particularly large call, and that white silk stockings will be the proper thing. Instead of an all white season it is predicted that it will be a black and white one.

The toe which will likely be the most popular with the average shopper is the medium low, the moderate recede—call it by whatever name you please. Tops are cut about 6 to 7½ inches in height and heels range from one inch to fourteen-eighths, but the general tendency is lower. Canadian manufacturers are showing a fair range of white buck shoes, and in suedes a number of hues are seen, such as

navy, blue, gray, tan, mauve, red, green, lavender, etc., but after all, for dress occasions, for the lady who does find her purse deep enough to purchase several pairs of shoes, in order to match her varied wardrobe, a patent leather pump will be the popular seller. It comports admirably with any style of attire and always looks well and attractive. White footwear has attained a certain measure of popularity, but it will never become the craze and rage in Canada that it has in certain cities and summer resorts in the United States, where the seasons are longer and there is less damp weather.

Tans are likely to sell to a certain extent, but there has been no such a demand for them during the past year as there was a couple of seasons ago. Most of the manufacturers are showing only a few lines and those of a slightly darker shade than in the past. Of course, the four or five hole oxford will still have a certain measure of favor with women who follow the same style of last and type of shoe from season to season. It was thought last year that the semi-high shoe, as it is called, which is a sort of medium between the button oxford and the button boot, would, with its high-cut front, attain a degree of appreciation, but its sale was by no means large. Button oxfords, however, and many with the patent fore part and suede quarters, are seen in a number of lines, while others have fancy cloth tops and circular foxing, which appeals to many women. Red kid, grey kid, bronze and other colors are seen in a few samples, but the sales will be isolated.

A determined attempt is being made to bring back the lace shoe and have the bal. replace the button, but any manufacturer on this side of the line will inform you that his range shows no diminution in buttons, from 60 to 90 per cent. of all samples being of this variety of footwear.

The attempt to establish the recede toe in the smaller towns has, so far, not met with any great encouragement. It is only in the larger cities and on the high-class goods that the long-pointed, recede toe, the longer vamp and the French throat have gained a foothold. However, toe effects are leaning more strongly toward the recede or long-vamp type. Especially is this true in footwear of the dressy type, pumps and colonials. Oxfords and a few pumps that carry a full, round toe will be popular and in big demand in the small towns and cross-roads' trade. Recede and flat-toe effects will be popular and in big demand in big city trade.

### Medium and Low-Heeled Effects

The heel of the shoe is another object of change in style from season to season. Demand this year has run to





SOME attractive offerings in Spring and Summer Shoes by some leading Canadian manufacturers.



the medium and low-heeled effects in footwear. The English and baby-doll effects demand a heel ranging in height from a spring-heel to an inch and a quarter height. The fall season finds these types in as strong demand as they have been this spring and summer. Manufacturers whose lines are extensive, ranging from 150 styles upwards, say that the bulk of their output will be confined to heels that range in height from an inch and a half down.

The kidney pedestal is seen in a number of styles, many made in leather or of wood and covered. Some have large top pieces, which make for comfortable walking, and the heel, at the same time, possesses all the style and snap of the Louis build. Just now it is a problem whether the kidney heel, or Spanish, as it is called by some, will be demanded to any large extent. It is a novelty to a certain extent and, no doubt, sets off some shoes to a decided advantage, particularly turned footwear, but whether it will supplant the modified Cuban heel, which has so long held its sway, is something that no one can determine.

#### How Demand Will Be Divided

One manufacturer predicts that the demand between oxfords and pumps will be divided about as follows: Forty to 50 per cent. oxfords and 50 to 60 per cent. pumps and colonials; another, that the demand will run 75 per cent. oxfords and 25 per cent. colonials and pumps, and still another that the demand will be 75 per cent. pumps and colonials and 25 per cent. oxfords. The bulk of one concern's business is confined largely to small towns, that of the others to large towns and cities.

Patent leather is expected to have a stronger demand than was the case this year, and especially will this be true in pumps and colonials.

#### Who is to Blame for the Style

"Conditions in the retail shoe business seem to be demoralized in some localities, from the fact that a lot of retail stores are selling shoes at ridiculously low prices," said a well known traveler.

"When I talked to one of these cut-rate retailers he said the goods had accumulated on account of quick changes in styles. Just now the change from high to the low heels in both ladies' and men's and misses' goods has been sudden and caused a lot of high-heeled goods to be left on the shelves that must be sacrificed in price to sell. But the retailer must add his loss on the old-style goods to the cost price of the new style, so that changing of styles is costly to the consumer, for it is he who has to pay for the losses in the end. Yet the shoe salesman says he must have something new in his line every season to tone it up. In other words, the salesman says he must make the buyer think that he is ordering the latest styles. If salesmen have not a lot of new designs every season, the buyer says he is a back number, that he wants something new, snappy and up-to-date to put in the window. It is hard, therefore, to put the blame of styles on any one person in particular.

#### Just Think What This Means

"When talking to an up-to-date manufacturer of ladies' shoes, he said he made about 1,000 pairs a day during the season and had 225 different samples out for his salesmen to start on the next season's trade. He also said it was a big expense to make up a lot of stock, as he had ten salesmen on the road, each carrying 225 shoes, making a total of 2,250 shoes or 1,125 pairs of samples, all of which will be discarded at the end of the season and sold in job lots at less than cost. All that loss must be added to the cost of the shoes for the next season.

"And so it goes on, with leather of all kinds rising higher and hides and skins in moderate supply and advanc-

ing in value. Yet in face of these conditions we continue to be wasteful with leather. Figure it all up and you will agree that the high cost of shoes is due largely to consumers wanting something new all the time to strike the eye. Of course, they must pay for it, and yet they grumble at the cost of their own foolery. Possibly our shoe manufacturers are also blamable for racking their brains so they may produce something snappier than the "other fellow." Truly, a mad world, my masters!"

French effects in women's footwear are giving some American manufacturers a lot to think about, says an exchange. It has hitherto been the notion that Americans set styles in footwear for the world. But a few shoemen now are very busily importing ideas from Paris, and their imports are likely to increase as the tariff is lowered. French lasts have been brought over and have been modified to fit the American taste. Patterns have been changed in consequence. The French last may flash into history, as has the English last, but French decorations are likely to remain. Strap effects from Paris, in Balkan pump and sandal shoes, will be much in evidence in next season's sample lines of shoes. They originated in Paris, some of them in days before John Adam Dagr began to make handsome American shoes. Besides, there are buckles and poms poms, and French heels and other decorations, imported from Paris at a large expense, and put on to American shoes at greater expense to the wearers thereof. Some of the decorations, particularly the buckles, are imported by retailers of shoes, and are added to the shoes after they come from the factory. Apparently, artistic shoemaking hasn't been developed in this country as much as the trade will stand.

#### What Some are Offering

Blachford, Davies & Co., Toronto, are presenting a very fetchy range in evening satin slippers in a variety of pleasing shades, among the leading being purple, pink, kelly green, deep blue, gold, canary, cerise, gray, mauve, etc., ornamented with pom-poms. Black and white satin, adorned with fine cut beads, jet and steel beads on the vamp are decidedly smart. In pumps the firm are showing white poplin, white kid, white buck, gray and black suede and black satin, patent colt pumps and patent colonials, and black satin colonials. They have leather and covered heels and a number of fine models are seen with the new kidney heel. These artistic creations are well calculated to please the ladies in both shapes and shades and are suitable for either street or evening wear.

Smart, classy styles in all lines of footwear are being shown by J. Heffering at his sample rooms, 709 Lumsden Building, Toronto. He represents the Regina Shoe Co., The Tetrault Shoe Co., The Macfarlane Shoe Co., for Toronto and Western and Central Ontario. Mr. Heffering says that the Regina line this year, in both welts and McKays, is the strongest and most representative in popular priced women's footwear that he has ever handled in his long experience on the road. The range embraces both Goodyear and McKays, and some fifteen different lasts are noted. Toes in both the medium high and recede are shown. Some decidedly chic pumps and colonials are seen in all leathers, as well as oxfords in both button and lace. The kidney heel is observed on a number of the samples, while cloth, fancy and suede tops are observed on several of the offerings. Some patent colt shoes, with plain toes and tops of various materials, evidence very graceful lines and clean cut shoemaking. Patent, gunmetal and tans are the leading leathers, while suedes, gray, brown and black are shown with a variety of ornaments, such as celluloid, cut steel, silver, corded silk, jet, etc. Particularly inviting are some pumps with patent forepart and suede quarters of different colors. Heels are of various heights and toes for the most part are medium or recede. The McKay is known as Regina and the Goodyear as Dina.



The Tetrault line embraces several new lasts, one with a straight, modified toe, built on English lines, with full flange heel. Another last has a fuller and wider recede toe with flange heel, and new square brass slugs are seen in the heel. A third new last has a wide, round toe, which is a remarkably good fitter. Several new bottom finishes are observed and the line embodies all the leading leathers.

In the Macfarlane line are seen children's wide foot form lasts in different leathers. One distinguishing feature is ankle-strap, patent pumps with heavy turn soles. There is a fine range of patent buttons on nature shaped lasts in red, with gray suede and black cloth quarters. A very dainty range of slippers and boots for the children are seen in white buck, white kid and other leathers. The shoes come in C, D, and E widths.

The Regal Shoe Co. are showing a representative range of up-to-date men's lines for spring. Two new lasts—one being known as the "Barrister," and the other as the "Crispin" are being presented. The "Barrister" is a long, recede, roomy toe, while the "Crispin" is a medium recede toe, with a wide shank, large, low, flat heel and straight tread. A larger number of bals. are shown this season than formerly, and many of them with blind eyelets clear to the top. In patent, calf and tan leathers the array is a strong one. The "Panama" last, which is a medium round, high toe, is still a leading one for general trade, while for high-class city patronage the "Astor" last, with recede toe, and blind eyelets, is a winner. The company have established a new in-stock department and are carrying some thirty lines in stock from A to E widths, so that orders are filled on very short notice. Many of the models carry  $\frac{7}{8}$  flange

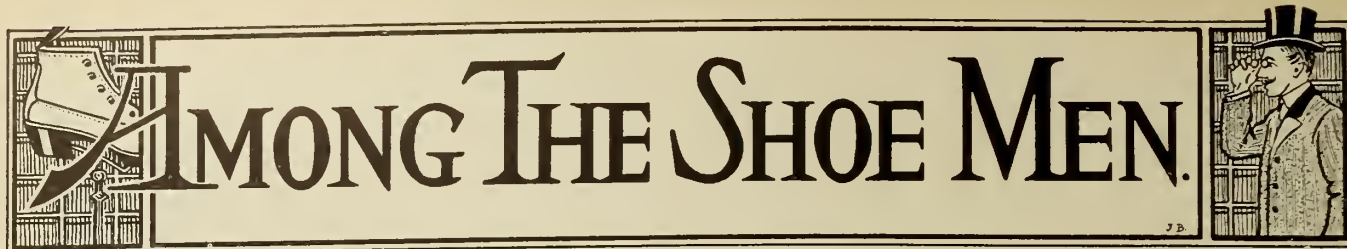
heels. Tips are for the most part plain and perforations fine and delicate. A number of styles of button boots are shown with from five to six buttons. Some decidedly dressy shoes are seen in patent leather, with cloth tops. The medium recede toe seems to be most popular for all round trade, although various heights and widths are offered in the splendid collection of the firm. The samples evidence in the highest degree good, smart, clean-cut shoemaking.

The spring samples of the John McPherson Co., Hamilton, which are being shown in Toronto at 189½ Church street, by George E. Boulter, embrace a number of new and neat fitting lasts. In men's the recede and semi-recede toes are shown in all leathers. The Cadet last carries a narrow, medium toe, rather full at the ball, while the London last is, as its name implies, narrow and straight, with recede toe, low heel and broad shank. A number of lines have blind eyelets. A patent leather with plain, modified toe and black cloth top on the Yale last is a neat shoe for dress occasions. The firm are also presenting Dr. Vernon's cushion sole for men in gun metal and dongola. In women's fine footwear, pumps, colonials and ankle strap slippers are seen in all leathers—patent, gunmetal, suede, white nubuck, and tan. A wide variety of trimmings is afforded. The firm believe that the coming season will be a good one for pumps and colonials. The Venus last carries a medium round toe and the New York has a pointed recede effect, very stylish and smart. Patent leathers with fabric tops are represented. Among the novelties are a red kid button, a navy blue suede, and a patent leather with shepherd's plaid top and zebra buttons. There is a fine range of evening slippers in satin of various hues with pretty pom-pom ornaments. The whole line is representative and up-to-date in style, finish and appearance.



More Artistic Models for Milady's Feet





# AMONG THE SHOE MEN.

Fred N. Burns, shoe retailer of Whitby, Ont., has sold out his business.

A. McRae, boot and shoe merchant, of Calgary, has sold out to J. W. Taylor.

E. I. Brown, shoe dealer of Galt, recently made an assignment to Peter Brown.

E. Morrison, shoe retailer, Orillia, spent a few days in Toronto last week on business.

H. A. Beatty, sales manager of the Slater Shoe Co., was in Toronto last week on business.

John Fairbairn, of Embro, Ont., has sold out his grocery and shoe business.

N. Macfarlane, of the Macfarlane Shoe Co., Montreal, was in Toronto last week on business.

H. H. Lightford, of the Perth Shoe Co., Perth, Ont., was in Toronto last week on business.

C. F. Veitch, of the Canadian Consolidated Rubber Co., Toronto, is in Montreal this week.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, Ont., spent a few days in Toronto last week.

F. H. Meinzer, of the Miner Rubber Co., Montreal, is spending a few days in Toronto on business.

W. H. Wilbur, of Delhi, Ont., dealer in shoes, groceries, etc., has been succeeded by B. W. Wilbur.

W. G. Downing, of W. G. Downing & Co., Brandon, Man., who has been ill, is able to be around again.

J. W. Baldwin, shoe dealer, of Sault Ste. Marie, Ont., spent a few days in Toronto last week on business.

Arthur Donald, representing A. F. Clapp & Co., sheep skin tanners, was in Toronto last week on business.

Burglars broke into the shoe store of Mrs. Smith, 2307 Yonge street, Toronto, and stole several pairs of shoes.

Arrangements are being made to secure a site for the erection of a "home" in Regina for commercial travelers.

Harry J. Allen, vice-president of the Acme Glove Works, Montreal, was in Toronto last week on business.

Edmund Gendron, of the Gendron Penetang Shoe Pack Co., Penetanguishene, Ont., was in Toronto on business last week.

J. W. Garrett, of Garrett & Horrell, Prince Albert, has returned after an extended trip to various centres in Eastern Canada.

J. R. C. Struthers, wholesale shoes, Winnipeg, was in Toronto for a few days last week. He was accompanied by his wife.

Frank Smith, late of Johnston's Big Shoe House, Vancouver, B.C., has joined the staff of the Regal Shoe Store, Toronto.

D. G. Hardie, of Hardie & Moore, 189 Church street, Toronto, was in Rochester, N.Y., and other points last week on business.

Barlow Ritchie & Co. have opened up a shoe store on Broadview avenue, Toronto, across the street from their previous stand.

W. C. Myers, of Toronto, left a few days ago for Western Canada to cover his usual ground for the Rideau Shoe Co., of Montreal.

C. S. Corson and H. B. Pollock, of the Regal Shoe Co., Toronto, are spending a few days in Boston and Whitham, Mass., on business.

W. J. English, merchant, of Forest, Ont., recently made

an assignment to Osler Wade of Toronto, and the stock is advertised for sale.

Clarence Carey, of the Carey Shoe Co., 142 King street east, Toronto, has returned from a business trip, going as far West as Edmonton.

Ed. R. Lewis, leather dealer, 50 Front street east, Toronto, has returned from a business trip to Boston, New York and other centres.

Mrs. Cook, 576 College street, Toronto, has sold her shoe store to A. Jacobs, late with S. R. Willinsky, 350 Queen street east, Toronto.

John C. Heafey, representing the Alto Shoe Co., manufacturers of ladies' footwear, Haverhill, Mass., was in Toronto last week on business.

Robert McAllister, Western Ontario representative of George A. Slater, Limited, Montreal, is in Toronto with a fine range of spring samples.

Ed. Lynch, Western traveler for Minister, Myles Shoe Co., Toronto, left last week for the Prairie Provinces with a full line of samples for spring.

"Bud" Mullarkey, western representative of the Regina Shoe Co., of Montreal, has gone on an extended selling trip throughout the Prairie Provinces.

W. F. Martin, general sales manager of the Kingsbury Footwear Co., Montreal, was in Toronto, Peterborough and other places last week on business.

N. J. Bordeau, of Windsor, Western Ontario representative for Jackson and Savage, Limited, Montreal, is spending a few days in Toronto on business.

Mr. Davidson, Western Canada representative of the Macfarlane Shoe Co., left for the Prairie Provinces last week with a full line of spring samples.

Andrew K. Strachan, formerly of the Robinson-McBean store, Moose Jaw, has joined the staff of Joyner's department store as head of the shoe department.

Bert Daville, Western representative for C. Parsons & Son, wholesale leather, Toronto, left last week on an extended trip through the Prairie Provinces.

S. W. Price, late of the United Shoe Machinery Co.'s staff, Toronto, has gone to Galt where he has taken charge of the lasting room in Getty & Scott's factory.

Fred R. Foley, of the Parlor Shoe Store, Bowmanville, Ont., has bought the shoe stock of the Anderson Clothing Co. of that town, who are going out of the men's shoe line.

Leslie Shaw, treasurer of Thompson Shoe Co., Montreal, spent a few holidays at St. Margaret's. Tom Whittier, of the same firm, was at Sixteen Island Lake for a vacation.

F. W. Knowlton, of Montreal, general manager of the United Shoe Machinery Co. of Canada, was in Toronto and other points in Ontario during the past week.

The A. McKillop Company, Limited, wholesale boots and shoes, Calgary, was one of the companies incorporated in Alberta recently. The company is capitalized at \$250,000.

It is the intention of the Regina Board of Trade to run a series of business men's excursions throughout the territory surrounding the city for a hundred miles or so during September.

Owen Sound merchants have made a progressive move and have decided to hold a style show or autumn opening, which will take place on Thursday, September 25th. Shoe dealers, along with the dry goods merchants and others.



intend making special displays, and will have on view all that is new and interesting in fall footwear.

W. A. Kennedy, late with the Kingsbury Footwear Co., Montreal, has joined the staff of Blachford, Davies & Co., Toronto, and will cover the prairie provinces in the interest of the firm.

The New York Shoe House has opened for business at 264 Portage avenue, Winnipeg, over the new Woolworth stores. An excellent stock of the newest models in footwear will be carried.

E. J. Wilson, late of the traveling staff of John Lennox & Co., Hamilton, Ont., has taken a position as salesman with Ames, Holden, McCready, Limited, Toronto, and will cover a part of Western Ontario.

M. L. Savage and H. F. Foote, representing the Tetrault Shoe Manufacturing Co., Montreal, and J. A. & M. Cote, of St. Hyacinthe, Que., left last week on an extended trip throughout the Western Provinces.

J. E. Nichol, of the firm of Nichol & Logie, shoe merchants, Regina, Sask., recently returned to that city after a two months' wedding trip to the Maritime Provinces, New York, Toronto, and other eastern points.

Fred. O. Porter, for many years with leading shoe firms, has resigned from Harvey Bros. Co., and taken a position with the S. & F. Blacking Co., of Boston, Mass. He will cover Canada in the interest of the firm.

Alfred Lewis, manager for Philip Jacobi, Toronto, badly strained the muscles of his foot last week while stepping off the sidewalk to catch a street car, and as a result was confined to the house for some days.

Arthur L. Wilson, manager of the men's department for Robert Wilson, Hamilton's oldest shoe retailer, has returned from an extended trip to the Old Country. He had a fine time, visiting many points of interest.

John Jackson, proprietor of the Riverdale Shoe Repairing Works, 585 Gerrard street east, Toronto, died recently, and the business has been taken over by R. Phillips, for a number of years with R. Dack & Son, King street west.

J. T. Tebbutt, of the Tebbutt Shoe and Leather Co., Three Rivers, Que., was in Toronto last week on business and called upon a large number of friends in the trade. He spent a few days in Pembroke visiting his daughter before his return home.

Fred J. Rae, sales manager of the Great West Saddlery Co., Edmonton, Alta., was married in Peterboro last week. Mr. Rae and bride have gone on a trip to the Western States and expect to return to Edmonton about November 1st, where they will reside.

Percy White, 23 years of age, of Bridgeburg, was arrested in Buffalo while trying to dispose of 100 pairs of shoes to second-hand stores. A freight car in the Wabash yards at Bridgeburg had been entered, and it is supposed the shoes were taken from it.

W. A. English, W. S. Sharp and W. S. Hurst, of the Ames-Holden-McCready Company, Limited, Edmonton, attended the convention of the firm's travelers in Montreal in August. They also visited St. Paul, Minneapolis, Milwaukee, Chicago, Toronto and Winnipeg.

S. J. Edmondson, for many years with John Lennox & Co., Hamilton, has taken a position with Blachford, Davies & Co., Toronto, and will look after the territory east of Belleville, including the Ottawa Valley. He has opened up permanent sample rooms at 193 Sparks street, Ottawa.

R. E. Mills, who has retired from the firm of H. G. Middleton Co., Winnipeg, wholesale footwear, to enter into business on his own account, was presented by Mr. Middleton, on behalf of the firm and the staff, with a valuable gold watch and chain, and a purse of gold, as a mark of their regard. Mr. Mills will start in the real estate business.

A. L. Wright, late of the Neill Shoe Store, Peterboro, has opened a complete new shoe store in the new Emerson Block in Oshawa, Ont. The store is a very handsome one and Mr. Wright's many friends in the trade will wish him

every success in his new venture. He is a thoroughly experienced shoeman and a close student of styles, proper fitting and service.

A. Watson, head shipper for many years for D. D. Hawthorne & Co., Toronto, recently joined the ranks of the benedicts and was presented by the staff with several handsome pieces of household furniture and an appreciably worded address, which was read by A. Parker, chief order clerk of the firm. Mr. Watson and bride have taken up their residence in Toronto.

J. H. Shinnick has removed his store, 311 Roncesvalles avenue, Toronto, to 239 on the same street, where he has much larger and brighter quarters. The store has an attractive front and the single carton system prevails throughout the interior, the fixtures being of oak. The premises are fifty feet deep by fifteen wide and will afford Mr. Shinnick facilities for carrying a bigger and more representative stock.

The Hurlbut Co., of Preston, Ont., have placed on the market a neat pocket shoe polisher, made of colored kid and lined with lamb's wool. It can be rolled up and is fastened with a dome fastener. The So-cozy pocket polisher is carried in a grip or hand-bag, takes up no more room than a card case and is always convenient and ready for wiping the dust off the traveler's shoes. It is one of the very latest novelties on the market.

Local findings houses are now busy shipping overgaiters, ankle straps, skate straps, viscol, dubbin and other lines for the winter trade. Shoe jobbers are rushing out fall and winter goods and report that the sorting business is active, while a splendid trade was done by all the houses during the Exhibition. An unusually large number of dealers from all parts of the country visited Toronto on business during the progress of the fair.

Canadian Consolidated Rubber Company, Montreal, which sustained heavy losses by fire in Edmonton last winter, has awarded a contract to the Canadian Stewart Company for a warehouse costing \$120,000, to be erected in Fourth street. Excavation work has been started and it is announced that no time will be lost in completing the building. The company has maintained temporary quarters on Third street, Edmonton, since the fire.

An interesting exhibit of shoes was made at the Canadian National Exposition, Toronto, by the Austrian Government. The line embraced fancy slippers, pumps, button oxfords in variegated tops and colored leathers. Some patent leather shoes in high cuts were also shown, both in Goodyear welts and turns. Most of the footwear displayed was of the novelty variety, and while the workmanship and



STORM CALF BAL, MEDIUM RECEDE TOE, BLIND EYELETS, 7-8 FLANGE HEEL, BY THE REGAL SHOE CO.



finish were of a high grade, still the lasts were not of a character that would appeal to the Canadian trade. Alf. Landau, 96 King street west, Toronto, was in charge of the display of Austrian manufactured goods.

J. L. Chisholm, of Toronto, late of the staff of the Regal boot shop, has gone to Ottawa, where he has been appointed manager of the shoe department of the A. E. Rea & Co. departmental store. Mr. Chisholm has many friends in the trade who will wish him every success in his new position. He is a thoroughly experienced shoeman and is a brother of Alex. Chisholm, 1687 Dundas street, Toronto, late president of the Toronto Retail Shoe Dealers' Association.

Travelers are now out with spring samples of boots and shoes. Contrary to general expectation, the feeling among boot and shoe people is that the salesmen will meet with very good success. Some of the larger boot and shoe manufacturers have been for some time past pursuing a policy of refusing credits wherever any doubt exists with respect to payments, and all the way round have been discouraging rather than encouraging buyers to stock up with goods.

Alfred Hand, who for several years has been sample room salesman for McLaren & Dallas, Toronto, has joined the warehouse staff of Ames-Holden-McCready, Limited, Toronto. He was presented before leaving by the employes with a diamond pin, the presentation being made by W. E. Armstrong. William Lewis, of the staff of McLaren & Dallas, who has joined his father, W. H. Lewis, in the retail shoe business on Royce avenue, Toronto, was made the recipient of a gold mounted, silk umbrella by his associates.

Shoes at 20 cents a pair! A Toronto second-hand dealer, nevertheless, deemed that exorbitant for certain samples of this reputed comfortable class of footwear. Abe Golden, of 228 Parliament street, Toronto, flatly refused to accept 50 pairs at this bargain rate, and came to court to protest his non-liability for the \$10 which Mira Colt, of 261½ Queen street east, claimed for them. "He took me down into his cellar on the 7th of July and showed me 100 pairs of old shoes. I picked out 50 pairs and said I would buy. The shoes he sent weren't the ones I ordered and I sent them back." The judge ordered Golden to keep his old leather and Colt to pay the costs of the suit.

Charles E. Slater was in Toronto during the past few days displaying a representative line of samples which was greatly admired by the trade. Mr. Slater is now making his headquarters in Montreal and Boston, perfecting plans for the sale of his Tally-ho shoe. He is also establishing a general sales agency and will handle several English and foreign lines, both in Canada and the United States, engaging a competent selling force. Shoe stores will be opened in the near future in Toronto, Ottawa, and other centres, handling the Tally-ho shoe exclusively. This is a shoe which sells for \$5.00 and represents standard value in worth, workmanship and wear.

Dunford's Elk Shoes Co., Stratford, have their spring samples completed. In all there are seventy-five samples of heavy shoes of the Dunford Elk and Canadian Boy, while there are about twenty-five fine lines sold under the name of Superba. The lines are certainly up-to-date, and should find favor with a large number of customers. W. C. Ellingwood is superintendent of the factory and much of the splendid samples is due to his oversight and inspection. The travelers who are out for the firm are J. S. Johnson, Western Canada; W. G. Coburn, Toronto and Eastern Ontario, and Harry C. Graves, Western Ontario.

A few of the many shoe, leather and findings men who visited Toronto during the Exhibition were: W. H. Graham, of Webster & Graham, London; A. J. Kimmel, Berlin; C. J. Fitzgerald, London; Oscar Vogt, Elmira; J. Alphonse Jacques, Quebec; W. A. Greenslade, Peterboro; G. Carter, Brantford; F. H. Revell, Hamilton; C. McAllister, Waterville, Que.; W. J. Thurston, Guelph; Wm. Shore (Shore & Paff), Stratford; Philip Cook, London; A. Scarsbrook, Petrolia; W. L. Kenney, Parry Sound; J. B. Cruickshank, Cheslev; W. H. Brown (Ryan, Revlin Shoe Co.), Winnipeg; J. W. Creswell, Regina; M. J. Ramsay, Walkerton;

L. K. Johnson, Orangeville; Alexander Inrig, Berlin; S. S. Joyce, Havelock; Chas. A. Ahrens, Berlin; Thos. A. Craig, Copper Cliff; P. C. Miller (Dillon & Moore), St. Catharines.

The Moenus Machine Co., Frankfort-on-Main, Germany, are this year celebrating the fiftieth anniversary of the establishment of their firm. From a very small beginning the company have gradually risen to become one of the most important in the world for the manufacture of all kinds of machinery for the entire leather industry. Their inventions and patents have a world-wide reputation, and to-day at their important works is employed a force of nearly fifteen hundred men. The SHOE AND LEATHER JOURNAL has received from the Moenus Machine Co. a beautifully finished reproduction of their works. The engraving is artistically colored and is an interesting souvenir of the prosperity and development of the Moenus Machine Co.

## Breezy Paragraphs from Quebec

L. Grasiadie, of Yankee Mfg. Co., of New York, is in town introducing their polish.

Gale Bros. are adding a new storey to the central part of their factory. The dimensions are 80 by 40 feet.

Alf. Marois, of Tourigny & Marois, was in Toronto for a week on his vacation and called upon the jobbers.

Max Clement, tanner of this city, suffered from a stroke of paralysis while at work recently, but is now much better.

Lucien Borne, tanner, and Art Gosselift, accountant of L. Duchaine, spent a few days in Lake Claire, hunting and fishing.

E. P. Mullarkey, of Wm. A. Marsh Co., has returned to town after spending his vacation in Montreal and Old Orchard.

Many friends will learn with regret of the death of Paul I. Boivin, formerly shoe manufacturer of Quebec. He passed away last week and was buried in St. Charles Cemetery.

Wm. A. Marsh, of the Wm. A. Marsh Co., was one of the judges for the industrial part of the Quebec Exhibition, and also the representative for the Quebec Board of Trade, of which he is the president.

James Davis, formerly foreman in the John Ritchie fitting room, has been promoted and is now assistant manager. Mrs. Miller, for four years forelady of the L. Gauthier Co., Limited, has taken charge of the fitting room.

The opening of the schools brought considerable business to the shoe retailers. Trade in general is quiet and all salesmen are on the road. There is no prospect that shoes will be any lower in price as the indications are that calf skin and other grades of leather will advance.

Albert Charron, of Contrecoeur, Que., paid a visit to Quebec before leaving on a trip to Montreal, Toronto, London, Hamilton and Niagara Falls. Fire visited his premises recently, but he was not discouraged and is now in a position to deliver on time any quantity of misses' and children's turn shoes.

Visitors in town during the past week were H. W. Parsons, representative of the Nugget Polish Co., Toronto; B. C. Sawlpaugh, representative of Laird, Prior & Co., Brockton; A. C. Kitchener, Palatine Rubber Heel Co., Montreal; E. Fournier, of the Plessisville Shoe and Leather Co., Plessisville; Jos. Soucy, of East Angus; and Alf. Charron, of Contrecoeur.

The Nugget Polish Co., of Toronto, had a fine display of their product at the Quebec Exhibition. The exhibit was in charge of H. W. Parsons, Eastern representative for the firm. Souvenirs were distributed among the visitors. The Miner Rubber Co., Granby, Que., also had an attractive exhibit in charge of their Quebec representative, F. Maranda, and souvenirs were passed to many callers and friends.





# SHOE FACTORY NEWS.

Lucien Borne, glazed kid tanner, Quebec, is starting to make calf leather.

P. I. Hersey and S. J. Litchfield, of the Regal Shoe Company, Boston, were in Toronto last week on business.

D. Dube, of Limoilou, a suburb of Quebec, is making about 300 dozen sheep leather per week, and is busy.

A. G. Bennett started in a few days ago with C. Galibert & Son, Montreal, taking the place of Sidney Collis.

Clarence Smith, general manager of Ames-Holden-McCready, Limited, Montreal, was in Boston last week on business.

The Maple Leaf Shoe Manufacturing Co., manufacturers of shoes, of Montreal, has dissolved and a new registration has come into effect.

The Gauthier, Prevost & Frere tannery in Montreal has been sold to the city and will be destroyed, so that the site may be used for other purposes.

The B. F. Goodrich Tire and Rubber Co., of Akron, Ohio, have decided to build a large Canadian branch in Toronto which will employ 1,800 hands.

The employes of the Davis Tannery, Newmarket, had a very successful excursion to Orillia recently. The event was largely attended and thoroughly enjoyed.

The creditors of Le Clair & Chalifoux, shoe manufacturers, Montreal, who assigned a few days ago, met on August 22nd and authorized the sale of the assets.

It is reported that at least four of the most important Canadian upper leather tanners are planning to open agencies in the United States as soon as free leather arrives.

P. H. Duckfield, a popular salesman for the Lionne Varnish & Leather Co., of Maisonneuve, Que., has returned from a very successful trip demonstrating the firm's products in Ontario and Quebec.

Kingsbury Footwear Co., Montreal, are building a \$35,000 addition, 150 by 46 feet. The company will not engage extra employes, as their intention in erecting the addition is to prevent congestion.

A. R. Clarke, of A. R. Clarke & Co., Toronto, is attending the annual meeting of the Canadian Manufacturers' Association in Halifax. Mr. Clarke is a former chairman of the Toronto section of the C. M. A.

The contract for the building of the new shoe factory at St. Stephen, N.B., has been let recently. The building will be of concrete and brick, 50 by 100 feet, two storeys and basement. It will cost about \$12,000.

Thomas Williams, of Williams, Hoyt & Co., shoe manufacturers, Rochester, N.Y., accompanied by Mrs. Williams, spent a few days in Toronto, the guests of Alfred Haire, manager of the Toronto office of the United Shoe Machinery Co.

The Eureka Shoe Co., of Montreal, have recently decided to equip their factory for the manufacture of women's McKays. The United Shoe Machinery Co. have lately installed machinery in their factory on Papineau avenue for this purpose.

United Shoeworkers of America, in a meeting in Rochester, N.Y., voted to move the national headquarters from Lynn, Mass., to Boston, in January. A resolution providing for amalgamation with the International Boot and Shoeworkers' Union will be voted on later.

The city council of Calgary has passed an industrial building by-law appropriating \$250,000 for the purpose of

constructing a building to house small industries. The building will provide power, heat, light and manufacturing space to small manufacturers desiring to start in business.

The Canadian Consolidated Rubber Company, Montreal, have declared the regular quarterly dividends of 1 per cent. on the common stock and  $1\frac{3}{4}$  per cent. on the preferred stock. Ames-Holden-McCready, Limited, Montreal, have declared a quarterly dividend of  $1\frac{3}{4}$  per cent. on preferred.

The Amherst Boot and Shoe Co., Limited, a leading industry of Amherst, N.S., have been established in that city for 48 years. The company employ 300 hands and have fifteen travelers continually on the road. They have branches in Halifax and Regina. The business done last year was beyond the \$1,000,000 mark.

The Adams Shoe Co., Limited, 21 Lombard street, Toronto, have removed their plant to the new building erected by the Crown Tailoring Co., corner of College street and Euclid avenue, Toronto, where they have taken much larger and well lighted premises, which will afford the firm more facilities for meeting the wants of their customers.

Alfred W. Donovan, president of E. T. Wright & Co., Rockland, Mass., with Mrs. Donovan and family, have been enjoying an extended automobile trip through New York State, visiting Niagara Falls, St. Thomas and other points. In St. Thomas he was the guest of his brother, E. E. Donovan, manager of the new Canadian factory of E. T. Wright & Co.

The Snedcor & Hathaway Co., of Tillsonburg, Ont., are now in full running order. Their new factory is a complete, well lighted and splendidly ventilated one and in dimensions is 100 x 45 feet. The company are specializing on men's and boys' McKays. They make all their own counters and cut all their insoles, outsoles, etc. Their output is being marketed through jobbers.

The Rowen-Ogg Company, shoe manufacturers, of Guelph, Ont., have gone into liquidation, N. L. Martin of Toronto being appointed liquidator. The assets and liabilities



DULL CALF BLUCHER, ROUND TOE, PLAIN QUARTERS, 12-8 HEEL. THE REGAL SHOE CO.



ties have not yet been determined. The factory of the company was struck by lightning some months ago and considerable damage done. The loss by water, fire and smoke was very heavy. The disaster coming at a busy time gave the firm a serious set back.

The Rice-Hulbert Shoe Co., of Courtland, N.Y., has decided to establish a Canadian branch of its concern in St. Catharines. A site has been purchased on the Western Hill, near the Grand Trunk Railway, and tenders are being called for for a two-storey brick building, which will be followed by another after the first is completed. The company expects to be employing 150 hands early in the winter. The municipality has been asked for no concessions whatever.

The annual International Shoe and Leather Fair will be held in the Royal Agricultural Hall, London, on October 6-11. This fair was organized by the Shoe and Leather Record and has been a great success. It is yearly assuming greater importance and it is hoped that more Canadian visitors will see their way clear to take in the show during next month. Any tanner, manufacturer or wholesaler visiting the Shoe and Leather Fair may obtain tickets from the SHOE AND LEATHER JOURNAL, Toronto and Montreal.

The increase in the cost of boots and shoes in the British metropolis in the past three years is very distinctly shown in statistical tables published in a recent issue of the London Daily Express. A comparison is made between the prevailing retail prices in July of 1912 and 1913, and for these articles the prices given are as follows: Box calf, pair, \$2.55, \$3.14; wax calf, pair, \$2.55, \$3.14; tan willow calf, pair, \$3.14, \$3.77; box calf shoes, pair, \$2.55, \$3.14; tan calf leggings, pair, \$2.17, \$2.55; glace or levant slippers, pair, \$1.20, \$1.44.

W. E. Wilson, superintendent of the C. N. W. Shoe Company, London, and formerly of St. Thomas, Ont., was agreeably surprised at the factory on Wednesday evening, when he was called into the workrooms and presented with a large reading lamp as a token of the esteem in which he is held by the men of the factory on account of the way he had always treated them, and for his many fine qualities. Although taken completely by surprise, Mr. Wilson replied, thanking the men and saying that he hoped the same feelings would always exist. Mr. Wilson left for Galt, where he was married last week.

Ald. S. Morley Wickett, managing director of Wickett & Craig, Limited, Toronto, who is vice-chairman of the Tanners' Section of the Toronto Board of Trade, left this week for Halifax where he will attend the annual meeting of the Canadian Manufacturers' Association. A large number of manufacturers from various parts of the province will be in attendance. That portion of the tannery of Wickett & Craig, which was visited by fire some time ago, is being rebuilt and last week a permit was taken out for the erection of a two storey brick addition on the east side of Cypress street near Front street.

#### ENTERTAINED BOYS TO DINNER

The Kilgour, Rimer Co., Limited, entertained their traveling and house staffs at dinner at the St. Regis Restaurant, Winnipeg, recently. T. B. Quickender, manager of the shoe findings department, who saw that the programme was carried out as arranged, made an educative speech on "Along the Line with the Findings Men," and outlined in an interesting way how to increase the sales of findings. J. J. Kilgour, the head of the firm, responded to the subject, "Opportunity," and J. B. Kilgour, one of the principals, talked on "Shortcomings." Thomas Gillis, with the company for over twenty-one years, gave his experiences in shoe selling, which were a revelation to his confreres. R. Bagot, of the selling staff, handled the subject, "Anticipation," in a jocular way. W. Bates talked of "System," bringing out some valuable points, and giving good, practical suggestions, several of which were adopted the following day at a special conference held. J. McFerran, credit manager of the house, explained some points to the selling staff about credits, and the whys and wherefores of the position which made everybody take a different view of things. "How to Sell and Make

Friends" was responded to by W. Plum, city salesman. Geo. Sibbald talked on "Prospects." H. Fogg gave an address on "Salesmanship," and J. P. Kilgour, junior member, spoke on "Future Expectations." The representatives of the house in Winnipeg are now all on their routes.

#### RUBBER HEELS THAT ARE INTERCHANGEABLE

In the Process Building at the Toronto Exhibition an interesting exhibit was made of the Evans Detachable Rubber Heel, which has been before the public for some time. The headquarters of the company are now at the corner of Yonge and College streets, Toronto, and the firm manufactures detachable rubber and wooden heels. G. M. Butterworth, sales manager of the company, was in charge of the exhibit, and gave many instructive demonstrations to interested inquirers. The advantages claimed for the Evans detachable and interchangeable rubber heels are that there are no nails to scratch the floor, or holes to carry in mud and dirt. The heels fasten on to a metal plate and are interchangeable from shoe to shoe, and can be removed in one minute. The heel can be attached by the user easily and simply, and when one pair is worn out a new pair can be quickly substituted. Many other points are claimed for this style of heel, which absorbs the shock of walking on hard pavements and make one not only light-footed but sure-footed as well. The Evans Rubber Heel Co. intend putting this heel on the market from one end of Canada to the other.

#### REGINA'S NEW SHOE FACTORY

Here is a good illustration of the new boot and shoe factory which is locating at Regina, having its site on the corner of Rose street and Sixth avenue. The company operating this factory is known as W. G. Downing, Limited, a firm which has been carrying on a wholesale boot and shoe distributing agency in Brandon, Man., where they have built up a very successful business. The need for getting into closer touch with the West, however, and having greater facilities for handling their trade, caused this company to commence a survey of the territory in which a majority of their trade was transacted, and coming into touch with the



Regina Board of Trade, negotiations were opened between them and the city council, which have finally ended in terms satisfactory to all concerned. Work has already commenced in the erection of a substantial four-storey building, with a ground dimension of 50 feet by 113 feet. The building will be of brick and heavy mill construction, while the front and sides will be of high quality face brick. The ground floor will be occupied by the offices, while the upper three storeys will be utilized for manufacturing and storage purposes. Mr. Downing's belief in the great possibilities of the West is increasing with his business, and basing an estimate on the sales of the company in the immediate past, and taking into consideration the large plant with its distributing facilities being now established at Regina, he believes that his business in 1914 will run close upon the \$500,000 mark. The company is capitalized at \$200,000.



**THE CAUSE OF FLAT FEET**

Dr. A. E. Black, a foot specialist, shocked the leaders of fashionable society in St. Louis recently when he made the statement that many of the women are suffering from that most plebeian ailment, fallen arch, or, as it is more commonly known, flat foot. Dr. Black said that while some of the more than one hundred cases which he has been called upon to treat in the last few days might be traced to the new style English walking shoe, most of them were caused by standing in street cars.

**THEY HAD A JOLLY OUTING**

The annual picnic of the Montreal Association of Superintendents and Foremen and their friends was held recently to Bout-de-L'Isle, a popular summer resort twelve miles below the metropolis on the river St. Lawrence. Through the kindness of the United Shoe Machinery Co., nearly all the members of the party were conveyed in decorated motor trucks to the grounds. The motor trip was a delightful one and the party arrived at the Hotel Bureau at an early hour in the afternoon. An interesting ball game was played and a fine programme of races and events carried out. The dinner was an interesting one, the menu card being a source of much amusement in which several well known terms in the trade were cleverly employed.

**SOUP.**

A la Box Toe Gun  
Cream de Pink Cement

**VEGETABLES**

New Potatoes a la Slip  
Tomatoes and Edge Blacking Cucumbers and Alkaline  
Lettuce with a Viscolized Salad

**ENTREES**

Pullet, Stuffed a la Besto, a la Lionne Dope

**ROASTS**

Ribs of Hemlock and Oak, Slaughter Sole

**DESSERT**

Assorted Cakes a la Full Scotch Ice Cream a la Heel Paste

The officers of the association are: President, E. F. Leonard; first vice-president, Eugene Lepine; second vice-president, Daniel Hannigan; secretary and treasurer, A. O. Giroux; corresponding secretaries, D. Leighton and G. Fortin.

**SHINES THAT PAY FOR SHOES**

"You can get a \$4.00 pair of shoes free," says the window card of a certain shoe dealer. A folder in letter form explains: "We want to give you a pair of \$4.00 shoes



BOY'S DULL CALF BUTTON SHOE, 10-8 HEEL—BY JACKSON & SAVAGE

free, and this is how we propose to do it. The enclosed card bears forty punch marks, each of which is good for a ten cent shine at our shoe shining parlor. When you come to our store to get your shoes shined, you pay us ten cents and



BOY'S PATENT BUTTON OXFORD, WIDE FULL TOE—BY JACKSON & SAVAGE

a hole is punched in the card. When it has been punched forty times we will take the card up and give you a new pair of shoes. In this way the shoes cost nothing—as the money you paid for shines pays for them." The management has found the scheme productive of much new business.

**CLASSIFIED ADVERTISEMENTS**

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

**WANTED**—A large footwear manufacturing establishment has an opening for a manager of their selling department. Good opportunity for the future. Preference given to one with knowledge of footwear trade conditions throughout Canada, and with experience in organizing and pushing a selling force. Applications will be treated in confidence. State salary expected. Box 56, SHOE AND LEATHER JOURNAL, TORONTO.

**SINGLE MAN**, aged 24 years, three years' experience in retail shoe business and two in wholesale, desires salesman's position, with chance of promotion. Familiar with salesmanship and trade conditions. Apply Box 55, SHOE AND LEATHER JOURNAL.

**WANTED**—Salesman to represent our line of skivers and fancy leathers among the bag, pocket-book and leather goods trade in Canada. Address, J. Brand & Son, 39 Spruce street, New York, N.Y.

**WANTED RETAIL SHOE SALESMAN**—Must be up-to-date in window trimming, besides knowing shoe game. Apply to W. J. Nelson, Lethbridge, Alta., stating experience, age and salary expected.

**ONE OF THE BEST PAYING BUSINESSES** in Western Ontario for sale; turnover, over \$20,000; \$5,000 investment would purchase; good reasons for selling. Box 57, SHOE AND LEATHER JOURNAL, Toronto.

**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, Ont.

## Make People Buy All Their Shoes from Retailer

(Continued from page 28)

eyes opened very wide when reminded of the incident, and he beat a hasty retreat.

Mr. Cameron stated that the intelligent and alert official organizers had been at work for some months and scores of members were being added to the ranks of the Association, local bodies meeting and electing officers.

In the course of further discussion plans were outlined for the good of the trade throughout the province. Many shoe merchants are becoming members of the local merchants' associations and things never looked brighter than at the present time. E. M. Trowern, secretary of the Retail Merchants' Association, has been spending several weeks in the West, and it was reported, as a result of his visit, great interest has been aroused in the different centres over the work and scope of the Association and that three thousand members would be secured in the Province of Saskatchewan alone.

### Winning Out and Gaining Ground

When the election of officers was considered for the coming year T. H. Bigwood, of Toronto, was unanimously elected to the position of president. He thanked the members warmly for the honor conferred upon him. It had, he said, been hard fighting, but he felt that the Association was winning out and gaining ground. He was endeavoring to do his best, and hoped that he would have the active co-operation of the members of the retail trade. They would try and do more than they have in the past, and would commence work for the coming season earlier. He regretted that the proposed picnic of shoemen had fallen through this summer, owing to the fact that it was not undertaken in time. However, matters are now in pretty promising shape and he believed that the coming year would witness increasing usefulness and added influence for the Association.

F. Kibler, of Berlin, was re-elected first vice-president. He has been a useful member of the Association and has been doing good work in Western Ontario, around Berlin, Guelph, Galt and other centres.

J. A. Shinnick, of Toronto, who has been a very enterprising and energetic member of the Toronto Shoe Section of the Association, was elected second vice-president. A. R. Trudeau, who is the aggressive manager of the Brockton Shoe Stores, Toronto, and former shoe traveler for many years, was made secretary of the Association, while Jos. Johnson was made treasurer. Before embarking in the retail line in Toronto Mr. Johnson was a practical shoemaker in the Old Country for many years. He believes that the trade can accomplish a great deal of good by getting together.

President Bigwood said: "We shoemen should not pass on the street looking upon the other fellow as a competitor. We should rather grasp his hand, welcome him as a friend, for, after all, we have the same troubles to meet and the same difficulties to overcome. The closer we get together and the more intimately we consider the different problems that arise the more good we can accomplish in the interest of the trade."

A hearty vote of thanks was tendered the trade press for its support and valued assistance in the work of the Association.

### May Change Date of Meeting

This concluded the business of the gathering after an interesting session of several hours. Before adjourning, however, the members considered the question of the time that the meeting should be held next year. It was suggested that the shoe section should meet when the annual convention

of the Retail Merchants' Association was held. There is generally a large representation of shoe dealers at these gatherings and it is felt that the occasion would be more opportune for the annual session than Exhibition week in Toronto. It was pointed out that many shoemen came to the city during Exhibition week, spent the morning in the wholesale houses and visited the Exhibition in the afternoon, the latter proving a stronger magnet than the business of the Association. The suggestion that the shoe convention be held in April when the annual gathering of the Retail Merchants takes place will be seriously considered by the new Executive.

## How Shoe-making Attained its Present Perfection

(Continued from page 36)

There are no secrets around the United Shoe Machinery Company's works. You see the inventors, the chemists, the workers in the laboratory and the thousands of hearty, happy people in these wonderful concrete buildings, seventy-five per cent of the walls being glass—the sunlight flooding everything—and in some of the buildings ninety per cent is glass.

There are five main buildings, each from eight to twelve hundred feet long and sixty feet wide. There isn't a dark, dirty, dingy corner anywhere from basement to roof.

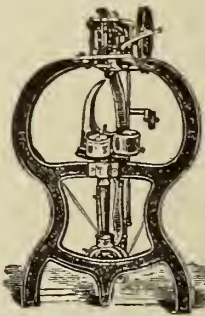
"Light, more light!" the slogan of Victor Hugo, seems to permeate the place.

These great works give employment to upward of five thousand people, and no mill in Massachusetts or in the United States, pays an equal wage, the average weekly pay envelope being \$15.70. I have visited many factories, stores, mills, shops, all over the United States and in England, France, Scotland, Italy and Germany, but never have I seen a big factory managed with the same superb attention to hygienic and sanitary conditions.

The management know perfectly well that they thrive only as the shoe manufacturer thrives, and they also know that the shoe manufacturer thrives only as he is able to market his product to pleased and satisfied customers. Thus the prosperity of the common people everywhere is the basis of the prosperity of the United Shoe Machinery Company.

## New Use for Boot Heels

Having discovered that Oxford county jail cells at Woodstock were absolutely unfit to hold energetic prisoners, the Property Committee of the County Council has purchased a steel cell which will be installed immediately. An insane man, H. Midgeley, who was confined in jail this summer, tore four cells to pieces and nearly dug his way through the outside wall, his sole instruments being his boot heels. This was the cause of the purchase.



**McKay Sewing  
Machine**

**ESTABLISHED IN 1869**

**OLDEST SHOE MACHINERY FIRM  
IN CANADA.**

**KIEFFER BROS.**

Dealers and manufacturers of  
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.

**96 Prince St.,  
Montreal.**



**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

Established Over Half a Century

**TAP SOLES**



We are giving our Cut Stock special attention and stand behind every dozen sent out. Regular sizes at regular prices or revised sizes at reduced prices. None better, all cut from long process, vat tanned leather.

Your orders will be appreciated, either through your Jobber or direct.

**THE BREITHAUPT LEATHER CO., LIMITED**

BERLIN - - ONTARIO

**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**

**W. H. Staynes & Smith,** **HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS.

**Leicester, Eng.**

and at Kettering, Northampton  
Frankfort-on-Maine.

Cable "HIDES," Leicester.

—KEEP POSTED ON STYLE PROBLEMS—

You can do so by reading the Shoe and Leather Journal. Published on the 1st and 15th of each month. \$1.00 per year in advance.

# To Large Wholesale Boot Buyers or Factors of English Footwear

**TIMSON, BIRD & SMITH, Limited**  
Boot Manufacturers, KETTERING, ENGLAND

Are desirous to negotiate business with a Wholesale Factor, who can buy large quantities of Gent's and Youths' Medium and better class Goodyear Welted, Standard Screwed or Blake Sewn Goods.

Our productions are well known. We are manufacturing for most of the markets of the world.

Being established barely 6 years, our styles are modern, our factory equipped with the most up-to-date machinery.

We are prepared to quote rock bottom prices for prompt cash, and to place sole agency with a good house.

Correspondence invited. **TIMSON, BIRD & SMITH, Limited**



## One of Our New Spring Styles

Sure to be a good seller, and we have plenty more of them, both Oxfords, Pumps and High Cuts, in Button, Blucher and Bal.

We have also added a line of Cushion Sole Shoes in Turns and Welts, and a new Pump for *Men*, in Turns and Welts.

Ask our traveler to show you the full range of samples.

**McDERMOTT SHOE COMPANY**

*WOMEN'S SHOE SPECIALISTS*

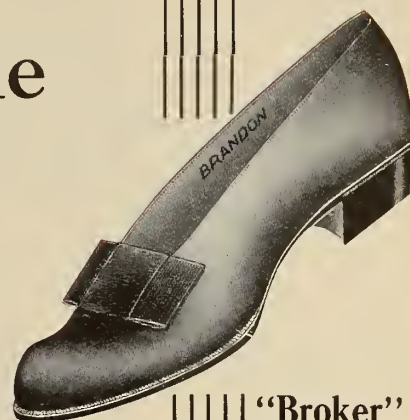
**MONTREAL**



# Get your best men's shoes direct from the makers---



"Reo"



"Broker"

Drop us a card today, and ask us to arrange for you a special interview with our salesman who is now in your locality.

We want you to look over his samples so that you may see for yourself how completely Brandon-made Shoes fill the requirements of your best men's trade.

We want you to learn the many advantages of buying direct from the maker, better service---better shoes---better profit---more business.

Our Salesman can demonstrate to you why Brandon dealers of past years are sending bigger orders this year, and why Brandon styles are going to be popular.

Give him the opportunity.

All mail and rush orders shipped in 21 days



"Banker"



"Hound"

**The Brandon Shoe Company, Limited**  
 Brantford, Ont.



Our "Down Town"



Our "Custom"

**WELL, MR. MAN!**  
How do you like the looks of these?

**Four of Our  
New Products:  
"SUPERBA"**

Don't forget they are *fitters*.  
BEST MATERIALS ;  
BEST WORKMANSHIP  
BEST VALUE IN CANADA

You're going to buy them.  
Why not NOW ?

**So, see the samples  
and  
judge for yourself**

And don't forget

**"Dunford's Elk"  
and  
"Canadian Boy"**

*Once Worn : Always Worn*



Our "Lucky"



Our "Everyman"



**DUNFORD'S ELK SHOES, Limited**  
Stratford, Ontario



# These will hitch your profits a notch higher

## HELPFUL **IN-STOCK** FOOTWEAR

That will Meet your Wants, Maintain Your Custom and Make You Money

FOR YOUR TRADE WHO WOULD BE CORRECTLY SHOD  
**READY TO GO NOW—READY**



107 Patent Colt Button  
Welt Mat Top  
A to D 2½ to 7 \$2.60



493 Sterling Colt Gaby  
Hand Turned  
Spanish Louis Heel  
AA to D 2½ to 7 \$2.60



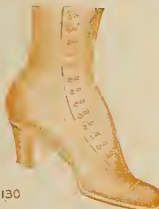
492 Reign Skin Satin Gaby  
Light Welt Kidney Heel  
AA to D 2½ to 7 \$2.35



J071½ Gun Metal Tango  
Pump, Cut Steel Orn. Welt  
A to D 2½ to 7 \$2.35



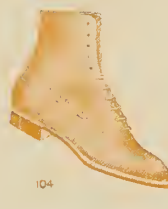
J096 White Nubuck Button  
Welt  
AA to E 2½ to 7 \$2.75



J130 Tan Russia Calf But.  
Relay Welt  
B to E 2½ to 7 \$2.35



J108 Dark Tan Lotus Calf  
But. Rope Welt  
A to D 2½ to 7 \$2.60



J104 Medium Dark Russia  
Calf Engl'h Bal. British H'l  
A to D 2½ to 7 \$2.75



J421 Tan Russia Calf But.  
Schmidt's Color R Welt  
AA to D 2½ to 7 \$2.75



J102 White Bros. 102 Tan  
Box Calf But. Rope Welt  
A to D 2½ to 7 \$3.00



J427 Patent Colt Button  
Welt Mat Top  
A to E 2½ to 7½ \$2.60



J056 Black Suede Calf  
Button  
AA to E 2½ to 7 \$2.85



J429 Gun Metal Button  
Black Cloth Top  
A to E 2½ to 7 \$2.50



J428 Patent Colt Button  
Black Cloth Top Welt  
A to E 2½ to 7 \$2.50



J422 Royal Gun Calf But.  
Welt  
A to E 2½ to 7½ \$2.60



J078 Patent Colt Button  
Mat Top Welt  
A to E 2½ to 7 \$2.35



J105 Imperial Calf English  
Bal. British Heel  
AA to D 2½ to 7 \$2.75



J103 Burk's Mat Kid But.  
Dress Welt  
AA to D 2½ to 7 \$2.75



J101 Sterling Colt Button  
Mat Top Dress Welt  
AA to D 2½ to 7 \$2.75



J106 Gun Metal Calf But.  
Welt  
A to D 2½ to 7 \$2.60

ORDER NOW WHILE THEY ARE FRESH IN YOUR MIND

TELL US WHERE AND HOW  
WRITE FOR NEW FALL CATALOG.

The Menihan Company **IN-STOCK** DEPT. Rochester, N.Y.

# The CLASSIC

SPECIALY DESIGNED



GOODYEAR WELT  
ALL LEATHERS, \$2.50



GOODYEAR WELT  
ALL LEATHERS, \$2.50



GOODYEAR WELT  
ALL LEATHERS, \$3.00



GOODYEAR WELT  
THE ACME OF STYLE





# SHOE for WOMEN

FOR THE SPRING



GOODYEAR WELT  
ALL LEATHERS, \$2.50



GOODYEAR WELT  
ALL LEATHERS, \$2.50



GOODYEAR WELT  
ALL LEATHERS, \$3.00



GOODYEAR WELT  
ALL LEATHERS, \$3.00



“NEW GOODS FROM AN OLD HOUSE”

# The CLASSIC SHOE for CHILDREN

FACTORY “A”

Note Prices—Quality Maintained



No. 1122. Infants' Chocolate Button, Sizes 2-5 at \$0.75  
No. 2122. Child's Chocolate Button, Sizes 4-7 1/2 at \$1.00



No. 1119. Infants' Kid Bluecher, Sizes 2-5 at \$0.75  
No. 2119. Child's Kid Bluecher, Sizes 4-7 1/2 at \$1.00



No. 1120. Infants' Kid Button, Sizes 2-5 at \$0.75  
No. 2120. Child's Kid Button, Sizes 4-7 1/2 at \$1.00



No. 1121. Infants' Chocolate Bluecher, Sizes 2-5 at \$0.75  
No. 2121. Child's Chocolate Bluecher, Sizes 4-7 1/2 at \$1.00



**NOT BETTER THAN THE BEST  
BUT BETTER THAN THE REST**



Patent Leather Shoes that wear.



CLASSIC PUMPS  
The Acme of Perfection



Button Shoes that fit



THE POPULAR COLONIAL PUMP  
All Leathers and Sizes



GIRLS' SPECIAL SCHOOL SHOE  
Plump Kid Button or Blucher, Slip Sole,  
Patent Tip, Sizes 11-2 at \$1.55  
Plump Kid Button or Blucher, Slip Sole,  
Patent Tip, Sizes 8-10½ at \$1.35  
Plump Kid Button or Blucher, Slip Sole,  
Patent Tip, Sizes 5-7½ at \$1.15



BOYS' SPECIAL SCHOOL SHOE  
Plump Box Side Blucher, Slip Sole,  
Sizes 11-2 at \$1.75  
Plump Box Side Blucher, Slip Sole,  
Sizes 8-10½ at \$1.35  
Plump Box Side Blucher, Slip Sole,  
Sizes 5-7½ at \$1.15



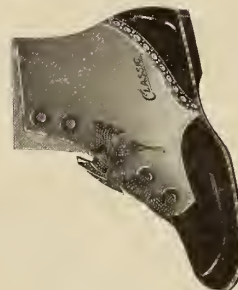
Tan Calf and Chocolate Kid,  
Ankle Strap, Sizes 2-5 at \$0.75  
Tan Calf and Chocolate Kid,  
Ankle Strap, Sizes 4-7½ at \$1.00  
Tan Calf and Chocolate Kid,  
Ankle Strap, Sizes 8-10½ at \$1.20  
Tan Calf and Chocolate Kid,  
Ankle Strap, Sizes 11-2 at \$1.50



IT'S A "CLASSIC"  
(Sufficient)



ROMAN SANDALS  
All Leathers. All Sizes.

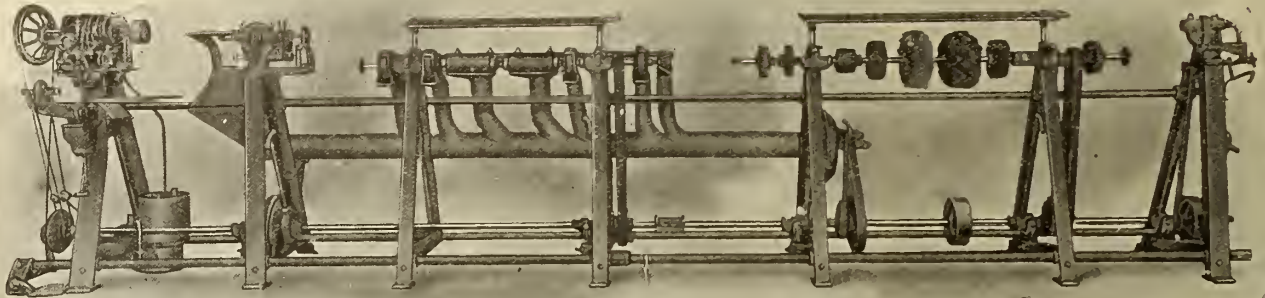


The Live Store Line



Patent and Gun Metal Ankle Strap,  
Sizes 2-5 at \$0.75  
Patent and Gun Metal Ankle Strap,  
Sizes 4-7½ at \$1.00  
Patent and Gun Metal Ankle Strap,  
Sizes 8-10½ at \$1.20  
Patent and Gun Metal Ankle Strap,  
Sizes 11-2 at \$1.50

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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.

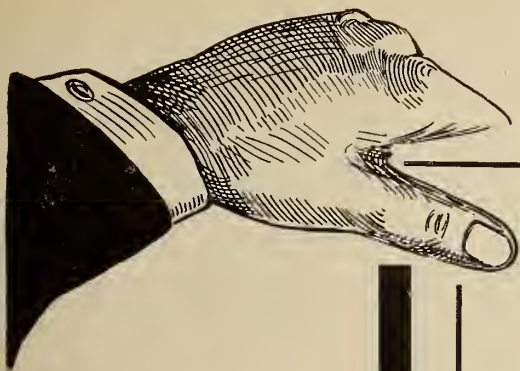
## UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC





The Trickett Reputation  
 + Trickett Workmanship  
 X Trickett Prices = Sure  
 Profits for the Dealer



Here is an easy sum that has already been worked out to the satisfaction of many Canadian dealers. Every Trickett Slipper upholds the Trickett reputation, gives evidence of the quality of Trickett workmanship, and comes to you at the Trickett price. And, what is best from your standpoint, every one sells.

Order Early from your Jobber

**SIR H. W.  
 TRICKETT**

L I M I T E D

**WATERFOOT**

Near Manchester, England

CANADIAN OFFICE

MANCHESTER BUILDING

MELINDA ST., TORONTO

CANADIAN MANAGER

J. S. ASHWORTH

# P. J. Harney Shoe Company, Lynn Mass.

POPULAR SHOES IN STOCK FOR IMMEDIATE SHIPMENT

## Style 923

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



## Style 900

Black Cloth Top  
Patent Colt Vamp  
Round High Toe  
15 8 Heel  
Price - \$2.35



## Style 925

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
12/8 Heel  
Price - \$2.35



## Style 940

Mat Top  
Patent Colt Vamp  
Round High Toe  
15 8 Heel  
Price - \$2.35



## Style 941

Mat Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



Similar Shoe to 941  
carried in stock in  
Tan Russia Calf at  
\$2.60. Ask for our  
Style 806.

*All Shoes on this page are Women's Fine Goodyear Welts*

The Women's Shoes above illustrated are still the staple shoes for the medium price trade. One dealer reports sales of 900 pairs of these styles from August 1st to August 15th—and this was not in the boot season!

Send for some of these shoes to-day and get acquainted!

**P. J. Harney Shoe Company**      **Lynn, Massachusetts**

*Shoe Manufacturers for Twenty-Five Years*





**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**

**LOGAN'S---The Leather of Quality**

HAS REMINDED MANY MANUFACTURERS THAT  
QUALITY MEANS LESS LOSS AND LARGER SALES

**LOGAN TANNERIES, LIMITED :: :: Pictou, N.S.**

**DUCLOS & PAYAN**

**Manufacturers of CHROME SIDE LEATHER**

Box Sides

Velours

Matt and Waterproof Sides

Chrome Sole

**Factory and Office, Store, 224 Lemoine St.  
ST. HYACINTHE. MONTREAL**



**Oberholtzer Shoes**

An eloquent salesman and a shoe with good looks only, will maintain a transient trade; but to establish a list of steady customers that will always come back, you must sell shoes of real merit that will look well, feel comfortable and wear well. Stock Oberholtzer shoes and your customers will be satisfied.

Write for prices and particulars.

**G. V. OBERHOLTZER & CO.  
BERLIN - ONT.**

**Snappy Styles for Spring**

The most complete, neat-fitting and attractive at popular prices

**REGINA in McKays } For Women  
DINA in Goodyear }**

Wait until you see this high-class range in all leathers. A decidedly smart selection in pumps and colonials that will boom your sales

**J. HEFFERING**

Permanent Sample Rooms

**709 LUMSDEN BUILDING -- TORONTO**



John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*



496 St. Valier Street, QUEBEC.

## Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties; Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC



MAKERS OF

**HIGH-GRADE SHOES FOR  
MEN AND WOMEN**

Write us for further particulars

L. GAUTHIER & CO. - Quebec



P. Cleophas Lachance  
Inventor

## The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

## LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

**ASK FOR SAMPLES**

## LUCIEN BORNE

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL





**SPHINX**  
**Shoe Cement Paste**

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.

It is a quick, strong and clean adhesive, ready for use.

It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.

It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.

Best for sock linings, as they never loosen.

There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

**THE BARRIE TANNING CO., Limited**

Tanners and Hide Dealers

FACTORY AND HEAD OFFICE: BARRIE, ONT.

Makers of—

STAPLE LEATHERS	CASE LEATHERS
FANCY " "	TRUNK " "
BAG " "	SHOE " "
STRAP " "	BRIDLE " "
COLLAR " "	SPLIT " "

BOOKBINDERS' LEATHERS AND SPECIALTIES

Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:

51 Front St. E., TORONTO, Ont. Phone M. 2818

**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

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

**TANNING RESEARCH  
LABORATORY**

H. C. REED, Manager

**Analysis of Any Material  
Employed in the Tannery**

OFFICES, LABORATORY AND SAMPLING ROOM  
227-229 FULTON STREET  
NEW YORK, N.Y.

## INDEX

	PAGE		PAGE		PAGE
Aird & Son.....	24	Fisk, Limited.....	25	Oberholtzer Co., Limited, T. V.....	67
Ames-Holden-McCreedy, Limited....	11	Frank & Bryce.....	55	Packard & Co., Limited, L. H.....	10
Arabol Mfg. Co.....	69	Gauthier, The Louis Co., Limited....	68	Perth Shoe Co.....	21
Barrie Tanning Co.....	69	Getty & Scott, Limited.....	60-61-62-63	Plant & Co., T. G.....	9
Beal, The R. M., Leather Co., Ltd..	55	Harney, P. J., & Co.....	66	Quaker Shoe Co.....	69
Bonner Leather Co.....	62	Hart Boot and Shoe Co., Limited, The	7	Rideau Shoe Co.....	17
Boot & Shoe Workers' Union.....	18	Heffering, J.....	67	Ritchie, Jno., & Co.....	68
Borne, Lucie.....	68	Independent Box Toe Co.....	67	Robinson, James.....	Inside Front Cover
Brandon Shoe Co.....	57	Independent Rubber Co.....	12	Routier, Luc.....	68
Brantford Showall Window Fitting Co.....	4	Kieffer Bros.....	54	Solid Leather Shoe Co.....	16
Breithaupt Leather Co.....	55	Kingsbury Footwear Co., Limited ..	13	Solomon & Spielman .....	70
Canadian Consolidated Rubber Co..	6	Lachance & Tanguay.....	68	Star Shoe Co.....	19
Clarke, A. R., & Co.....	3	Lionne Varnish and Leather Co.....	23	Staynes, W. H. & Smith .....	55
Cook-Fitzgerald Co., Limited.....	26	Logan Tanneries.....	67	Tanning Research Laboratory.....	69
Davis Leather Co., Limited.....	5	Marden, Orth & Hastings.....	24	Tebbutt Shoe & Leather Co.....	14
Dayfoot, C. B. & Co.....	69	McDermott Shoe Co.....	56	Timson, Bird & Smith, Limited....	56
Dominion Die Co.....	69	McKeen Co., C. E.....	25	Tourigny & Marois.....	68
Doyle, Thos. C. (reg'd).....	25	Menihan Shoe Co.....	59	Trickett, Sir H. W.....	65
Duclos & Payan.....	67	Miner Rubber Co.....	Outside Back Cover	United Shoe Machinery Co., of Can- ada...8, 22, 64, and Inside Back Cover	
Dunford's Elk Shoes, Limited.....	58	Minster Myles Shoe Co., Limited ..	15	Williams Shoe Co.....	20
E-Z Walk Mfg. Co.....	70	Moenus Mach. Co.....	23		
		Montreal Box Toe Co.....	69		

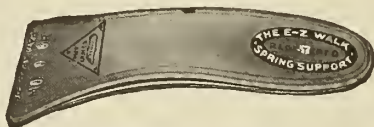
## Mr. Shoe Dealer Opportunity—Profits

Grasp the First      Make the Second

By Handling

## The E-Z Walk Spring Arch Supports

Held  
Your  
Customers



Make it  
Profitable  
to You

THE E-Z WALK

Send for Catalogue, Signs and Trade Getters.

Let us help you make some "E-Z" money.

**THE E-Z WALK MFG. CO.**

33-35-37-39 Sixth Ave.

N. Y. City, U.S.A.

## Cravenette Cloth for Topping

☞ Every manufacturer should write us for samples and quotations on above lines.

☞ This cloth will not **bag, stretch or crease**. Guaranteed **all pure wool**, firm, yet mellow, full rich black.

☞ Sells at a lower price than the grey-black **cotton** mixtures which in so many cases spoil fine shoes to-day.

☞ All weights. Stock in Montreal

**Solomon & Spielmann**

22 St. John St. - Montreal



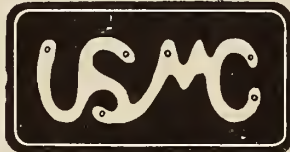
# Shoe Machinery

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

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

# MINER

# SHEFFORD

## It's Going to Rain!

Yes, it is going to rain, and snow, and sleet too, many times between now and Christmas. Your customers will be needing good Miner and Shefford Rubbers all this time to keep their feet dry and warm.

Have you the stock to supply them? Hadn't you better look it over and send right away for what you need.

Remember, Miners and Sheffords will give you the satisfaction that helps the whole of your business—and they're mighty profitable too.

*Order from any branch, or selling agency*

THE  
MINER RUBBER  
CO., Limited

Granby

Montreal

Quebec

Toronto

## Selling Agencies

Jackson & Savage, Limited, Montreal  
R. B. Griffith & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B.  
F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London  
Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



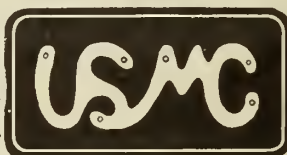
# THE SHOE & LEATHER JOURNAL



A pleasing autumn footwear window of a Montreal shoe retailer

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

United Shoe Machinery  
Company of Canada

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.





## MR. RETAILER

---

- ¶ We make all kinds of good shoes for men and we specialize in them.
- ¶ We pride ourselves on our shoes for young men and for men who want to be young.
- ¶ Don't place your Spring order till you see the ASTORIA and LIBERTY samples—nothing newer—nothing better.

The Cook-Fitzgerald Co., Limited  
LONDON



The "Canadian Boy" is looking for the first man or boy who has ever been dissatisfied with a pair of

**"Dunford's Elk" or "Canadian Boy" Shoes**  
Once Worn; Always Worn

These shoes are ABSOLUTELY the BEST WEARING shoes in Canada.

**"Superba" Our New Fine Shoes**

Something that your customers and your competitor's customers have not seen before. When you see the samples, you will agree with us that they are rightly named.

**DUNFORD'S ELK SHOES, LIMITED**  
**STRATFORD, ONTARIO**



Our "Lucky"



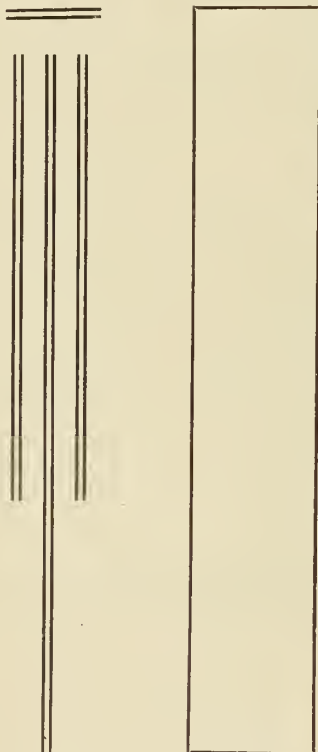
Our "Down Town"



Our "Custom"



Our "Everyman"





## Leathers that do your workmanship proud

*Why tie up good workmanship to poor leathers? Where's the business sense? Where's the economy?*

*Any amount you save on material you lose ten times over on sales.*

*What's the use of workmanship standing up if leather lays down?*

*The successful shoe is a strong combination of leather and workmanship. One backs up the other, and both together make for the greatest degree of shoe satisfaction.*

*Back up your good workmanship with Davis Leathers.*

*They're made in as good a factory as you'll find on this continent, and from the very choicest of imported skins. The methods employed in making Davis Leathers are the most advanced, and most successful known to science. And the greatest precautions are taken to prevent any but absolutely perfect skins leaving the factory. A Davis skin can always be relied upon for quality.*

*Tie up with these good leathers. They'll add lustre to the fame of your workmanship and strength to your sales efforts. They'll make your shoemakers prouder of their work, and your ultimate customer more satisfied with his footwear.*

*Do your workmanship proud—use Davis Leathers.*

**THE DAVIS LEATHER CO., LIMITED**  
NEWMARKET, ONT.




---

Mr. Alex. Brandon

---



"Nutoe"

## Would you like a 21-days' Service?

If you're in a hurry at any time, whether stocking up for a new season, or sorting up in the middle of it, you will appreciate the exceptional service we can give you. Special deliveries and rush orders in twenty-one days! That's "going some," you say, and so it is. However, it seems not so difficult when you consider the high efficiency of the Brandon organization and remember that all Monarch, Brandon-made shoes come to you direct from the factory.

You can readily figure the advantage of carrying a stock of shoes which you can quickly replenish at any time. No delay means no loss of sales and no worry. In many other ways, too, you'll find our direct-to-you service a distinct and profitable advantage. See the samples the Brandon man wishes to show you. They're sales-makers, and there's a good profit on every pair.

**The Brandon Shoe Co.  
Limited** **Brantford**



You Can Sell  
Many Pairs of

**FLEET FOOT**

In The Fall

The Basketball teams and gymnasium classes of your locality will be calling upon you for "FLEET FOOT" best quality Sporting Shoes, during the next two months.

This means that you can do a considerable amount of extra business if your stocks are well assorted and at the same time create a reputation for selling dependable merchandise.

Throughout the Spring and Summer "FLEET FOOT" have been advertised in over 1,000 Canadian newspapers, and sales are showing an enormous increase—of which you can get a fair share.

MAKE A LIST OF THE SIZES  
AND STYLES YOU REQUIRE

Mail it to our nearest branch, and your order will get our immediate attention.

Remember, we carry complete stocks at all our branches.

Make Up Your Mind  
Now To Do A  
Bigger Business In  
Rubber Footwear  
This Year

The simplest way to do this is to order only those brands of Rubbers for which there is the widest possible demand—due to superior quality. Such brands as

"JACQUES CARTIER"	"DOMINION"
"MERCHANTS"	"GRANBY"
"MAPLE LEAF"	"ANCHOR"
"CHALLENGE"	

are household names wherever rubbers are sold and are the standards by which all others are judged. In buying such brands, you are simply meeting the wishes of the majority of your customers—giving them what they want and what they know is better value.

And you don't have to overstock, because our numerous branches carry complete stocks ready to ship to your order at a minute's notice.

Let us help you build a bigger and better Rubber Footwear business this year. We prepay freight on all shipments over 100 lbs.

Remember these facts when  
placing your next order.

"Granby" and "Maple Leaf" sold exclusively by Ames-Holden-McCreedy, Limited

**CANADIAN CONSOLIDATED RUBBER  
COMPANY, LIMITED**

SALES BRANCHES:

MONTREAL, Que., Quebec, Que., Granby, Que., Ottawa, Ont., Kingston, Ont., TORONTO, Ont., Port Dalhousie, Ont.  
Hamilton, Ont., Brantford, Ont., Belleville, Ont., Berlin, Ont., London, Ont., North Bay, Ont., ST. JOHN, N.B.,  
Halifax, N.S., Sydney, N.S., Yarmouth, N.S., Pictou, N.S., Charlottetown, P.E.I.,  
WINNIPEG, Man., Regina, Sask., Saskatoon, Sask., Calgary, Alta.,  
Edmonton, Alta., Vancouver, B.C., Victoria, B.C.

# Kant Krack

# Dainty Mode

## Easier to fit, easier to sell



With Independent Brands you waste no time, nor lose no custom, in the fitting. Just as perfect shape has always been an Independent feature, so has correct size. Independents fit as snugly and as securely as a glove---not so tightly that they cut---not so loosely that they are sloppy.

The perfect shape and correct size of Independents means easier fitting, and, of course, easier fitting means easier selling and more of it.

Stock up for Fall with Independents. That's the best way to insure sales.

**Independent Rubber Company, Limited, Merritton, Ont.**



Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside and 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.







## It's easy to sell hose —after selling shoes

The psychological moment to sell hosiery to women and men alike is immediately after they purchase shoes. The wise shoeman has proven this to his own satisfaction again and again. Take your pencil and figure out what hosiery sales would have meant to you in actual cash last year:

Your *extra net profit* would have paid the rent and perhaps the wages of a clerk or two. And *all this* with hardly any extra work or cost. Why not oblige your customers by stocking **PENMAN'S**—the popular, full-fashioned hosiery for men, women and children?

**PENMANS LIMITED** - - **Paris, Canada**

Hosiery can be purchased through our agents:

EDWARD BURNS CO.,  
Toronto

A. L. GILPIN,  
Montreal

BRYCE & CO.,  
Winnipeg and Vancouver

B. S. MacFARLANE,  
Truro, N.S.

# Penmans Hosiery



# P. J. Harney Shoe Company, Lynn Mass.

POPULAR SHOES IN STOCK FOR IMMEDIATE SHIPMENT

## Style 923

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



## Style 900

Black Cloth Top  
Patent Colt Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



## Style 925

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
12/8 Heel  
Price - \$2.35



## Style 940

Mat Top  
Patent Colt Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



## Style 941

Mat Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



Similar Shoe to 941  
carried in stock in  
Tan Russia Calf at  
\$2.60. Ask for our  
Style 806.

*All Shoes on this page are Women's Fine Goodyear Welts*

The Women's Shoes above illustrated are still the staple shoes for the medium price trade. One dealer reports sales of 900 pairs of these styles from August 1st to August 15th—and this was not in the boot season!

Send for some of these shoes to-day and get acquainted!

**P. J. Harney Shoe Company**      **Lynn, Massachusetts**

*Shoe Manufacturers for Twenty-Five Years*



Always on duty with the latest in-stock footwear

**HELPFUL IN-STOCK FOOTWEAR**

That will Meet your Wants, Maintain Your Custom and Make You Money

FOR YOUR TRADE WHO WOULD BE CORRECTLY SHOD  
**READY TO GO NOW - READY**



107

**J107 Patent Colt Button  
Welt Mat Top**  
A to D 2½ to 7 \$2.60



493

**J493 Sterling Colt Gaby  
Hand Turned  
Spanish Louis Heel**  
AA to D 2½ to 7 \$2.60



492

**J492 Reign Skin Satin Gaby  
Light Welt Kidney Heel**  
AA to D 2½ to 7 \$2.35



071½

**J071½ Gun Metal Tango  
Pump, Cut Steel Orn. Welt**  
A to D 2½ to 7 \$2.35



096

**J096 White Nubuck Button  
Welt**  
AA to E 2½ to 7 \$2.75



130

**J130 Tan Russia Calf But.  
Relay Welt**  
B to E 2½ to 7 \$2.35



108

**J108 Dark Tan Lotus Calf  
But. Rope Welt**  
A to D 2½ to 7 \$2.60



104

**J104 Medium Dark Russia  
Calf Engl'h Bal. British H'l**  
A to D 2½ to 7 \$2.75



421

**J421 Tan Russia Calf But.  
Schmidt's Color R Welt**  
AA to D 2½ to 7 \$2.75



102

**J102 White Bros. 102 Tan  
Box Calf But. Rope Welt**  
A to D 2½ to 7 \$3.00



427

**J427 Patent Colt Button  
Welt Mat Top**  
A to E 2½ to 7½ \$2.60



056

**J056 Black Suede Calf  
Button**  
AA to E 2½ to 7 \$2.85



429

**J429 Gun Metal Button  
Black Cloth Top**  
A to E 2½ to 7 \$2.50



428

**J428 Patent Colt Button  
Black Cloth Top Welt**  
A to E 2½ to 7 \$2.50



422

**J422 Royal Gun Calf But.  
Welt**  
A to E 2½ to 7½ \$2.60



078

**J078 Patent Colt Button  
Mat Top Welt**  
A to E 2½ to 7 \$2.35



105

**J105 Imperial Calf English  
Bal. British Heel**  
AA to D 2½ to 7 \$2.75



103

**J103 Burk's Mat Kid But.  
Dress Welt**  
AA to D 2½ to 7 \$2.75



101

**J101 Sterling Colt Button  
Mat Top Dress Welt**  
AA to D 2½ to 7 \$2.75



106

**J106 Gun Metal Calf But.  
Welt**  
A to D 2½ to 7 \$2.60

ORDER NOW WHILE THEY ARE FRESH IN YOUR MIND

TELL US WHERE AND HOW

WRITE FOR NEW FALL CATALOG.

**The Menihan Company** IN-STOCK DEPT. **Rochester, N.Y.**



A. CORBEIL

# Snappy, Attractive "Leader" year Welt Shoes at \$4.00 Cakes in Your Town, M

You will find that the shoemen who are doing the big business to-day are those who are selling Goodyear Welt shoes of good quality at a medium price.

Our "Leader" brand at \$4.00 fills the bill exactly. It is just what you want for a large percentage of your trade.

We Specialize in Men's, Boys', You

# CORBEIL

Manufacturers of Good Shoes  
MAKERS OF "BENCH-ME

MONTRE

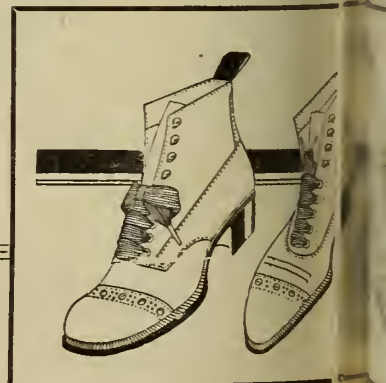
---

*Our Motto:*

*Quality, Style and Fit.*

---

Warehouses and Offices:  
71 St. Paul St.





# and "Bench-Made" Good- and \$5.00 Will Go Like Hot toeman,---



Our "Bench-Made" shoes retailing at \$5.00 catch the eye of the discriminating buyer who is looking for footwear above the ordinary. Their value and style is apparent at a glance. Every customer means *repeat* business and frequently business from his friends as well. Why not stock them?

and Little Gents' McKays and Welts

# LIMITED

al at \$3.50, \$4.00 and \$5.00.

AND "LEADER" BRANDS

L, P.Q.

---

*Stock Corbeil-made Shoes.  
Every Customer a Per-  
manent Asset.*

---





Factory:  
63-71½ St. Paul St.





A FEW  
INSIDE FACTS  
—  
ABOUT  
EYELETS

**B**ETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel ; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and nickel non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

You will readily realize the importance of establishing the identity of these two classes of eyelets and there is a sure way.—Fast Color eyelets have a small diamond  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



# Murray-Made and Derby



Individuality of Style  
Superiority of Materials  
Expert Workmanship  
Guaranteed Satisfaction

**Murray Shoe Co., Limited**  
London, Ontario

# ENGLISH RUBBER HEELS

Made in a British factory, by British workmen, in the British way, which assures Quality and Workmanship

## The Palatine Sole Protectors (Rubber)

An ideal protection for Soles. Suitable for Boots, Shoes or Clogs. Non-Slip-ping, Economical and Comfortable.

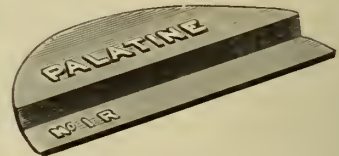
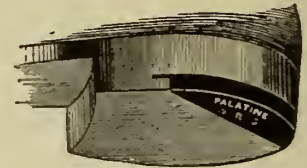


Heel Pads. Easily fixed. They are a luxury for Tender Feet.



Can be used either without or in conjunction with either Revolving or Stationary

Our New Palatine Peerless Stationary Heel in Grey and Tan Rubber. Full Line of Ladies' and Gents' sizes. An extra thick Heel of A-1 quality.



Quartered Tip for Heels. Prevents the jar and does not wear off as quickly as a leather Heel. Easily attached. Illustrations tell the story.



Imported Direct for the Canadian Trade the Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



Revolving Heel, in Grey Rubber only. Improved metal centre, black enameled. Cannot clink in wear. Made from best quality rubber. A splendid wearer and seller. For Ladies and Gents.



Revolving Heel, in Grey Rubber, with black enameled centre plate. An excellent wearer. Made in black rubber at special prices. Full line of sizes for Ladies and Gents.



Revolving Heel, in Grey Rubber, with black enameled centre plate. Very economical, because it wears longer than any other Heel on the market. Ladies' and Gents' sizes.

Write for Prices and Samples—To-day. A full stock carried in our Canadian office. Prompt delivery assured.

## THE PALATINE HEEL BRANCH

of the Leyland and Birmingham Rubber Co., Limited, Preston and London, Eng.

New Canadian Office and Warerooms

339 St. Antoine Street

MONTREAL, QUE.



# Something more than mere shoe

Did it ever occur to you that there are just three classes of shoes, as far as your sales are concerned?

There is the shoe that puts it right up to your sales staff to get it off the shelf. It has no sales-making features of its own, but has many faults that must be explained away.

Then there is the "neutral" shoe that has no individuality. It's a good shoe, but that is all. It can't help your sales people one bit.

Then, there is the real "Feature" shoe. It works hand in hand with your sales people. It makes sales just as effectively as they do, and backs up every argument they advance.

The "Doctors" Shoe is in this latter class. It has individuality --- features --- sales-pull. It gives your sales people real sales arguments, and makes an average salesman look like a top-notch. It is something more than a mere shoe. It is an exceptionally fine example of shoecraft, with an exceptional sales-urge added.

"Doctors" don't stay on shelves, because there are so many men who need them on their feet. They have reasons for their sales. That's why they continue to increase.

**The Tebbutt Shoe & Leather Co., Limited**  
Three Rivers :: Quebec

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1906 1909  
NON  
PERSPIRO




---

The "Doctors" has a companion, "The Professor." It has sales-pull, too. Make sure that you see samples of both these shoes while the jobbers' salesmen are in your territory.



## Style!

**I**N the Perth factory, where women's shoes are the only concern of the entire staff, more real style is evolved than could be in the ordinary factory. In Perth Shoes there is more of that indefinable "something" which attracts and pleases women. It is style.

Style, the magic "something" which sells more women's shoes than does anything else. The "something" which is looked for by women, and striven for by manufacturers. The "something" which is more than up-to-datedness, deeper than finish, and more satisfactory than mere distinctiveness.

You will see what is meant when you are admiring the samples our salesman has to show you.

**Perth Shoe Company,  
Limited, Perth, Ont.**

**Women's Goodyear Welts Exclusively**





# Cleo Shoes

Unusual Smartness, pleasing Styles and Superior Quality are characteristics of Cleo Footwear for Women.

The dealer seeking footwear that he can conscientiously recommend to his patrons should buy the Cleo Line.

Cleo Shoes are made only from specially selected materials and modeled in all strictly stylish shapes.

Cleo Shoes will give your customer the maximum of Style, Comfort and Service.

**The Cleo  
Shoe  
Company**

London  
Ontario

# Trade Winners

AMES HOLDEN

M<sup>c</sup>CREADY

**We  
Make  
Shoes  
That  
Sell  
And  
We  
Sell  
What  
We  
Make**

**O**UR orders for Spring are coming in away ahead of other seasons. This shows our **Goods** are right, and our **Prices** are right. It also shows that constant attention, by competent officials, having an accurate knowledge of good shoemaking, is bound to show itself.

Mr. Retailer, you want to be sure and look over our Samples early. We have created Samples for men and women who care. Be sure and see our lines of Pumps and Colonials.

Our Mail Order Departments are unique; in comes your order and out goes your shoes.

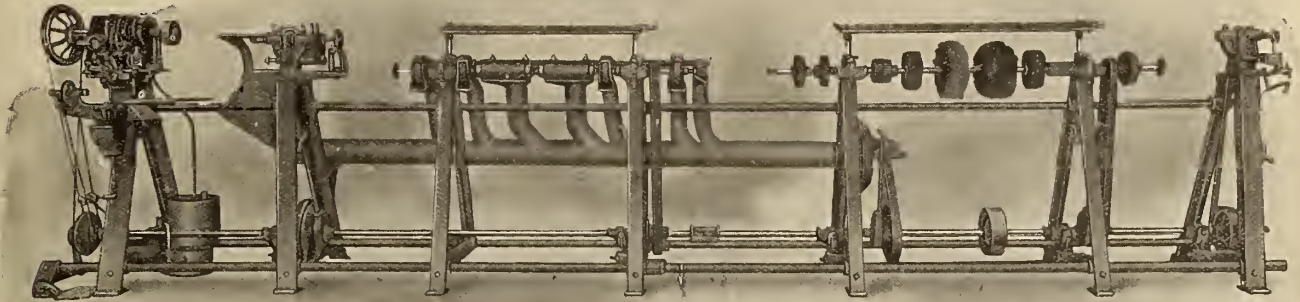


**Ames - Holden - McCready, Limited**

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



No. 338—Patent, Dull Calf Collar, 1 Strap - - \$2.00



“DUCHESS”

- No. 401—In Cabretta - \$1.50
- No. 391—In Patent - - 2.10
- In Dongola - 1.75

# Strap Slippers will be Big Sellers next Season. How is Your Stock?

- ☞ Strap Slippers will be all the rage for the coming Spring Season.
- ☞ The three styles we show here should be on every retailer's shelf, as they are rapid sellers and mean repeat business. They are just as stylish as they look, and we have more like them.
- ☞ In High-Cuts, don't overlook the Dome Toe Last, shown below. It's a wonderful seller.
- ☞ Order heavily—no fear of overdoing it.

## Kingsbury Footwear Co., Limited Specialists in Ladies' Footwear Montreal



No. 320—Pat. Vamp, 4-Button Slipper - \$1.35

Also in Dongola and Cabretta



No. 34 Last, Dome Toe, Patricia Heel



Another style in the same Last

This Last is the leading seller in medium price shoes. Comes in all leathers—Tan calf, gun metal, gun side, patent and vici.



Are you getting the benefit of our  
Exhibition Work?

# “NUGGET”

## WATERPROOF SHOE POLISH

Was demonstrated to thousands of  
people at the following Exhibitions:

Calgary	Brandon	Sherbrooke
Edmonton	Winnipeg	Quebec
Saskatoon	London	Halifax
Regina	Toronto	Fredericton
	Ottawa	

Try a Display of “Nugget” in your  
Store and WATCH IT SELL.  
You will be surprised at the results  
if you give an extra push to the  
line that is advertised for you.

**The Nugget Polish Co. Limited**

9, 11 and 13 Davenport Road, Toronto, Ont.

# To Large Wholesale Boot Buyers or Factors of English Footwear

TIMSON, BIRD & SMITH, Limited  
Boot Manufacturers, KETTERING, ENGLAND

Are desirous to negotiate business with a Wholesale Factor, who can buy large quantities of Gents' and Youths' Medium and better class Goodyear Welted, Standard Screwed or Blake Sewn Goods.

Our productions are well known. We are manufacturing for most of the markets of the world.

Being established barely 6 years, our styles are modern, our factory equipped with the most up-to-date machinery.

We are prepared to quote rock-bottom prices for prompt cash, and to place sole agency with a good house.

Correspondence invited.

TIMSON, BIRD & SMITH, Limited

## 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



**MADE IN THE UNITED STATES**

DISTRIBUTED BY  
**D. D. HAWTHORNE & CO., OF TORONTO**



*"It Stands  
Supreme."  
The Best  
Flexible  
Ladies' Shoe  
in the  
World*

*Wear  
Restshu.  
Now in  
Stock in all  
Leathers for  
Immediate  
Delivery*

MANUFACTURED BY  
**THE RAMSFELDER-ERLICK CO.**  
CINCINNATI, OHIO.

ALL LIVE DEALERS HAVE THEM. WHY NOT YOU?

## SKIVERS

### of Strictly Uniform Standard

Selected specially for the Bag, Suit Case, Pocketbook, Novelty and Bookbinding Trades. The Best Skivers your money can buy. Samples and Prices gladly submitted upon request.

**JOHN A. E. TURNEY,**

28-30 SPRUCE STREET,

CHICAGO: 234 West Lake St.

Successor to Turney & Barrett

NEW YORK

TORONTO: Ed. R. Lewis, 50 Front St. E.



## Have You Seen Our New Cushion Sole Shoe for Women?

We are showing it in eight lines on three different lasts in turns and welts. Made in Button, Blucher, Blucher Oxford, and Circular Vamp Oxford—all in black kid. Some have rubber heels, some not.

Just the shoe for foot-ease. Orders are coming in every day for big lots. Is yours among them?

**MCDERMOTT SHOE COMPANY**

*Women's Shoe Specialists*

**MONTREAL**

## THE UTMOST IN GLOVE LEATHER

*This is the reputation Pfister & Vogel Glove Horsehides have earned. For softness of finish, evenness of color and toughness of fibre P. & V. Horsehide is unequalled.*

*The manufacturer who cuts these leathers cuts the BEST!*

**PFISTER & VOGEL CO.**  
85-87 South St. Boston, Mass.



# Our Patent Leather Repairer Fills a Long-Felt Want

Most Patent Leather shoes crack and chip after being worn a while. Previous to our putting the Lionne Patent Leather Varnish on the market there was no redress for the unfortunate wearer.

However, you can now safely sell Patent Leather shoes with the assurance that they can be kept in good repair and appearance, besides lasting much longer. Our new varnish does the trick.

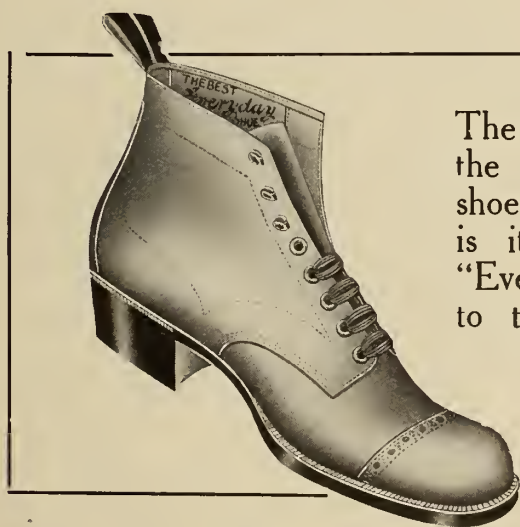
Lionne Patent Leather Varnish sells at \$2.00 PER DOZEN to the retailer, and is sold to the public at 25c. per bottle. There is good profit in it for you, Mr. Retailer, as you can see.

Your order will have our immediate attention. Send it in TO-DAY.

**THE LIONNE VARNISH AND LEATHER CO., Limited**

531 St. Catherine St. East., MONTREAL

Selling Agents for Ontario: The BOOT & SHOE SPECIALTIES, Ltd., 310 Yonge St., Toronto, Ont.



The greatest attraction the ordinary staple shoe has for the public is its price. The "Everyday" shoe adds to this attraction a quality of workmanship that is unsurpassed.

**THE T. SISMAN SHOE CO., LIMITED, AURORA, ONT.**

# The Gracia Shoe For Women



No. 132—GRECIAN LAST  
All Gun Metal Calf  
\$2.60

No. 117 BLUCHER  
\$2.50  
in stock



THE WOELFLE SHOE CO., Limited  
Berlin, Ontario

A thoroughly good line of all leather Flexible McKay's  
to retail at **\$3.00 and \$3.50**

Goods that have the appearance, finish and the  
fit that makes them daily sellers and that you can  
sort promptly from our stock, now at your disposal.

See Spring Samples.

**The W. E. WOELFLE SHOE Co., Limited**  
**BERLIN, ONTARIO**

**If you want  
sales you'll  
stock  
"Yamaskas"**



**I**F you buy shoes through the pure  
and simple desire for profit,  
you'll have plenty of "Yamaska"  
Brand Staples in next spring's stock.

"Yamaskas" are not quite as  
"showy" in the windows as some  
lines, but they're much "showier" on  
your sales' book. Every day in the  
week you have people in your store  
who could be best served with "Ya-  
maskas." Give them "Yamaskas"  
and they come again. Be sure!

LA COMPAGNIE

**J. A. & M. COTE**  
St. Hyacinthe, P. Q.



# You Can't be Sure Till You've Seen These

You cannot be certain that you have done the best by yourself or your customers until you've seen (and ordered from) the exceptionally fine Aird line. It is the best ever, and the most profitable. You'll like the styles, the quality of shoemaking, the leathers, and the prices--and so will your customers next Spring. Do not make opportunity for regret. See the Aird line as soon as possible.

**AIRD & SON**  
MONTREAL

Makers of Men's, Women's, Boys'  
and Youths' Turns and McKays

## 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**

# 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.

### 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.

## KENT & SMITH KLEANSAK

*The Best and Most Convenient  
White Shoe Cleaner*

KLEANSAK is a quick-cleaning powder that comes in a little bag which also serves as a brush for applying the powder to the shoe with no waste. A shoe may be cleaned on the foot instantly. *No drying is necessary.*

Kleansak comes in 6 Different Shades for Cleaning Colored Suede Shoes.

The price is 25 cents a carton.

Sample, postpaid, 25 cents.

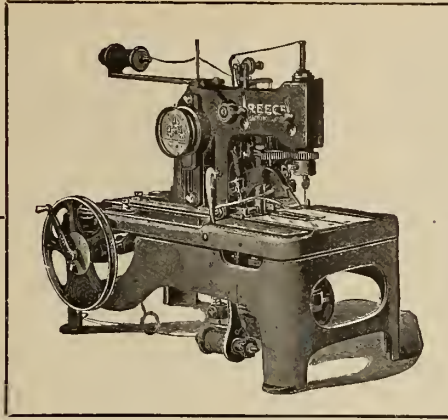
EXCLUSIVE MANUFACTURERS

## KENT & SMITH

73 Blake Street : LYNN, Massachusetts



Have you investigated the Reece?



There are sound reasons for its superiority

### REECE High Speed Button-Hole Machine

Works at high speed.  
It is automatic, hence careless operators cannot spoil its work.  
It turns out a finished buttonhole that has no superior and that stands any amount of wear in use.  
It is comparatively noiseless, costs little to run and does not get out of order.

MAY WE INSTALL ONE AND PROVE OUR CLAIM?

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**  
L. D. Phone Main 5397 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.

### THE TWENTIETH CENTURY WELTS

That you admire so much in the sample trunks of the McKeen salesman will look just as good to your customer when being shown in your store.

Let your customers use them next Spring.



Men's Retail at  
\$4.50 - \$5.00  
5.50 - 6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co., Quebec



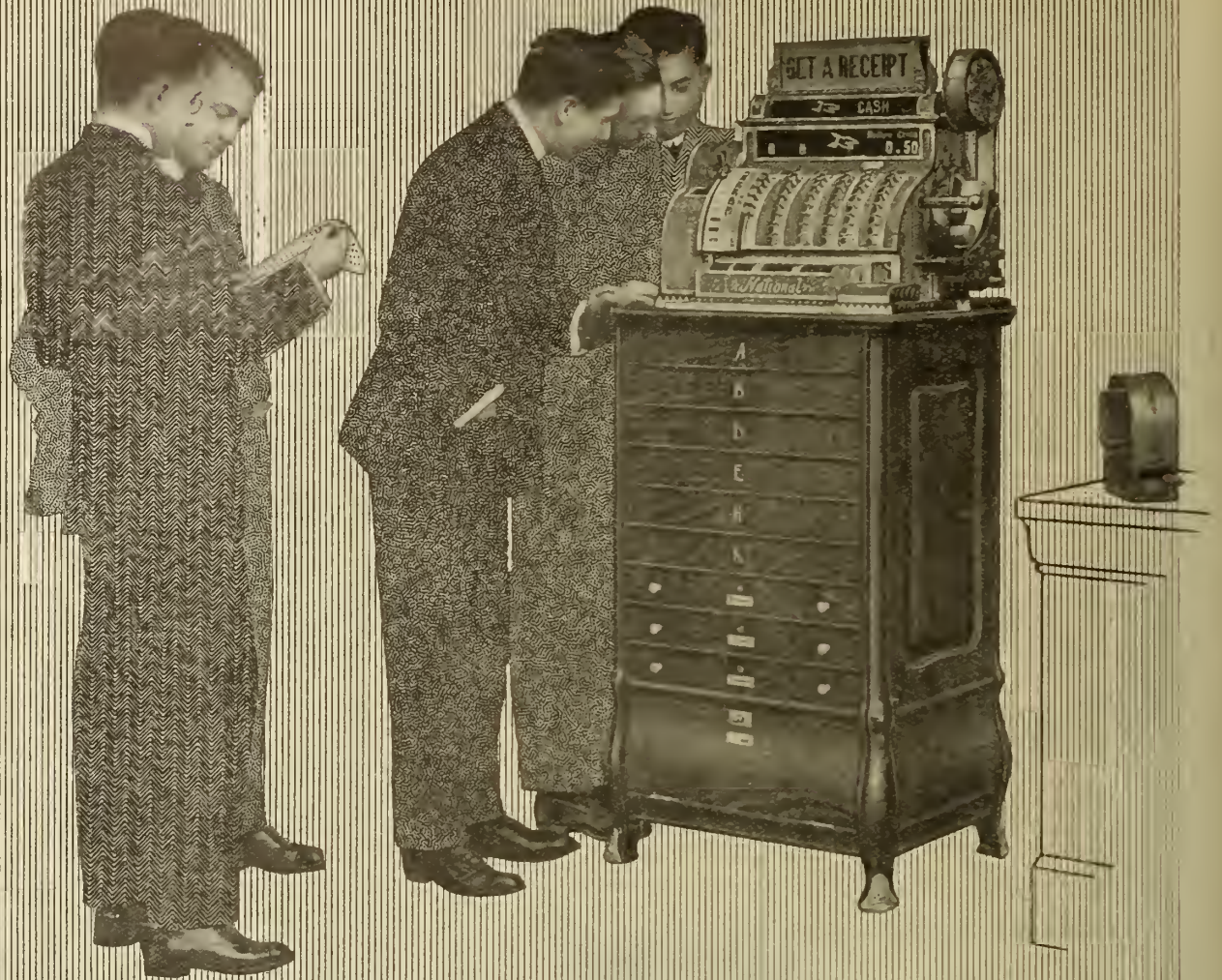
### Exclusive Manufacturers of Women's Fine Footwear

OUR SPRING line of Pumps and Low Shoes embodies all the details of finish and style that characterize a fine bench made shoe, at popular prices. Salesmen now on the road.

**RELINDO**  
SHOE CO.  
126 WELLINGTON ST. WEST  
TORONTO







## Who Has the Best Day's Record

When assistants become interested in knowing who has sold the most goods, you have furnished the best incentive for increased sales.

In addition to safeguarding every transaction, the National Cash Register gives a complete record of the work of each assistant. He knows that he positively receives credit for all the work he does.

This encourages industry, honesty and carefulness, and cultivates a friendly rivalry to sell more goods and increase your trade.

Investigate what the National Cash Register  
built for your size of store will do.

## The National Cash Register Company

285 Yonge Street, Toronto

CANADIAN FACTORY: TORONTO, CANADA



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Cristine Bldg., Montreal, Can.

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

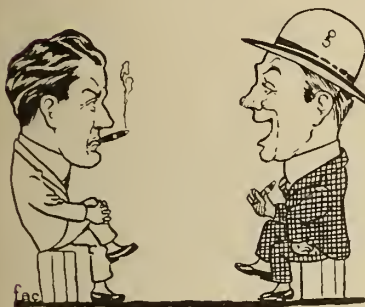
Vol. XXVII. No. 19

TORONTO, OCTOBER 1st, 1913

\$1.00 per Year  $\frac{\text{In}}{\text{Advance}}$

## Buying Shoes That Will Yield a Reasonable Profit

The Importance of Right Purchasing—The Selling End of the Business Often Blamed for Faults That Should Be Properly Placed on the Buying End—Some Advice on How, When and Why



The majority of shoe retailers lose more in the buying of their merchandise than in the selling. This may seem paradoxical, but it is nevertheless true. The merchant who buys badly makes it impossible to sell his stock clean. He makes it necessary to sell many shoes at a loss. The selling end of

the line should not have been purchased at all. The merchant doubted its saleability enough to ask advice about it. The advice was adverse. That should have been proof enough. If in doubt, do not buy; if you do you will surely lose on the transaction. The "buyer's instinct" in the merchant is usually to be relied upon.

The trade paper is generally found to be up-to-date in its recommendations as to coming styles. At least one trade paper should be carefully read for just this information. The trend of business is often forecasted in a live journal long before the retailer feels the change from his contact with his customers.

the business is often blamed for the faults that should be properly placed on the buying end.

The buyer for any shoe house, has it in his power to make or break the business. Successful buying has a greater importance, when applied to retail merchandising, than most dealers are aware.

When the shoeman sets out to buy for the next season, it is needless to say that he should know, to a certain extent, at least, what he needs, what he ought to have, and the quantity of each style and size. It is probable that not ten per cent. of all footwear sellers give this the attention it deserves. They have no records that will aid them in making up an estimate of what they require. When buying they use the memory alone, having no stock sheets to consult. This results in many errors in buying, the greatest of which is overbuying, or overstocking.

The buyer should have but one aim in view when making his purchases, to buy shoes that will sell at a profit to the store. That should be the first consideration. The next, to get the best price he can on what he buys.

### No Buyer Is Infallible

The "boss" can get a great deal of information together about the requirements of the store if he will go the right way about it. He can, and should, consult the salesforce. Even the youngest person can give a buyer pointers on what his customers are buying and the lasts and leathers that are most popular.

The want book is a great help in buying to the merchant who will take the pains to use it intelligently. No buyer is infallible. An old dealer who had been buying for forty years, took a sample of a shoe to his son and asked, "Do you think that will be a good seller?" The son answered promptly, "No." The father ordered the line in spite of the adverse criticism. It did not sell. Here was a case when

A shoe to be desirable enough to purchase should have dependable value. The style must be correct, and one that will appeal to the customer. The price must be a fair one, one that will allow the merchant to make a fair profit on the sale. It is unnecessary to buy two or more lines that are almost a duplicate of each other. This only multiplies the number without giving greater variety.

### Stock Should Be Varied

The buyer's whole object should be to secure a stock of footwear that will be as varied as possible, so that the wants of the many may be supplied, yet not buy any larger amounts than will sell readily in the proper season at a profit. No buyer will knowingly overload himself with goods. He must not. He will, however, use enough judgment to buy enough. It is as bad to be "out of" sizes all the time as to be overstocked. The loss to the merchant is the same either way.

The wise merchant knows that no one makes a profit until an article is sold. The money for the sale must be divided into three parts to determine the profit. First, the cost price; second, the cost of selling, or expense of selling; third, after these two have been paid the balance is the profit. If when a retailer takes his inventory, he has only paper profits and not cash, the profits are very problematical, to say the least.

### Buy in the Proper Season

If a merchant is in a business that requires him to give advance orders for the goods he handles, such as is required in a large part of the shoe trade, he should cheerfully comply with the necessary conditions of his trade. If he does not have to place all his orders months in advance, but can buy when he requires goods, and get them, he would be foolish to buy early to please the manufacturer, or wholesaler. Even when it is necessary to make advance purchases the

wise dealer will not cover all his wants but will hold back a part of his order for later developments in his business.

The wisdom of this is shown in a letter a shoe merchant sent to a trade journal, in which he said he had made his purchases for spring from the firm he had been accustomed to buy from. He had bought from the samples shown, which were adjudged by the manufacturer to be the proper styles for the coming season. The deliveries were delayed the following spring, and when he wrote he had not yet received the goods. In the meantime the styles had changed enough to make the shoeman believe that the shoes were out of style before he would receive them. This is an unusual case, but it shows clearly the need for extreme caution in placing orders too far in advance. It is not advisable to put off ordering goods until the last moment, because it is better to buy in the proper season. The time to make the bulk of the purchases is when they are being offered by the traveling salesmen. It is then that the selection is best. At that time the merchant is in closer touch with conditions than later. He is not so likely to be confused by conflicting reports and tendencies. By buying the staples and assured styles at that time and reserving a part of the purchasing for later he will have ample chance to fill in with the new styles that are brought out last.

The merchant who can go to the big shoe centres, at least once a year, should do so, even if he buys very little while there. He will have an opportunity to view styles as shown in the larger places, and to pick up ideas that are worth dollars to him in boosting his business.

Many dealers wait until the new ideas are brought to them. A good buyer buys when he needs the goods. If the merchant sees a shoe advertised in his trade paper, and he knows he wants it, he should write for samples, or place a sample order. It is folly to have cheap postage rates and not make use of them. There is more buying being done today by letter than ever before. There must be still more. The world is moving too fast to await the semi-annual visit or quarterly visit of the traveling salesman. Keep well in advance of the times by buying judiciously.

## "Too Ready to Grant Claims"

**Manufacturer Thinks That Some Retailers Should Be More Firm in Making Concessions—Instances Several Cases Where Demands Should Have Met With Cold Refusal—How Misunderstandings Arise Over Trifles**

"The problem of returns gives about as much annoyance, uneasiness and dissatisfaction to the manufacturer as approbation, credit and small repairs do the average retailer. If you don't think so, come right back here," said a leading eastern shoe manufacturer to a representative of the SHOE AND LEATHER JOURNAL the other day.

"Now, we have as good a system of inspection, as efficient shop methods, as competent workmen, and use as good materials as any Canadian factory, and while our returns are infinitesimally small, as compared with the huge output—just take a look at that pile. Out of that number of shoes—about 50 pairs—I do not think the factory is really at fault in more than half a dozen of them; but a great many retailers are weak-kneed, they lack firmness and resolution and instead of refusing an unjust or extortionate claim, they meekly yield and pass the exaction on to the manufacturer.

"Now, we have been in the habit of granting pretty nearly all these claims and sending a new pair for any alleged defect of the shoes that come in, but we only do this once or twice. When we find a retailer has no more backbone than a jellyfish has, allowing himself to be imposed upon frequently, in the hope of getting it out of the manu-

facturer, why, we cut his account; that is how we get rid of him. Some dealers throughout the country have a name, not only for cancellations, but for returns and it does not take a manufacturer long to get wise to this class. If a shoeman is going to give a new pair to every customer who puts up a kick after wearing the shoes for two or three months, he is not only an enemy to his own best interests, but to the manufacturer as well.

"Here is a box calf blucher that has been worn at least three months in the wet and mud. The shoe has done service in the stables and the barnyard, and the evidences of acid effects are seen in the sole and upper. Now, look at this shoe on the left side. The fibre of the leather has been literally eaten away with acids and the shoe has evidently been caught on a nail or some other obstruction and yet we are expected to make it good, because the retailer did not have stamina enough to turn down the request for a new pair.

### Acids Had Got in Work

"Here is another gunmetal, plain wide toe, bal, which has seen similar service. It has been literally through the war, so far as wear, strain and stress are concerned. This shoe has been out in the wet and damp and never having been properly taken care of or oiled, the leather has hardened and cracked on the vamp, with the result that a tear has been made along the inseam, owing to so much water and dampness having got in between the insole and outsole. I will venture to say that this shoe has been worn for at least two, if not three, months.

"Here is another—a woman's dongola—that has broken through on the right side of the forepart. The cause of this has been that the dealer has inserted a stretcher, possibly, to give relief to the bunion of a customer. The metal peg which is inserted at various points in the stretcher, has pressed against the side of the shoe with such tremendous force that no leather, outside oak tan sole stock, could possibly withstand it. Instead of making the pressure gently, or first moistening that part of the vamp, he has gone at the stretching business, with this metal protuberance, with such vim that something had to give.

### What Perspiration Did

"Then here is another pair, where the box toes have sunk, to a certain extent. This has been caused by excessive perspiration, and you know that any leather will become soft coming in contact with moisture, at all times, then hardening and becoming soft again. The result is that the stiffness is finally taken out, and this is what has happened to this solid leather box. Here is another pair that has been placed against the stove, hot coil, or a radiator, and the outsole literally burned through.

These should have been taken by the dealer to a repair man, and the matter attended to, but, instead of that, he sends them back to us on this trifling matter.

"Thus one might go on, instancing case after case where new pairs of shoes have been granted to the customer, when the retailer should have turned the request down flat. We do not mind making good any pair where there is clearly a factory defect, such as faulty stitching, improper cutting; defective work, unskilful trimming, poor workmanship, or something of that nature, but where the customer comes in and holds up a retailer, and the latter, instead of standing by his rights, passes the onus on to the manufacturer, then it is time for the latter to stand by his guns and not be made the victim to make good every claim.

"There, perhaps I have talked too long on this subject, and I would like to hear what certain merchants have to say on the matter. My experience is no doubt similar to that of many other manufacturers



# Attractive Shoe Store Front is Money Well Invested

Enterprising Toronto Dealer Remodels His Premises Both Exteriorally and Interiorally—Says He Is Already Getting Interest on His Outlay in Way of Better Trade—How Improvements were Carried Out

"Yes, I am already getting returns on my investment, and am well pleased with the better class of trade that the improvements to my store and front have brought me. I thought about making the changes for sometime, and after mature consideration, I had them carried out. I may say that I have been complimented on all sides on the very neat and attractive exterior of my place, which affords splendid facilities for the display of the various lines of high grade shoes which I carry in stock."

Anyone passing along Bloor Street West, Toronto, near Bathurst a few weeks ago would walk by the shoe store of Ed. Vaisey without remarking anything specially interesting.

But to-day things are different. Mr. Vaisey has now one of the most artistic and inviting store fronts. The old front consisted of one large window and a wide entrance. The new one has double show windows with rounded corners and mirrors at the sides and back. There are two doors leading into the shop and between them is a show case with adjustable plate glass shelves for the display of findings and novelties, with full length mirror at the rear of the case. Each window is six feet deep by five feet wide at the front,

with bevelled sides. Over the plate glass windows, door ways and show case, is fancy bevelled glass set in lead the depth being about a foot and a half. Each window is lighted artificially with eight Tungsten lamps of forty watts each and fitted with Holophane shades. The flooring is of quartered cut oak with mahogany borders. The mirror frames are also of quartered cut oak as well as the doors and door cases. At the base of the windows and entrance is a marble riser and the floor is of mosaic tiling with chain border of green and red, giving a very pretty effect. The rounded plate glass is held in position by metal buttons, so that the view from both the front and the sides is entirely unobstructed. Mr. Vaisey has also carried out interior alterations, adding fifteen feet to the depth of the store, making his premises forty feet long by fifteen wide. Quarter cut oak fixtures standing nine feet high have also been installed, while doors leading to the reserve stock room at the rear and to the cellar way at the side are fitted with plate glass. The single carton system of shelving prevails throughout, each shelf on the men's side containing eight cartons and on the women's side nine. He has an attractive uniform



The neat and attractive exterior of a Toronto Shoe Store



label of black and white. A new floor has been laid and a new metallic ceiling placed in position.

#### What the Front Cost Him

Mr. Vaisey has now one of the most attractive and handsomest footwear establishments that he could possibly desire. Tearing out the old front and putting in the new one with its wealth of plate glass, British plate mirrors, tiled entrance and show case fixture in the centre, cost sixteen hundred dollars, the glass alone entailing an outlay of five hundred. In the interior of the store, as already stated, new fixtures were installed and these ran the expenditure about four hundred more, so that Mr. Vaisey expended in improvements some two thousand dollars. The work and plans were all carried out by David Springman, 332



Ed. Vaisey, Toronto

Bathurst St. Mr. Vaisey owns the store in which he has carried on business for the last seven years, while his trade has shown a gratifying gain each season.

He is of the opinion that the setting which a shoe receives has much to do with the price and attention which it commands. To put high grade shoes amid unpretentious surroundings is not conducive to obtaining for the footwear what it is really worth, but when the same shoe is displayed in an imposing manner and amid dignified fixtures, the dealer can command a better trade and a higher figure. He says that as a result of the improvements effected many persons are giving him their patronage who formerly went to the Yonge Street stores to buy their boots.

#### Of English Stock

Mr. Vaisey was literally born in the shoe business, his father, the late William Vaisey, a native of Gloucestershire, England, being for twenty-eight years employed with R. Dack & Son, shoemakers, of Toronto. There is where Ed. Vaisey secured his introduction to the trade. He learned cutting and pattern designing in this shop and, after several years' experience, worked for a number of leading factories in the New England states. Returning to Canada, he was foreman of the cutting department for Mr. Dack, and also conducted the retail store on Bloor St. A few months ago he resigned from the factory in order to devote his entire attention to his retail establishment. His brother Victor assists him in the store and another brother, Albert, is employed in the wholesale warehouse of the W. B. Hamilton Shoe Co.

## Some Trials of Retail Shoe Clerks

**Many Women Contend That They Wear a Smaller Size Than They Actually Do—When a Mother and Daughter or Two Sisters Cannot Agree—Is a High Instep a Sign of Aristocracy?—Feminine Affectations.**

Have you ever seen a misogynist—a man who is unnatural enough to hate women? If you have, ten to one he is a shoe clerk. No other person has such unbounded opportunities to observe the peculiarities of the feminine sex as the shoe clerk, and no other class of humans is therefore so liable to lose faith in the common sense of the fair ones.

If a shoe clerk is cynical about the common sense of woman you can't blame him. Poor fellow, what experience he has!

His most frequent pest is, of course, the woman who knows the exact size of her foot, but doesn't. She has been the object of jests since time immemorial, and often the question is asked: "Is she really so bad?" Well, she is. At least a third of all women shoe buyers of any city positively claim that they wear a smaller size shoe than they actually do. That is, however, not altogether their fault. They wore a "two" or a "three" or a "four" at one time in their life and they never realized when their feet grew. The kind shoe clerk hated to break the tragic news to them, and so with every pair of new shoes they bought, the tininess of their feet became a greater object of pride. Pity the poor shoe clerk who tells them the truth! The shoe he fits on them is too large even if it packs the toes in true sardine fashion.

#### Bane of the Clerk's Life

But the woman who wants a size "four" shoe for a size "six" foot is not the worst bane of the shoe clerk's life. There is the woman who is perfectly satisfied with the shoe she bought until a minute before she leaves the store. Then a sister sitting beside her tries on a different style that suits her fancy better than her own purchase. Shoe clerks therefore never count a customer safe until she leaves the store with the shoes on her feet.

The mother who comes in with her daughter to see that she gets a good fit is another cause for the shoe clerk's nightmare. She never likes what the daughter likes, and the daughter is never satisfied with her mother's choice.

The question of dispute is, as a rule, over the height of the heels. In these days of English shoes it is the mother who thinks the heels are too low. She used to fuss about their being too high. In cases of such controversy the shoe clerk must be a diplomat and prove his knowledge of the fundamentals of diplomacy by observing absolute reticence. If he takes sides at all he must nowadays take the daughter's side. Ten years ago it was better if he stuck with the mater.

#### Have Hard Foot to Fit

Most women solemnly announce upon their advent in the shoe store that they have a very hard foot to fit. This is, as a rule, an advance apology for their contemplated crankiness, or it may also be the manifestation of their pride in the individuality of their foot formation. Often it is both. Having made this initial announcement, most of the women shoppers qualify it by declaring that they have a high instep, which causes the difficulty in fitting the feet.

Shoe clerks used to aggravate this trouble by solemnly declaring that a high instep was a sign of aristocracy. That multiplied the high instep brigade immensely. There are some who declare that they have a low arch and a high instep, disregarding all the laws of anatomy.

O, there is no other business which gives such unbounded opportunity to observe the peculiar little affectations of femininity as the shoe business.



# A True Story of a Partnership in the Shoe Game

How Two Young Men Started Off With High Hopes—The Breakers That Were Encountered—Doing Two Men's Work and Drawing Only One Man's Pay—When Cash Supply Was Shut Off Denouement Soon Came

By GEORGE BROCK

"Of all the ships that ever sailed, the rottenest ship is partnership. If you don't believe it, try it," said William Timmons, the other day.

"I have had a bitter experience and no more of that kind of business for me. I am going into a venture of my own, or I may become a majority shareholder in a limited liability company, where I carry out my policy, or buy out the stock of the other holders, and so get control. But no partnership for me. I was buyer and head salesman in a large shoe business in an Alberta city, and was drawing down a pretty fair salary, but naturally, I was ambitious to get into business for myself. I had a friend who had been for five years in a haberdashery store. His name was Bert Richmond, and we often used to take strolls together in the evening and think of the day when we should be real owners of a live business.

"We saw only the garish, glimmering, poetical light, that seems to shine upon every prosperous store front, and after some weeks of consultation, we heard of one of the newer towns about 100 miles from here, which was then beginning to boom. This was some five years ago, and we decided that a men's furnishing store would be just the proper thing for that centre—a place to clothe males from head to toe. We were well known to the wholesale houses in Winnipeg and Vancouver, and believed that we could get plenty of backing. We each had a couple of thousand dollars saved up, and we started in. I was to look after the footwear end, with which I was thoroughly acquainted. I had been recognized as a pretty good buyer; an alert salesman; and possessed the confidence of many men on the road. My partner was also a pretty fair man in his line, but I knew practically little or nothing about clothing or men's furnishings and he was blissfully ignorant on shoes. We were to attend to our respective spheres and we set out with high hopes.

## The First Rift in the Lute

"We had been going two or three months under the names of Timmons and Richmond, when my partner complained that he was not feeling very well. However, he managed to stick to the work from day to day. We were expecting some goods from Winnipeg for a long time. I told him to go down and spend a couple of days there, in order to make inquiries, thinking that the change would do him good. In one of the wholesale houses on Princess Street, he told the managing director that his health appeared not to be of the best, and the name of an eminent specialist, Dr. R—— was mentioned to my partner. He was sent up there during the afternoon, and I guess that "specialist" must have turned him upside down and inside out, for he came home in a couple of days later, with a face as blue as indigo. He had been advised to go to the Rockies and spend some time there; in fact, the physician had told him it would be better for him to get out of the country.

He packed up and went away to the mountains for three or four weeks, saying he would not be absent long, and he thought I could get along very well while he was away. However, I managed to pull through for a few weeks, when Richmond came back and was apparently no better. His wife came in the store next day and said: "Well, we are off to Denver in the morning."

I said, "Is that so?"

She said, "Oh yes, Bert is convinced that Colorado is the only climate for him and his health is of primary importance."

Well, there is no good stopping a bird that is determined

to flee, and off Richmond went in fresh search of health.

Now, I do not think there was anything very seriously wrong with the man, except that he was a little dyspeptic and spleeny at times. He had a very lively imagination, and the so-called specialist, who had advised him to get out of the country, had so wrought up his fears and stirred his imagination that a firm conviction had settled in his mind that he was a sick fellow through and through.

Well, along came Tom Albridge a traveler for neck cloth, one evening, and I told him the predicament I was in. I informed him that I had been going some weeks alone now, and that I had to have a man who knew something about the men's furnishing end of the game, I would look after the boot and shoe department. He told me he knew of a young fellow named Clarence G. Woodward, down at Calgary, who would answer my purpose well.

"I will be going down there tomorrow," he added, "and will speak to him if you like."

I replied, "All right, tell him the predicament I am in and if necessary, have him take a train up and see me."

Two days after, young Woodward appeared. He was a

## Good Shoeman Goes to Capital

John L. Chisholm, who was recently appointed manager of the shoe department of the A. E. Rae & Co. departmental store in Ottawa, has had an extended experience in the retail line, and his many friends are congratulating him on his promotion. He was born in Port Perry, Ont., and after attending school in that town, started to learn the trade of a machinist, but soon drifted into the shoe business, working for a time with his brother, Alex. Chisholm, 1687 Dundas



Street, Toronto. He then spent a number of years with the St. Leger Shoe Co., Toronto, and was with C. H. Moyer, in Hamilton. Returning to Toronto, Mr. Chisholm became identified with the Emmett Shoe Store, and later, managed the new up-town branch of the Royal Shoe Store. Previous to leaving last month, for Ottawa, he held an important position with the Regal Shoe Co. Mr. Chisholm is of a genial and obliging disposition and has always been interested in out-door sports, particularly hockey, to which he has always given a warm support. He knows the shoe business thoroughly and is a window dresser of no mean ability.

bright, clean, smartly set-up and genial sort of a boy. I engaged him on the spot. He started rooming at the best hotel, and making friends of various clergymen, doctors, and other influential citizens. He seemed to ingratiate himself into the esteem of everybody. Well, with my looking after the shoe department and Woodward, my new man, filling in very well on the men's furnishings and clothing, we got along in ship shape style, although of course, I had double responsibilities. I had to exercise an oversight over every detail of the establishment; be responsible for the finances; and see that every department was kept going.

Well, my partner did not like Denver and from there he went to Los Angeles; from Los Angeles to San Bernardino; thence he made his way to Sacramento, and finally located at San Antonio, Texas. There, the climate and conditions suited him exactly.

Now, he had been gone over a year and no word came as to when he would return. In the meantime, I had been sending him his salary of \$20.00 every week. We had earned more than this, of course, when we were clerking, but on going into partnership, had agreed that we would draw as little as possible the first year or two in salaries, in order to leave the money in the business.

### Too Much of a Good Thing

Well, naturally, having all the worry and trouble on my hands and getting no word when Richmond was to return, I began to think that sending him his salary every week was a little too much of a good thing. So I went to Winnipeg and consulted the managing director of one of the houses, from whom we had bought a good deal of goods, and whose business acumen seemed to be recognized by everyone. I told him exactly what I had been doing, and he intimated that I was a proper fool, especially as I had been assuming all the responsibilities, financial and otherwise, for over a year and had been "easy" enough to send Richmond his salary regularly for that length of time.

"Why, it might be all right if you fellows had been in partnership for a term of years," he explained, "and had surmounted all financial difficulties, but you are a struggling firm, just starting out. Your partner falls ill after a few months, yet you go on doing the major portion of the work and he is pulling just as much out of it as you are. I tell you Timmons," he continued, "You should cut off that salary allowance, and when Richmond wants fifty or one hundred dollars, why send it to him, but charge it against his capital in the business. Such appropriation should come out of his investment and not out of the current profits or overhead expenses."

I thought over the thing and came to the conclusion that this stand was about the right one. Before taking action, however, after we had finished stock-taking, I sent a copy of the sheets down to Bert at San Antonio, to look over. He sent them back with some comments to the effect that too much was invested in boys' clothing, that we were overstocked in men's working shirts and heavy ulster coats, and that he thought in women's high-grade shoes, the amount carried was too heavy. In fact, he had a dozen different comments on certain matters for keeping the stock in various lines as low as when we took over the business a year and a half ago.

### And He Cut Off the Pay

I said nothing at the time, but did a lot of thinking. When I finally made up my mind, I would send no more regular weekly pay envelopes, and told Richmond about my doing double work and drawing out only the same amount as he did; and also informing him that I had no idea when he would be back home, then, his whole attitude changed. Previous to this I had been a fine fellow and an ideal partner; was running the business very well and all that, but the very minute I cut off that weekly pay envelope (mind you, after

sending it for over fifteen months), then I was this, that, and the other thing. He seemed to have undergone a speedy recovery, for, less than three weeks after he found out that all the wherewithal he got was to be charged up to his capital account, he came home. Back to the store he came as soon as possible; assumed an air of authority and industry; fired Woodward, who had been doing very well in the men's clothing and furnishing department, and who had, at times, also helped me out in the shoe branch and showed ambition and activity.

Well, after over a year of sweet "do nothingness," the re-action was too great. One day in October, Richmond had a hemorrhage, and was carried home. Here I was then, without the services of Woodward. The busy winter season was coming on, and my partner was unable to do anything. However, he came back to the store in two or three weeks and we had several heart to heart talks. There was no "beating around the bush," and occasionally, we went at each other hammer and tongs. I told him things could not go on as they were.

"Why, are we not doing a good business? What are you kicking about?"

"Yes, but who is doing all this?"

"Why, we are."

I replied that he had done very little except to draw money out of the business and lend his name to the establishment. He continued to argue that it was foolish to dissolve partnership or think of selling, especially as the establishment was doing well. I pointed out to him that I was the one who was working night and day and drawing no more out of it than he was, or had been. I said:

"If you will let me draw \$35.00 out of this and you take \$15.00, even if you do stay away at certain periods, why, this will about even matters up."

### Started in to Call Names

Then he flew into a big passion and called me avaricious, close fist, and self-centred. Well, one thing led on to another, until we finally decided that we would offer the business for sale as a going concern. We inserted ads in the Calgary, Edmonton, Winnipeg, and Regina papers, and got several replies. Things looked very well, but when it came to a show down, very few applicants had any money. They were willing to pay down a few hundred dollars and do all sorts of things, if we only gave them a chance.

To make a long story short, the men who had money, did not seem interested, and the men without money, were greatly interested. But we were not going to let a sure thing go for something possibly more uncertain. Well, we plodded along a few weeks longer, and I could see that, as we were not pulling together, the business would be wrecked very soon. A house divided against itself, etc., you know the Scriptural saying.

I told Richmond one day that things had got to such a stage, that either he must buy me out or I would buy him out. That we would have an appraisal of the stock, and, after getting all the data, he could take his choice and continue and assume my interest, or I would make an effort to take over his investment. Well, he went to see his mother, secured some more money and came back with his head high in the air. He was not a-going to be yoked up any longer with me, and would manage the store himself and get a friend of his to do the buying and look after the shoe department, which I had made pay exceptionally well. On a stock of \$13,000, I had done nearly \$40,000 business by keeping sizes well assorted, confining my purchases to a few recognized lines, specializing on certain leaders and knowing, from clean, reliable records, just how many shoes in such and such a line, and from such and such a maker, and at such and such a price, we had sold during each season. In fact, my stock

(Continued on page 64)



# Know Your Goods If You Would Convince Buyers

Knowledge is a Strong Reserve To Be Called Upon When Needed in Selling Footwear—Why Shoes Are Higher in Price and Why a Dearer Boot Is Worth the Extra Amount Over a Cheap One—Reason—Why Arguments Will Win Customers.

"You charged me only \$4 for this same style of shoe when I got this last pair," and now you ask me four-fifty. What is the reason?" I asked the clerk, who was a young man of twenty-three, well dressed, polite and affable.

"Well, you know all kinds of shoes have gone up."

"What is the cause?"

"We have to pay considerably more to the manufacturer of this line."

"How is that?" I ventured.

"Oh, well, everything is going up these wet days, you know, including umbrellas," and he laughed at his own joke.

## Facts for His Think-Tank

I was seeking information on a vital question and did

not get it. How much more efficient would that salesman have been if he had been able to impart brief, intelligent information; if he had volunteered the explanation that the numerous uses of leather were crowding more and more upon the world's supplies of hides and skins, that in the last ten years while the population had increased twenty per cent., the number of cattle had decreased ten per cent.; that owing to advances in wages and manufacturing costs in the last five years, the average manufacturing expense per pair (including men's women's and childrens) had risen from \$1.48 to \$1.64; that the retailer or manufacturer was not at fault, but that the advance had been forced upon them by the irresistible upward tendency of things in general. Had I asked further questions he might have pointed out

## THE BRIGHT BUSINESS HOME OF AN ONTARIO SHOEMAN



The accompanying illustration affords an excellent view of the new store of Fred. R. Foley, who has been in the shoe business at Bowmanville, Ont., for some thirteen years and a few months ago moved into a handsome business home on the "sunny side of the street." Mr. Foley's premises are admirably fitted up and very conveniently arranged. He has in his establishment an attractive label of light green and

red with the word "Foley Footwear" in a panel across the face of an artistically colored maple leaf. He has also used the same plate from which his labels are printed to issue a striking post card. The motto of the store is "If it's new we have it—If we have it it's new." Mr. Foley also handles trunks and club bags and finds them an important and profitable adjunct to his business.



that in 1907 there were 51,565,731 cattle in the United States against a population of 87,320,539. 1913 estimates showed only 36,030,000 cattle against a population of 97,028,497.

He might have told me that last year alone more than 400,000 sides of leather were used for covering the seats of expensive motor cars, or enough to afford the foundation for some millions of pairs of shoes and that in the decrease in the supply of sole leather there were during the last five years a falling off of some 3,000,000 sides; that the world is faced with a shortage of cattle, and while undoubtedly this shortage is liable to be exaggerated by those closely interested in seeing higher and higher prices for hides and skins, yet the situation has legitimate foundation for raw material being expensive, etc; that each day in Canada and the United States it takes about 25,000 more pairs of shoes to supply the people than it took yesterday, and that it will take as many more thousand to-morrow than it took to-day—that this is one day's increase in the demand of these countries.

"Taking for granted the basic principles of cleanliness, courtesy and honesty," said a thoughtful customer recently, "I like best to trade with the clerk who can tell the why of things. In order that you may understand just what I mean by that I will tell you some of my experiences that have to do with clerks both with and without this ability."

#### Showed Him the Difference

"I had always been unusually hard on shoes and concluded—I can't tell you just why—that I'd be just as far ahead to buy cheap shoes. I say I don't know why I had come to such a conclusion, but I guess it was mostly because I had never gotten hold of a clerk who could show me why the \$5 kind were worth the difference in price over the \$3 kind.

"That is, never until I met the shoe clerk who converted me. I went into his store one day with a pair of bad 'worn-outs' on my feet and asked for shoes that would give real serviceable wear. He showed me a shoe at once that sold for \$5 and promised me all kinds of wearing satisfaction.

"I don't object to the price," I said, "that is, not if you can tell me why the shoe is worth it.

"He went back to the shelving and pulled out a shoe that was the counterpart of the one he had shown me except that it had been slashed in several places with a sharp knife. There was a straight slit from one end of the sole to the other, another through the tip and box toe, and a third through the counter.

"Then he began to compare his shoe with mine. Your toe is sunken in one shoe. That is because a union, fibre board or composition box toe has been used instead of a perfectly moulded, solid leather, one-piece box toe.

"The sole is solid leather. If you would allow me to cut into yours, I think I could show you shoddy.' Then he showed me how the counters were more durable, the eyelets of high grade, the lining and facings better, and finally, that the sole of his shoe ran clear through to the extreme back, and that the heel was fastened on above it, while the sole on mine ran only part way under the heel and, of course, had broken apart.

"When he was through with his little demonstration, I was thoroughly convinced that the \$5 shoes were worth the difference in the price, and I paid it cheerfully and gladly. More than that, I always go to this clerk when I want advice on footwear, because he has established himself in my mind as a footwear artist. He has added my wife and children to his list of customers as a result of winning me over, and, besides, I presume I have steered dozens of other shoe buyers his way.

#### Have Data as a Reserve

"And I want to add just another word to what I have said by way of qualifying my statements," continued the

speaker. "I said that I like the clerk who can tell me why. But please do not get the idea that I want a clerk to use me for a target for all the merchandising information he has been able to pick up.

"I know two or three clerks who seem to have the idea that this is the correct thing and they want to give me lectures on manufacturing processes and raw materials every time I enter. That sort of a clerk has got to be a bore, and while I prefer him to the man who knows nothing of his goods, I'll pass them both by for the fellow who knows his line, and has all this information in reserve to answer your questions or furnish you with advice that the customer is plainly in search of."

Know your goods. Know processes and markets and construction and every last detail that you can skim from traveling men and advertising and other sources, but don't throw this knowledge around indiscriminately nor insist on forcing it down the throats of people who already know what they want, and need no "reason-why" argument to win their custom. Hold the knowledge in reserve and use it to answer questions, bolster sales arguments and batter down customer objections. But be sure that your reserve "know" is as big, as diligent and persistent as study and observation can make it.

Merchandising knowledge rightly used is the secret of big sales, which are in turn the secret of successful retailing

## Style Talks vs. Price Talks

Throughout the country, fall shoes have been arriving during the past few weeks. Summer sales have become a thing of the past, and room has been made for new goods. The windows are given over to the display of new styles, and the advertising of the different lines of shoes has already begun. Usually, one of two methods is followed in exploiting the merits of goods one of featuring the style and quality of the lines, the other in featuring the price.

It is poor business to begin featuring price at the beginning of the season. It is time enough when a line of footwear is becoming too old to be profitable, to talk price reductions. Just as surely as one begins shaving off twenty-five here, or fifty cents there, in the early part of October, he will have to discount dollars in December.

Moreover, it leads customers into bad habits. Normally the buying public at the outset of any season is looking for style and always for quality, rather than bargains or job lots. In the window displays, subordinate the price talk to the samples on display. In the advertising, don't lead off with the information of ten or twenty per cent. cut on your shoes, but tell the public in what leathers they come and other interesting information. By talking of the new leathers, types of toe, height of heel and the new effects generally in your advertising literature and business announcements the public will be learning just the things about footwear that it desires to know.

Necessarily, to enable the salesforce to talk intelligently to customers, demands accurate information and careful study of style news which may be available. It is necessary that they should be in touch with the approved styles in smart, fashionable footwear. Some retailers (happily their number is few) think the wastepaper basket the proper receptacle for trade journals. They have done, for fifteen or twenty years as the case may be, without one, and are going to do without them during the remainder of their business career.

If that frame of mind has gained such a hold on one that it can't be overcome, the clerks at least shouldn't be deprived of the advantage of gaining additional information regarding new lines. Some crumb of knowledge is sure to be picked up by any intelligent reader.



# STRAY SHOTS FROM "SOLOMON."



"Every man has his price," was the word of a shyster politician who measured everybody's corn in his own half-bushel. There are, nevertheless, plenty of men who think everybody else crooked because dollars appeal more to them than honor and "success" than truth. They will sell their souls for whatever the market yields, and go home comforting themselves with the thought that their neighbors only let slip the chance because they thought prices would be up later. "Buy the truth and sell it not." Be one of those who can't be bought or sold like goods in the market. There are people who can't be moved by gold who are sometimes bought by other means. See to it that flattery, love of ease, honor, appetite, nor any other thing can buy from you that which ought to be dearer to you than life. There are men who sell themselves for a "mess of pottage" who would not consider the highest cash price a buyer could put upon their influence. For a moment's gratification of pride or lust they throw away character.

"Be fruitful and multiply and replenish the earth and subdue it; and have dominion over the fish of the sea and over the fowl of the air and over every living thing that moveth on the face of the earth."

**PRODUCING MEN** What are you doing in the face of this command? Are you so absorbed in the grindstone or muckheap that you have lost sight of your great privilege to "rule?" Are you so lost in money getting that you despise the command to produce men? Are children "encumbrances?" Are character and conscience useless appendices, thrown away with the first tinge of inconvenience? Those boys of yours, these young men in your store are a thousand-fold more important than your big business or your fat bank account. "The father of the righteous shall greatly rejoice, and he that begetteth a wise child shall have joy of him." These days men often rejoice in smart sons. They are interested only in seeing them "get on," and when they "get off" naturally they wonder where the crooked tendency sprang from. Men are more important than things.

There is very little that "happens" in life. There are a few who seem to be "lucky," but just count up on your fingers those who have "hit it" and compare them with the men of brains and go who have made their mark within your circle of vision and you will find how small a bearing chance has on the race of life. There are successes that seem to have no more foundations than mere "bull-headed luck," as the saying is, and we have been having quite a lot of that kind of prosperity lately, but "time will tell and frost will try the praties." "Through wisdom is an house builded and by understanding it is established; and by knowledge shall the chambers be filled with all precious and pleasant riches." Lay a good foundation, build well and furnish on the same principle and you will have a home or business that will be worth while. But, wisdom in the foundation is as necessary as good understanding in the building, and when all is complete, knowledge is required to round off the whole. Many a good home is spoiled by bad taste in furnishing, many a business made to look foolish by details of management.

The curse of mankind as well as often its blessing lies in its ability to live in the moment. It is a good thing, often, that we do not see what lies ahead of us, or life would be a constant shudder. We are prepared for tomorrow by the joys of to-day. But the people who live in "fool's paradise" are to be pitied if not condemned for not taking a peep out of the window now and then. "I did not think" is responsible for most of the woe in the world. The brains you are given are meant to make you something better than the fly where buzzing is done almost as soon as it begins. You are expected to look ahead although "anxious thought" for the morrow is not to occupy all our time. If you had carefully thought out some of the things you have done in the past ten years you might have had more to show for your efforts. If you had done a little hard thinking about some of those habits a little earlier in life you would not be where you are to-day. "At the last it biteth like a serpent and stingeth like an adder." "At the last," there's the rub. We forget there is a "last" to everything we do.

There is no excuse for laziness, just as there is no cure for it. It is the meanest and most costly habit of mankind. You can pity and cure a drunkard sometimes, although his case is hopeless enough, but the man who is fond of his bed and his belly is a proposition to stagger the power of heaven as well as earth. If you are getting the "sitting down" disease don't waste a minute, get up and shake yourself. Begin on your eating. With the lazy man it should be as the Apostle Paul says, "If a man will not work, neither let him eat." Laziness often begins with an overtaxed liver, and one of the ways to get the evil out of the system is to give the liver a chance. Eat less, take exercise, and be clean. Cleanliness is one of the best preventatives of sluggishness. If men and women washed more there would not only be less laziness but less tendency to social evil, for lust is the twin brother of laziness. In fact, if people followed the principles of careful diet, exercise and personal cleanliness, there would be less disease of all kinds. It is not medicine we need but cleanliness inside and outside.

We are as big as our troubles. Some men go whining about with a scratched finger, others bear about with them an incurable malady and yet meet the world with a word of good cheer. Fortitude that goes down before the first whack of tribulation or opposition is made of putty. "If thou faint in the day of trouble thy strength is small." The glory of a ship is its ability to hold up against the tempest. The greatness of man lies in his ability to weather the storms of life and come through with at least a sound hull. Masts, boats and even cargo may go by the board, but the craft that runs through to port is the admiration and joy of an applauding world. Do you stand the test or do you fail when the day of trouble, temptation and sorrow comes? We are what our troubles make us. If we go down before them we become drifting hulks; if we bear up under them, the very buffetings and trials themselves make us stronger and better men.



# The Leather Industry—Its Start and Expansion

Output in Canada Has Increased 100 per cent. in Ten Years—Crude Methods of the Ancients—The Discovery of Chemical Action—Some Things the Retail Shoeman Should Know.

It is recorded in sacred history that our primitive, yet inherently aesthetic, progenitors of an age before civilization dawned, first expressed their dissatisfaction with Nature integument by arraying themselves in the modest negligé of a forest leaf.

With the changing modes and fashions of later days, when flint arrow and stone axe had become weapons both of offence and defence, they clothed themselves with the skins of animals slain in the chase. These skins were used in their raw condition at the beginning, but as time passed, on, an awakening instinct led to the discovery that smoke, sour milk of goats and certain vegetable juices prevented putrefaction and improved the quality of the hide.

## In the Early Days

As in the case of nearly all the arts and sciences, the Egyptians were the first within the historic period to possess a knowledge of the properties of astringent barks as applied to skins. The Chinese also have handed down through ancient deposits specimens of leather which have proved to be over 3,000 years old. Leather was widely employed in the civilizations of Babylonia, Greece and Rome. In the "Iliad," Herodotus also mentions it, and Pliny, writing in the first century speaks of tanning with bark, sumach and oil. During the early mediæval period leather was manufactured chiefly in Turkey, Russia and Hungary. When the declination of Roman influence shadowed Europe with intellectual stagnation, this art fared the fate of every other, but as the centuries passed it participated also in the general renaissance. At that time practical knowledge of the process was limited, and the facilities and tools used most crude. Boxes made of rough planks were sunk in the ground for vats, and oak bark, the principal tanning agent, was crushed into fine particles with heavy stones.

In the process, the flesh having been removed with sharp knives and the hair loosened by sweating, the skins were placed together with quantities of bark in alternate layers in the vat until it was filled. The mass was then covered with water and allowed to soak for six or eight months until the condition of the skins warranted their final removal. The principle of the action of the bark was unknown, and it was not until the eighteenth century that the process which transforms a hide into leather was understood.

Sir Humphrey Davy was the first to affirm that tanning was due to chemical action, although to-day it is one of the most important branches of chemical technology, conducted upon scientific principles. Modern methods have revolutionized the industry, reduced the time required to convert raw hide into the marketable commodity and introduced a multiplicity of leathers for decorative and utilitarian purposes. It cannot be truthfully contended, however, that the processes now employed produce better materials than the older and more empirical methods when quantity was subservient to quality.

## Importance of the Industry

The leather industry of Canada, according to the census of 1911, comprises 113 establishments for the manufacture of leather, with a capital investment of two and a quarter million dollars, and employing about 4,000 workers. The business, although not of the first magnitude, has a certain importance, owing to the fact that Canada has gained a reputation in the boot and shoe world for the manufacture of sole leather. In the year 1911 over 7,000,000 skins were worked up into leather, having a market value of almost

\$20,000,000, and of this amount goods to the value of \$2,000,000 only were exported. In comparison with this it is interesting to note that over \$5,300,000 worth of goods were imported, chiefly manufactured articles, boot uppers, and various fancy dressed leathers, and raw hides to the value of \$8,000,000 were shipped into the country as compared with a value of \$4,500,000 exported. Although the leather manufacturing industry has increased by over 100 per cent during the last decade, it would appear from the figures given that as Canada turns more to mixed farming and stock raising, the business should assume an even greater importance.

Leather is one of the most indispensable products of the animal kingdom and is manufactured from the skin of certain animals, chiefly in larger mammalia, subjected to chemical processes which remove its tendency to putrefaction and incidentally increases its strength, durability and imperviousness to water. The classes of leather vary according to the nature of the skins and methods of manufacture.

## Parts of a Hide

The skin consists of two distinct parts, the epidermis or scarf skin and the corium or inner layer. The corium or true skin, is much the thicker and is the only portion of use to the tanner. It consists of fibrous material cemented together, and is almost entirely soluble when boiled in water. The cold solution forms jelly or gelatine. This true skin, when submitted to the action of tannic acid, constitutes the material known as leather.

Hides are obtained mainly from home abattoirs, but of those imported the bulk come from South America, particularly the Argentine. Without entering upon a lengthy consideration of the varieties and uses of the many kind of skins, it may be useful to note that the butts of horse hides are manufactured chiefly into enamelled leather, sheep skins into roans and linings, the larger skins being split and the flesh portion converted into chamois(?)—a gentle deception demanding less exertion than the capture of the elusive antelope.

## Tanning Materials

The process of tanning consists of the conversion of the hide, by chemically combining with its substance, an astringent vegetable principle, tannic acid. This powerful principle occurs in many trees and plants, but the following are chiefly used: Hemlock bark of the species "Abies Canadensis" containing about 11 per cent. of tannin. Leather tanned with this bark is tough and not so pliable as that tanned with oak bark; oak bark, which is the inner bark of several varieties of the oak tree; Quebracho, the bark of a hardwood tree grown in South America; sumac in all its varieties, though the tanner's sumac, "Rh coriaria" is the one most used, the other kinds containing a dark coloring matter which injures light leathers. There are many other tanning agents but these are of little interest as hemlock is by far the most important and most commonly used in Canadian tanneries. It is worthy of mention, however, that several factories use bark extract, a ready manufactured preparation, almost exclusively, and therefore, have no bark storage or bark mills in connection with the tanneries.

Don't be afraid that your efforts will not be appreciated.

Don't be afraid to play the game honestly. Honesty always wins out.



# Harvest Window and a Harvest of Good Shoes

A harvest window—one that was decidedly unique in conception and striking in design, was put in recently by Alex. Chisholm, 1687 Dundas Street, Toronto. The display of grain, both in the stalk and berry, attracted a great deal of favorable attention. Mr. Chisholm has one of the most modern and impressive shoe store fronts of any dealer in Canada, and his windows, which are 17 feet deep and extend five feet back of the main entrance door, readily lend themselves to any artistic or novel presentation. The accompanying cut affords some idea of the original and appropriate nature of the harvest window. During the past few weeks every one has been talking about wheat and oats and Mr. Chisholm secured a supply of the best Manitoba No. 1 hard, that was on display at the Canadian National Exhibition.

The bottom of each window was covered with wheat grains to the depth of one inch, surrounded by a border of oats about a foot wide. On top of the granular floor rested all the latest fall offerings in shoes. The angles of the window, the plate glass shelving and the pedestals on which

the shoes stood, were ornamented with small sheaves of wheat and oat straw, flax straw and prairie grass. All these were certainly suggestive of a bountiful crop, and naturally drew attention to the harvest of good shoes which was on display.

In the window used for exhibiting women's footwear, a neat rural scene was painted and decorated one side of the enclosure just above the large plate glass mirror. This view is the artistic work of R. J. Campbell, and represents an autumn setting, with automobiles passing along the road, all fringed with real prairie grass. At important corners are seen sign posts, with an extended ornamental arm, from which is suspended an elliptical disc, bearing the words, "Chisholm's Footwear." This road sign is an exact reproduction of the uniform label, which is used by Mr. Chisholm on all of his cartons and gives his store such a decidedly pleasing appearance. In gilt and black there has been painted on the front and back of both side windows, a reproduction of the store label.

The window trim was designed and executed by Moreley



Where golden grain covered the floor and grass and small sheaves were effectively used.



Chisholm, brother of the proprietor, and his work is decidedly clever. He states that special window trims give handsome returns. When installing the present window, crowds were in front at all times, watching the interesting operation. During the few days that the window decorations remained in place, nearly every second man who walked in,

said that he would like a pair of shoes like such and such a style, or such and such a number that was on display. This proves conclusively, that a suitable, attractive and impressive window setting amply repays the trimmer and merchant for any time or trouble he may take in installing it.

## Would Like to See Repair Shop Cut Out for Ever

**It Proves An Annoyance and Real Loss to Many Retailers—Leads to All Sorts of Complications—Opens Up Way of Dispute and Interferes with the Service which the Dealer Should Furnish His Customers**

"I have noticed a great deal of argument pro and con in your paper from time to time on the matter of a repair shop in connection with the retail shoe store. It is declared by some that such a department pays well and it may in the rural sections and country towns where the head of the firm is a practical man and can fill in on the bench, but I maintain that in the small city and suburban shops conditions are different."

So spoke a leading man, who does business in a fairly large city in Ontario, but for various reasons does not want his name used. However, he remarked, "This has nothing to do with the arguments that I can advance against a repair shop. I wish we could all do away with repairs. They are against the best interests of the trade. If one could regulate such matters that repairs could fill in at odd times, then they would be, perhaps, all right, but how does it work out?"

### Thought Repairs a Real Favor

"Mrs. S—— came into my shop the other day with a request that a pair of girl's shoes be half soled. She wanted the job done in a hurry, and then she remarked. 'You know Mr. G—— I have quite a family and we have resided here for a considerable time. We try to divide up our trade as much as possible. I give Mr. T—— (doing business up the street) all our business in the purchase of new shoes and we bring all our repair work to you. I think that is a fair division,' she said.

"I thanked her for her well intentioned plans, but informed her that I would prefer that she take her repair work some place else and give me even half of the family trade and I would be better satisfied with the treatment received from her. She opened her eyes in astonishment and naively said, 'Why! I thought that repair work was all clear profit and that we were giving the best end of the patronage to you.' I soon convinced her in a gentlemanly way that she was not. There are scores of such persons who think if they give a man a few repair jobs they are doing him a great favor, yet they never buy a new pair of shoes in his store.

### Keeping Good Customers Away

"Another big draw back is on Saturday nights. A young lady, who has left in a pair of shoes during the week, will call with two or three others to get the parcel on a Saturday night when the store is filled with customers. It is not convenient to hand out the parcel of repairs at once and our augmented staff do not know what she called for, thinking, of course, she has come in for a new pair. Persons passing will look in, and seeing all the chairs filled, remark, 'Oh, I want to buy a pair of button boots but there is no use going in there as the place is filled, and we will not get waited on for an hour. The same parties will go further up the street and enter a store which apparently is not so busy, and thus we lose the sale of that pair of button boots through Miss K—— and her friends occupying the chairs waiting for the repair job to be handed out on which there is possibly thirty, forty, or fifty cents to collect when the sale of the

pair of shoes that we missed would mean anywhere from a dollar to nearly two dollars in profit.

"Oh, yes, I can give you many more reasons why I would like to see the repair shop done away with in connection with retail stores. We have the repair work all wrapped up and young people will call on Saturday night at the busiest hour. We hand out the parcel and remark, forty, fifty cents or one dollar please, as the case may be. Then the caller will ask you to open the parcel so that she can examine the job and see if the heels are built up right or the patch is neatly put on or how the soles look after being renewed. All the time we have gained by parcelling up this job in odd moments is lost. We cannot refuse to reopen the parcel and yet we are requested to do so many times. More time lost."

### Leave Old Shoes on His Hands

"It would, perhaps, surprise you to learn that many shoes are left never to be called for. We will build up the heels of a woman's shoe and put on new soles. We get eighty-five cents for this, and to do the same work for a man, the figure is \$1.15. In the meantime the person who has left the shoes, has bought a new pair, perhaps, somewhere else, is wearing them, finds them quite comfortable and decides that the old pair is not worth returning for. The result is, we have many shoes left on our hands, which we keep for a while and then they have to go into the dump or junk pile. Now, let me make myself clear. There has been eighty-five cents' worth of work done to that woman's shoes and we cannot get more than ten or twenty cents from any buyer of junk for the boots, a clear drop of sixty-five cents, and for the man's shoes a little better price is obtained, but forty cents is the outside figure that any second hand fellow will pay. Here is a drop of seventy-five cents. The number of persons, who will leave and forget to come after them seems to be increasing. It is caused by thoughtlessness, indifference, removals, obtaining a new pair in the meantime and many other reasons. You know that human nature is a funny element and some people act on an impulse and then forget all about it or change their mind. They have a spasm of economy one minute and an outburst of liberality the other and then conveniently overlook the first motive which led them to bring their shoes to be repaired.

### Wanted New Soles on Boys' Boots.

"Why only yesterday a man came in the store and declared that a pair of shoes which he had bought for his boy had not given satisfaction, and he thought we should resole them for nothing. I found that the shoes had been bought seven weeks ago and a romping urchin, who will not go through a pair of outsoles in that period, particularly in vacation time, is a wonder. I could not convince the parent that his son had had good wear out of the footwear. I either had to make good a new pair of soles or lose that man's custom. In this case I refused. When I told the caller that he should have bought a better shoe he got mad



and said that he could afford good shoes as well as I could, and he would not listen to any explanation about the difference in sole leather quality, and the make. Now, if I had not had a repair shop in connection with the business, that man would never have thought of coming back to secure a new pair of soles. He would have gone right straight to a regular repair man.

"People want us to send out for a fifteen cent job and also deliver it. Where does the profit in this come in? Of course, we have to do it in the case of a good customer, but if the parties are such as are not regular patrons of the store, we have to adopt such miserable excuses as the boy is busy and cannot call, is at school, etc. You ask me why I bother with a repair shop? Well, all the others here do likewise. I would willingly get rid of such an annoyance, but no one seems to have the fortitude to take a firm stand alone and some others will not consent to its abolition, for they carry only a very small stock and depend on their repair end to help them to make a living.

#### Takes Nerve to Upset Traditions

"I recognize that there are drawbacks in every line of retail trade. The druggist has his interminably long hours, five and ten cent sales and Sunday labor, the grocer has his many requests for credit, price cutting competitors and perishable lines, and the shoeman has thorns in the flesh as well. They are credit, approbation, slow sellers, changes in style, etc., but in a measure he can overcome these of his own accord. With repairs, which are so closely interlinked with the business and have been from the early days, it takes a bold stand and abundance of back bone to eradicate the thing in the smaller centres.

"The day is coming when, with complete repair outfits in every town, the people will go there for all their work and will call upon the retail shoeman only for new goods. That is as it ought to be. When a man sells a pair of shoes, if they are of good quality, fit well, and there are no present defects in make-up or material, that should end or close the transaction definitely. He should not be bothered with subsequent attention to such shoes after they have been worn a reasonable time. I have touched upon only a few phases of this question and have made no mention of the difficulty of getting a suitable man to do repair work and the many incompetent chaps there are who will drift into town to-day, work a few weeks with you in the repair shop and then are off again some place else, leaving you to do the work yourself or to send it out and get it done just when the outsider pleases; for remember he will attend to all his own jobs first, which is quite natural. When your customer calls and blames you for not having the work done as promised, and you have to shoulder the shortcomings of another man, why the thing is apt to get on one's nerves. I have tried sending out repair jobs but found the system anything but satisfactory. I may have faults like the rest of humanity, but it is burden enough to shoulder my own without having to take aboard those of the other fellow—the outside repair man in this case—as well."

### Does Music Help Shoe Sales?

"I believe that music is more indispensable in a busy shoe store than in a restaurant where folks are naturally inclined to feel in good spirits," said a leading shoe merchant, who, on his busy days in season, uses thirty clerks yet cannot handle all the trade without making people wait. He sells from a mammoth variety of stock at one popular price. Saturday afternoon—he employs a small string orchestra to render popular music.

"You see," says this merchant, "most of the women that come into my store are more or less tired from walking.

The hurry and the bustle of clerks around the store is irritating—or was irritating until we started the music plan.

"This music puts both the clerks and patrons in good humor, and good humor does sell shoes," continued this merchant. "But this is the significant fact: The average amount of sales per clerk has jumped twelve per cent. since introducing this feature—many times covering the cost of the music in increased profits.

"And think of the greater satisfaction," he concluded. "Fewer women stay away now because 'that store is too crowded.'"

The fact that music makes good nature and that good nature makes sales—better, makes steady patrons—is a much overlooked fact.

### Bigger and Better Than Ever

J. B. Douglas, who for the last nine years has been in the shoe business in Calgary and also opened stores at other points in the West, all of which he sold out some months ago, spent a few days in Toronto and other Eastern centres recently. He intends to open a new store in the Mackie Block, Eight Avenue West, Calgary, and will have one of the finest and most attractive footwear establishments in the Prairie Provinces. His new shop, which will be doing business this month, is one hundred and thirty feet long by twenty-five feet wide, and is splendidly fitted up. Mr. Douglas has great faith in the future of Calgary, and during the time that



he has been there has seen it grow from a population of ten thousand to ninety thousand. He was born in Harriston, Ont., and gained his first experience in the footwear line with Guinane Bros., when they did business at 314 Yonge Street, Toronto. He then started for himself in Peterboro, and later went to Calgary. His store motto has always been "top-class shoe wear," and the Douglas five dollar shoe became widely known. Mr. Douglas popularly known as "The Western Shoe King," has always surrounded himself with a capable and efficient staff, and they have always worked together for the welfare and expansion of the business. In the spirit of co-operation and harmony, they labored and a prompt, energetic and reliable service was invariably given the public.



# When Women Paid \$20 for Hand Made Shoes

New Brunswick Dealer Recalls Early Experiences in the Trade—A Shoe Retailer Who Has Public Spirit and Shows It in Useful Career—Some Interesting Reminiscences of Old Time Transactors

Just forty-four years ago, in the city of Boston. W. Bayard Belyea, a prosperous shoe retailer of Woodstock, N.B., made his first acquaintance with shoes. He was six months in a ladies' shoe store on Tremont Street, where he worked at the trade. They made a splendid custom boot by hand, and the lowest price at which the store sold a pair was \$8.00. The purchaser was not necessarily confined to this figure. She could go up to \$20.00 if she pleased, and many ladies had their own patterns at the store. Mr.



Belyea says that he absorbed more knowledge and experience about shoes in that time than he fully realized, and even at this late day, a lot of data comes back to his memory.

The career of Mr. Belyea has been rather a stirring one. He has always been a public-spirited man, and was mayor of Woodstock for three years, 1901-2-3, and for the past eleven years has been a member of the School Board, seven years of which he has been chairman, a position which he holds to-day, and fills with both zeal and ability. He is also secretary-treasurer of the Carleton County L. P. Fisher Memorial Hospital, and was incorporated with the board as a trustee at its formation eleven years ago. Mr. Belyea has also been a member of the Board of Health of Woodstock for twelve years. Fraternally, he is both an Odd Fellow and a Free Mason. In fact, he has grown up and taken part in all the town's activities. He is also known throughout the province and the adjacent state of Maine as being a lover of good horse flesh. He has owned a number of fast animals at times, many of which he was quite proud.

Mr. Belyea is a son of R. B. Belyea, and was born in St. John in 1855, and located with his parents in Woodstock in 1861. His father kept a general store for a number of years, but afterwards confined his business to groceries and dealing in country produce.

The subject of this sketch entered into partnership with his father in 1875, and continued until the death of his father, which took place in 1884, on the steamer "City of Columbus," while on his way from Boston to Savannah. Mr. Belyea, Jr., conducted the business until 1903, when he purchased the widely known and long standing shoe establishment of J. D. Dickenson & Sons, and removed it to

the corner of Main and Court Streets, where a splendid trade is done and a good class of customers satisfied.

Mr. Belyea has had some unique experiences in the shoe business. In 1877 they bought quite an order of shoes from Richard Roche, traveler of the W. B. Hamilton Shoe Co., who was then selling for the Sussex Shoe Co., in Sussex, N.B. Nearly all these shoes were lost in the big fire of that year, which visited Woodstock and destroyed most of the business places. This is the reason that the firm did not re-stock shoes at the grocery store. In that year Mr. Belyea, Sr., and his son, started a dry goods store, with clothing and shoes and this business is still continued in Woodstock and owned by Dr. Manzer, a nephew of the subject of this sketch. Shoes were discarded after a time. Mr. Belyea says that he well remembers when B. B. Manzer once bought 300 pairs of women's shoes at \$1.00 per pair, from the late J. M. Humphrey, of St. John, and gave him in payment a horse worth \$300. He also bought at another time, a car load of women's rubbers at 25 cents per pair.

## What a Salesman Most Needs

Whether salesmen any longer have the opportunity of making big money as salesmen is frequently discussed. There are many who say that personality is a larger factor than ever, and that this, together with the science of salesmanship, will always maintain the value of selling power.

A prominent manufacturer said the other day that a salesman had to be better posted along scientific lines to-day than ever before. He must study his customers' competition and be expert in retail merchandising, as well as a keen reader of character. He must have the knack and judgment of knowing what his trade wants, and must aid his customers in making selections. He must be a close student of his own lines, and be able to point out superiorities and inferiorities. He must also have personal magnetism and the power of making friends. Besides these, absolute control over his temper and actions is necessary. Disagreeable scenes often come up, and the salesman of to-day must either be clever enough to smooth them over or else school himself in making as graceful an exit as possible. A clever salesman will never quarrel with a customer or a prospective one. It makes a bad name for his house, and besides, it does not pay, because he knows that the day may come when he will sell that man a bill of goods.

"With such qualifications," remarked the manufacturer, "the modern expert salesman will command more money than ever, because personality and unusual efficiency are necessary in all lines of business. More salesmen in the future will probably become partners, because the type of man successful in the selling field embodies qualifications and executive characteristics that have not been thought necessary in the past.

"Old-time salesmen rarely open a new account, but go on, season after season, evidently without knowing that new merchants are constantly starting in business. There are plenty of such men puttering along just where they were fifteen years ago, simply taking orders from the customers they have without trying for new ones. In the same houses men have been made partners who entered long after the order takers started. Order takers would never be anything else anywhere. They never get ahead. It is the salesmen with plenty of energy and a desire to get ahead that can rise to a partnership. To men of this calibre selling goods offers greater opportunities than ever in all lines of business."



# Traveling Goods Department in the Shoe Store

Here Is a Line That Will Pay You—Now Is a Splendid Time to Install This Department—Small Investment and Quick Turnovers—How to Open a Trunk and Bag Department in Your Store

"Nothing in it for the trouble it takes."

"Requires too much space."

"Oh; I've never thought seriously of it."

This is the manner in which two Ontario and one Quebec shoe dealers answered the question as to why they did not have a trunk and bag department. And these shoemen had not even given it a trial.

Now, one glance at the answers given is enough to convince anyone of their absurdity.

## Field for Traveling Goods

There is in Canada at the present time a very large demand for traveling goods, and somebody has got to supply this demand. The trade is divided up among saddlers, general merchants, mail order houses and shoe stores. This, of course, is referring to the average Canadian town and leaving aside the cities.

In a town of from 1,000 to 10,000 population (take these figures as a general estimate) there are dozens of business men of all classes continually traveling. Did you, Mr. Shoeman, ever stop to figure out how many trunks, suitcases and hand-bags these men carry while thus traveling? Who is supplying this trade? You will generally find that it is some city merchant or a mail order house. They cannot find what they want in their own town and are generally forced to buy while in the city, when they would naturally prefer to patronize the local dealer.

Supposing your neighbor, the saddler, stocks a range of leather goods, the buyer will naturally get into the habit of making his purchases there, when he finds that Mr. Saddler is the only merchant in town handling this line of goods.

Looking at it from an outside point of view, do you think the saddler is the logical retailer of traveling goods. Is not the average citizen more likely to enter your store than that of the

"harness-man" as he is popularly known? Unless he has a horse or is a farmer, saddlery interests him but little. Now, who is there living in the town who is not at least familiar with the interior of your shoe store? And yet such places get by far the larger per cent. of the trade not handled by city merchants or mail order houses. Why, the traveling goods manufacturers have even grocery stores on their books, and find them paying customers. Therefore, it is up to the shoeman, the logical man, for these goods, to get out and hustle after this trade.

## Shoeman and Mail Order House

Now, there is no question that much of this trade will be secured by the mail order houses if the shoemen do not grasp the opportunities presented. In fact, as has been said before in this article, a great deal of this business is being handled by these people. What is the reason of this? To begin with, mail order departments were introduced to supply the town and country consumer with those goods which were impossible to secure in the local stores. They handle no better class of goods than can the ordinary retailer, if as good, and people have to buy blindly, taking the word of the house for everything. Even if they have the "money back if dissatisfied" guarantee, this will not save lost time or disappointment if the goods be unsuitable or misrepresented. It is true, mail order houses have certain advantages that are denied the retailer, but the advantages which the retailer has overshadow by far those of the mail order people, and if he is live enough to rise to the occasion, he will not find this a serious source of competition.

## Personality and Service Essential

The merchant who wishes to succeed in this line must, of necessity, as in any other business, give it a proper amount of attention.



Some of the Popular Fall Lines



You should look upon your personality as an important asset and make it count every time. If you believe in a square deal, are cheery and optimistic, and know your goods thoroughly, you will have no trouble attracting business. The trouble is, many dealers have not sufficient confidence in themselves or their goods, and the customer can see it and is warned. If you only realize the powerful lever you possess by being on the spot, with the right goods, and making your personality count, you will never have to let a prospective purchaser leave the shop without investing.

Of course, a certain amount of thinking is necessary to bring about this state of affairs. Service is necessary. This is where you should shine. For example, how many persons have any correct idea of size when ordering a trunk or bag? Many people will order a 40-inch trunk from a mail order house, and when they get it, realize that they have gone about eight or ten sizes too high, and are paying for these extra inches. By going to the shoeman they would have found that a 30 or 32 inch trunk was large enough for their needs. This is only one example out of many that could be cited. Here is where you come in, and by knowing your stock and its possibilities thoroughly, you can satisfy demands every time. Feature the fact that no amount of trouble is too great for you to give satisfactory service.

Intelligent buying is necessary if a profitable business is to be done in trunks and bags. Don't allow yourself to be stampeded by any salesman against your better judgment. In any new venture, as every merchant knows, it is better to go slowly at first and get the "feel" of the trade in the first few weeks or months, and gradually expand as you acquire knowledge on your line and as the demand warrants. Avoid tying up too much capital, but be sure you have a large enough assortment for your customers to choose from. A too small stock will discourage business instead of encouraging it as is necessary. The right sort of salesman will be of great assistance to you in picking the best lines.

A good start can be made with a dozen or fifteen different styles and size trunks ranging from \$2. to \$5. wholesale. Stock up with one, or at most with two sizes in each style, in keeping with the space at your disposal. The same policy should be followed in selecting club bags, suit cases, ladies' hand bags, etc. You will find that a little thinking along with the aid of a reliable salesman from one of the traveling goods manufacturers will enable you to install a fair initial stock at anything from \$75 up to \$150, in accordance with your resources.

The question is bound to occur to many shoemen how can I get all that stuff into my establishment when I am only comfortably fixed for space as I am at present. This

part of the question can be satisfactorily solved if an inventory of your extra space is taken. This does not mean floor space only. If possible, trunks should be arranged around the floor. With twenty or more trunks, or even less, it is, of course, impossible to have them all on exhibition, but as many as possible should be shown without giving the store a crowded or cramped appearance. You will find that they can, perhaps be arranged along the wall. If you have a vacant spot in the rear of the store, you will be able to manufacture some kind of a rack from the

floor to or near the ceiling. This is an admirable method of demonstrating the stock and is neat as well as space-saving. For the surplus stock of trunks, you may have a good dry cellar which will come in handy. If a cellar is unavailable, they can be stocked in the rear of the store, or if this is also impossible, you will have to rely on your catalogue and a few samples. Suit cases, club bags, ladies' hand bags, and other leather goods, can be

arranged in different parts of the store for display purposes. If possible, it is a good plan to lay aside a certain amount of shelf-space, even if it is only one division or a few feet. You will be able to show the smaller lines on and in the findings show case.

To get this new department under way, advertising is necessary. If you have space in the local newspaper you will find that it will pay well to boost traveling goods for a while, even if you have to cut down your shoe announcement for a while. Many shoe dealers who have a leather goods department find it a paying proposition to have a permanent small announcement at the end of their advertisement. It is, perhaps, a sacrifice for you to let shoes slip to a certain extent for a few days and pay particular attention to the new department, but nevertheless, it is essential to the success of the venture, and no half-hearted methods will suffice. If you take your traveling goods department seriously, it will take you seriously, speaking figuratively.

Now, there are a dozen different methods of advertising. If you do not use the newspapers, you may, perhaps, have some other method such as mailing sheets, circulars, etc. A neat circular mailed to your customers announcing the opening of a leather goods department is bound to have a very good effect, and if followed up properly, cannot fail to draw this custom to your store.

Now is an ideal time to install this department, as the holiday season is drawing near, and a big demand for traveling and leather goods will be felt this fall. In your advertisements you can announce the value of this class of goods as Christmas gifts.

Some illustrations are shown here through the courtesy of J. Eveleigh & Co., Limited, Montreal.





# Some Faults That Drive Away Trade of Women

Traveler Tells of What He Has Observed—Insinuating Remarks, Displeased Attitude, Indifferent Attention, a Testy Retort, Too Fussy a Disposition and Lack of Patience are Some of the Thorns in the Pathway of Retail Success—Impossible to Sell and Please Everybody.

"I know a retail shoeman," remarked a veteran traveler the other day, "who is making money, but he might make a good deal more, if it was not for one particular fault. He has an attractive store and handles select and stylish lines of shoes, particularly for women. He is young, aggressive, and for the most part, genial and obliging; in fact, he is looked upon as one of the best shoemen in town, but he has one bad fault. He becomes peeved when people, especially women, do not buy. After he has shown them a range

of shoes and the transaction is not closed, he gets sore, and is apt to make some nasty, little sarcastic remark about not being able to suit some people, or insinuating that certain persons do not know what they really want. He may not give an outward exhibition of temper, but his manner and attitude imply chagrin or disgust, and a woman shopper often leaves with a feeling of displeasure or resentment. Several callers have remarked that they will not go near this man again because they did not like his actions

## INSTALLING A NEW FRONT TO DRAW THE TRADE



The Broadway Shoe Store, 40 St. Catherine Street West, Montreal, recently installed an attractive front, which was put in by D. Shafler & Sons, of Montreal. The Broadway Shoe Store is well pleased with the amount of new business that the front has brought, and expresses the hope that many others may install up-to-date and modern windows

as the store believes that there is nothing which tends to increase the turnover of a shoe merchant so much as a modern exterior and striking window displays. The experience of the Broadway Shoe Store has been that of every other firm who has wisely expended money in this direction. The change of business was noted from the start,



when they have not happened to buy or he failed to suit them.

"A certain young lady of engaging manners and prepossessing appearance was persuaded, not long ago, to take a shoe she did not really want because the proprietor insisted upon it. He induced her to buy 5A instead of 4½C in a gunmetal button oxford. The result was that she was never satisfied, and as you know when people wear something that is too large or ill-fitting they never get any comfort or satisfaction in that particular part of their attire, no matter whether it is shoes, hat, skirt, coat or some other article. It is too bad that this one weakness should be dominant in the personality of a shoeman otherwise so well equipped both in the matter of his own qualifications as a salesman and buyer and also in having attractive surroundings.

"Now, regarding this matter of becoming disgruntled because people do not buy, nearly every successful salesman will tell you that the one who can keep his temper, never returns an unkind word or stinging reply, who is able, as it were, to smile away a rebuke or rebuff, is the one who scores the heaviest in the end. Good nature is an invaluable asset. Now, where many a shoeman makes a mistake is that he imagines because his stock is particularly complete and thoroughly up-to-date, he should be able to suit everybody providing he has the size and width in the shoe. Such a one should understand that no man ever lived who could sell any article to every person. Human nature is not so constituted. A Western retail man told me,—and he carries a stock of \$35,000 and has a competent sales force—that if he sold 70% of the people who come into his shop he considered that he was doing remarkably well. Even the large shoe sections of the department stores do not sell more than 75 or 80 per cent. of their callers, and look at the facilities and resources which they command.

#### Why Some Do Not Buy

"Why is it impossible to sell everybody? I will tell you. In the first place there are those who come in merely out of curiosity or to look around, and then there are others who make it a practice to go from two to three and perhaps four stores before buying any article. Another class may not have the money to purchase the particular shoe they have in view at the time and knowing that the store does a cash business, do not like to admit that they are short in the requisite amount to pay for the goods. There are always those who simply want to 'price' things, who are enquiring 'for a friend' or want some other member of the family to see the shoes and coincide with them in the purchase. Then it is impossible to have all sizes and widths, all styles of toe, all heights of heel, all kinds of leather, all the novelties and everything else that some people would like to see.

"Now, do you know that there are certain retail customers on this mundane sphere that the Archangel Gabriel could not satisfy, then why should man,—mere man—after making an honest, earnest attempt to please a patron, wear his life out, because a woman—who since creation has had the inalienable right to change her mind—walk out of his store. That fellow has got to brush up a good deal on the wily ways and pet pranks and many whims of my lady fair.

"I might say that there are other insidious faults which undermine and upset the career of shoemen—and upon this I may have more to say at another time. Among these faults are being too busy in manner, or fulsome in regard to the quality of goods; too glossy and oily, or too indifferent and cold in manner. Some seem to be attending to a sale or fitting in a mechanical sort of a way while their mind is elsewhere, possibly on a real estate transaction or the stock market. Others lack patience or tact. Others grow angry if a woman says she can get better value elsewhere and promptly rejoin, 'Well, madam, if you can that is the proper place to go. I cannot sell these shoes for that money.'

"I know of no more effective means of driving customers away than by hurling such a "defy" at them. Of course, a shoeman frequently hears the remark about how much cheaper customers can buy at other shops. He should be both deft and deferential in his treatment of such case. He can point out in a pleasing gentlemanly manner that he is very sorry that he cannot sell his line at that low figure; or he may enquire if the party is sure that the goods are of the same make and material; or he can explain in an instructive way, while the shoe may appear to be worth as much it may have a very cheap outsole, a gem insole, or it may not have solid leather box toes, counters or good linings. In short, the shoe may be robbed at every vital spot. He should impress upon such a caller that 'a good looker' is not always noted for its wear and worth, and when the latter are taken into consideration the best is invariably the cheapest."

### The Status of the Shoe Repairer

Occasionally the writer sees a complaint from a shoe repairer that the community seems to consider his work as somewhat lowering, as not quite up to the standard of other trades; in fact, as hardly deserving of the term trade. Why should the repairing of shoes be looked down upon any more than blacksmithing, engineering or tanning? inquires The Shoe Repairer and Dealer. All three industries are more or less surrounded by honest dirt, and dirt honestly acquired is not disgraceful, indeed it is something to be proud of. As for the three industries above mentioned being dirty, shoe repairing is by no means the dirtiest, but perhaps the cleanest of the three. The engineer is never looked down on, and yet did you ever see one that was absolutely spotless, free from oil and grease? As for the tanyards, those of us who know are not anxious to take a chance there with our best clothes on. And it has always seemed to me that the well-to-do motorist who was trying to prove his ability to run his new car, was rather proud of the rather untidy appearance he presented as he emerged from under his car.

Other people who work in the grime are apparently proud of their occupation, but the shoe repairer is not. That's the point. It is up to the men themselves. When the men respect their occupation themselves and are proud of it, others will have the same respect for it. When you look up to yourself, others will not despise you.

But the important question is, how to gain this respect and higher standing? By giving the general public an impression of neatness and ability. Don't run your trade down to anyone; praise it, call attention to the men of prominence who have been shoemakers, show the skill and training required to repair shoes as they should be repaired, the mechanical ability necessary to run an up-to-date shoe repairing machine. It's up to you.

It doesn't mean any more work to be neat in shoe repairing than in many other trades, so if you respect yourself you will not go around without a collar, with soiled shirt and a general uncouth, unkempt appearance, asking people to despise you, but if you must strip, put on a linen coat or soft collar. The general public is made up of individuals and you cannot afford to disregard any of them.

There are villains and cheap fellows in all trades that always help to lower one's opinion of the trade. But this is not any more so in shoe repairing than in any other trade. It is up to you to do your part, to prove yourself a credit to the trade, to do what you can to give a good impression, and the increased respect will be reflected back again to you.

Don't spend your surplus energy kicking some ignorant person down the stairs for speaking in a derogatory manner of your trade; put the same time and strength into "blowing your own horn," and put that individual out as a missionary to enlighten others as to your high status and that of your work.



# Putting in a Window for Thanksgiving Day

By A. A. DAOUST, Montreal, Que.

The observance of Thanksgiving Day in Canada has been proclaimed for Monday, October 20. Mr. Shoe Retailer, you should be doing a good trade in all fall lines of footwear during October, and a striking Thanksgiving window display would prove effective in helping you to create more and larger sales. How can you install one? Well here is a simple and appropriate idea for a window setting at a period of the year when all the people will be returning thanks to the Creator of all good for a bountiful harvest and the manifold blessings of the past summer.

The floor of the window should be covered with brown felt or brown canton flannel.

Try to secure a tree trunk from a farmer. Most farm houses have such things laying around or can get them easily. This should cost about one or two dollars, and can be used for years. Have it cut something like in the sketch if possible.

Try to rent or buy a stuffed turkey from a taxidermist, or if you are in a small town and cannot do this, why not buy a large turkey and have it stuffed? It will be useful each year and will well repay the dealer for the expense. If you buy the turkey and have it stuffed, make sure that you choose one with fine plumage. It doesn't cost any more usually. Have it arranged with wings and tail as in sketch, and legs so that it will stand up easily by just fastening the feet.

The frame at the back of the window should be cut out

of compo board or shoe cases, and covered with cinnamon color felt.

The shelf at the top should be cut out of one inch lumber and braced under with wood or small iron braces. These can be purchased from the hardware dealer at a small cost.

Try to secure bunches of wheat to place on the shelf as in the sketch. If you can get hold of some Western wheat, all the better. You will find this the nicest; if not, try to get ordinary wheat, and tie in bunches with brown ribbon. At the foot of the stump place some pumpkins, corn and grapes, if possible. If not use other kinds of vegetables only make them seem abundant.

At each end nail some wheat coming down to a point as in the sketch. This, you will find, very effective if the window has mirror ends, or one end with a mirror.

The wish bones should be cut out of cardboard, and covered with greyish felt, the color of a dry bone, or with any kind of cloth which would give the same effect.

If the trimmer finds it impossible to get bunches of grapes, and still wants the use of the shelf at the top, why not use pumpkins and vegetables? They would look well that way.

You could also carry out the design by taking out the shelf altogether, and using the turkey and stump only.

This kind of trim should be easy to put in by the dealers



A.A. DAOUST 13

in small towns or country as vegetables and everything in connection with the idea, come from the farm.

Thanksgiving displays usually are about the prettiest of the year, and as the day falls at one of the best trading times, the dealer and window trimmer should get together, to make the store as attractive as they possibly can. Do it according to your means, but make sure that you do something.

To finish this display a nice card should be made, calling attention to the styles shown in the window. They say that a window without a show card is like a store without a salesman.

Do not wait until the last minute to get your pumpkins and other things. Buy them now as soon as you decide to put in this trim. If you wait until the week before Thanksgiving, it will probably be impossible to get what you want.

## Calgary's Two Million Dollar Store

The new store of the Hudson's Bay Co., located on the corner of 7th Avenue and 1st St. W., Calgary, Alta., was officially opened last month. The building is 250 by 130 feet in size, six storeys and basement. The edifice is constructed of concrete and steel, and terra cotta front. When the building is entirely completed and furnished, the cost will be over two million dollars. There are three entrances for customers, and one for employees. The main floor is finished with mahogany borders with centres of pine, covered with green felt. The background is solid mahogany. The windows are illuminated with tungsten lights with poke-bonnet reflectors. The ceilings throughout the various floors are of metal. The vestibule floors are mosaic, and on the various floors some 5,000 sq. yds. of carpet are used, of a fine standard of English Wilton in two tones of brown with scroll and crest.

The furnishings are in solid mahogany. Every department is equipped with the most modern labor-saving devices. By way of fire protection, an automatic sprinkler system with six miles of unconcealed piping has been installed, there being three stand-pipes with hose connection on each floor.

The stairways are enclosed with wire glass. Steel fire escapes have entrances at each floor. Other special features worthy of mention are a most up-to-date ventilation system, the private telephone branch exchange and the stables, garage and truck warehouse. The well equipped shoe department is on the first floor and the traveling goods section on the third floor.

## Don't Hire Under False Pretences

I dropped into a store the other day and a clerk called me to one side and wanted to know if I could do anything for him in the way of getting him another position. I had always supposed the fellow to be thoroughly reliable and had always been impressed with his abilities as a salesman, so was somewhat surprised at his request. A little questioning developed the fact that he was hired away from another employer because of the fact that he was able to control considerable young trade. This was in the first days of his shoe career, and a dollar a week increase in salary looked like a bank roll to him then and he jumped at the chance. His new employer told him all about the great opportunity he was going to give him, and for three years the young man told me, he had worked faithfully, expecting the coming of that opportunity. He asked for a raise twice, and had been put off each time, and he said, "I don't propose to give them a chance to put me off a third time." It's funny thing how some dealers picture themselves offering chances to young men for advancement when it was a sure thing that if a young man does take the chance offered, he will be lost in the shuffle inside of a year, and will have to fight hard to regain what he has lost. There is a law to prohibit men from doing business under false pretences. If a man obtains money under false pretences he is pretty sure to get jailed, but if a man obtains brains and services and loyalty and labor by similar means he thinks it is a smart trick. There are some firms who would do better if they thought more about their clerks, and less about their cash drawer, and I want to tell you right here, there are quite a few clerks in Canada who are able to handle a cash drawer without going crooked."

The palatial new store of the Hudson's Bay Co., at Calgary, Alta.





## Knows Eastern Ontario Like a Book

S. J. Edmondson, who recently joined the traveling staff of Blachford, Davies & Co., Toronto is an Ottawa man, and has long been identified with the shoe trade. He is well known to all retailers in Eastern Ontario and the Ottawa



Valley, and has permanent headquarters at 193 Sparks Street. Mr. Edmondson is a son of the late James H. Edmondson, contractor, who was connected with the construction of House of Commons, and was present at the laying of the corner stone by the late King Edward, who was then Prince of Wales, away back in 1860. S. J. Edmondson started at the bottom rung of the ladder in the footwear game, commencing as a shop boy at the age of fourteen in the largest retail shoe business in the Capital. For two years he was in charge of the Candee Rubber Co.'s warehouse in Chicago, and also had charge of the wholesale house of C. H. Fargo & Co., one of the largest in jobbing lines. Leaving the Windy City Mr. Edmondson returned to Canada and for ten years represented John Lennox & Co., of Hamilton, covering the ground East of Toronto including Montreal. He will now look after practically the same territory for Blachford, Davies & Co., Limited, and many friends will wish him the best of success.

## Dealers Have Themselves To Blame

Editor SHOE AND LEATHER JOURNAL:—

I heartily endorse all that you have to say in regard to the benefit of early closing in your issue of September 1st, and have not much more to add than was covered in your excellent article.

I simply wish to point out that the reason the retail shoemen of Toronto keep open so late at night is because we have educated the public to shop in the evening. They can be educated to do their trading just as well during the day time. I have often been standing near the window of my store during the noon hour or afternoon when the door was open, so that I could hear remarks from the street. Frequently such observations as these have reached my ear, "I like that shoe in the window, and I think I will go in and buy a pair." Perhaps a lady companion would reply, "Oh, what is the good of doing so now. He keeps open at night, and we can come back just as well then," or a remark to the effect:—

"Oh, I am in a hurry. This evening will do all right and we will have more time then."

Now, it would have been just as convenient for these customers to purchase at that very moment, but the people know we open at night, and of course, will not go out of their way to trade during the day.

Another matter that has been often brought to my attention is, while I am in the store, girls and frequently women, will open the door and say:—

"Oh, Mr. — we are going to the moving picture show, but suppose you will be open until after it is over. We want a pair of shoes."

Now, I would like to ask you, sir, whose fault it is that the retail shoe men keep open at night? Largely, if not altogether their own.

I maintain that it is an injustice to any man to work fifteen hours a day. We keep our shops open from half past seven or eight in the morning until ten or later at night, and it is my firm belief and contention, that no man, after ten or eleven hours' work, is physically or mentally fit.

In the name of the physical and mental well being of the shoe dealers of Toronto, I claim we should have early closing, and eight o'clock is none too early. The movement may be delayed, but it is bound to come eventually.

BLOOR STREET.

## An Increasingly Popular Line

L. B. Shafer, of the Moore, Shafer Shoe Mfg. Co., Lockport, N. Y., was in Toronto and Montreal recently, and is now on his way west. Mr. Shafer spends several weeks each year in Canada, and his firm has worked up a splendid business with the retail trade. The showing made this year is a very complete one, Mr. Shafer carrying about 250 samples. The medium recede toe appears to be the most popular, while a number of straight lace bals. with blind eyelets were also on view. The popular height in buttons is seven inches and the number of buttons, fourteen. Nearly all the offerings have straight tops and plain tips. The firm have an extensive in-stock department. Attract-



tive offerings were seen in suede, and others with cravenette tops, while there is a general tendency to the recede toe, longer vamps and lower heels. All the new effects in heels were observed. There was a strong showing in pumps, Colonials and strap slippers, while in ornaments, a wide selection was afforded.



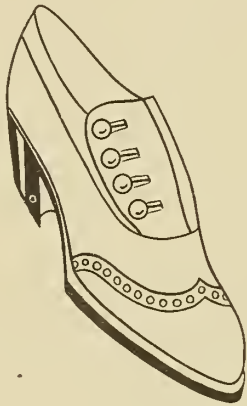
127



1248



1111



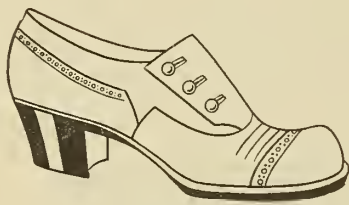
1115



316



1269



1129



1192



1207



1137



1110



1260



1189



1212



1177



1193



1166

Brighten up your Fall advertising. Only a few of these cuts left. Order by number. Price 30c. each or four for \$1.00. First come, first served. SHOE & LEATHER JOURNAL, Toronto.





632



618



630



616



1095



1065



1107



1020



1082

How would some of these cuts look in your shoe ads? They command instant attention. The figure cuts are 75c. each or three for \$2.00. The shoe cuts are 30c. each or four for \$1.00. Order by number. Supply is limited. SHOE & LEATHER JOURNAL, Toronto.



## May be Montreal's Next Mayor



Ald. James Robinson, of Montreal, is being freely mentioned as a candidate for the mayoralty of the metropolis for 1914. He has represented St. Lawrence ward for several years in the city council, and his civic record has been marked by faithfulness, devotion to duty and efficient service. Recently the Montreal Herald, in speaking of his worth and work, paid a splendid tribute to what he is and what he has done. Among other things that paper says.

"If hard and honest work without frills and fal-lals, in the interests of the city at large, and without regard to this or that particular ward is any criterion of worth, then this man is worthy of the post.

"When you come to figure it out, Alderman Robinson is a very logical and proper candidate to rule civic affairs for the next four years. He is an English-speaking Protestant, and it is the turn of an English-speaking Protestant to occupy the place of honor. He is a strong, aggressive, though silent man, and goodness knows we need a strong and aggressive man during these coming years.

"One of 'Jim' Robinson's most salient characteristics in his connection with the City Hall, is the fact that he only goes there when he has something to do. He is a busy man, anyway, and also he has no use for lobbying.

"James Robinson is a Montreal product. He was born here in 1856 which makes him 57 years of age this year, and the whole of his education, school and business, was gained within the boundaries of the Island of Montreal. He started in the shoe business with the Ames-Holden Company, and later branched out on his own account. His business ventures in the boot and shoe line have been so successful that he has been much sought after in connection with other enterprises. Thus he organized the Maple Leaf Rubber Co. of Port Dalhousie, Ont., of which he was president for fourteen years until it was sold to the Consolidated Rubber Co. He was the organizer also of the Independent Rubber Co., of Merriton, Ont., and is president of that company as well as of the Minudie Coal Company, Nova Scotia, the Dorchester Electric Light Company, Quebec; the Wholesale Boot and Shoe Association of Canada, the Regal Realty Co. of Montreal, and the Securities Realty Co. He is a life member of the Montreal Amateur Athletic Association and of the St. Dennis Club; a life governor of the Montreal General Hospital, honorable vice-president of St. Luke's Hospital and vice-president of the Laurentian Sanitarium. He has been twice elected president of the Dominion Commercial Travelers' Association, and, taking a warm interest in educational affairs he has long been a member of the Protestant School Board.

Of all the possible candidates for the Mayoralty, Alderman Robinson has the longest and best record in civic affairs. Should he be elected it will be interesting to watch how the application of his stern business principles will work out in connection with the muddle at the City Hall. It should be interesting to watch him applying business principles to the Montreal Tramways Company in its relations with the city, for instance.

It is just barely conceivable that the M.T.C. aforesaid wouldn't like Jim Robinson's candidacy.

Which would certainly be a big boost for Jim Robinson.

## Keep Your Windows Fresh

Ask the average country merchant what his show windows are worth, and if he attempts to tell you at all, his reply nine times out of ten will show that he doesn't know and very likely has never inquired into the matter.

Any country merchant can put in good business producing windows, even if his windows are small.

The purpose of a show window is to sell something.

If it fails to do that, the display either is not timely or because of lack of price tickets or careful preparation it fails to create any temptation to buy.

We know it takes push, time, patience and thought to keep trimming windows. It is no lazy man's job. But we are not talking to lazy men. We are talking to men who just haven't taken time to think the matter through.

Some stores we know of, and these are stores of good merchants, too, use their windows as a place for storing goods. Think of it!

One thing is certain, and that is, a good window trim makes for better business, and no matter where one's store is, one can have a good trim.

## Breezy News From Winnipeg

Mr. Reeves of the Yale Shoe Store, has gone to Calgary, where he will take a position in the new store which is being opened by J. B. Douglas.

Business has been a little quiet in the city for sometime, but has been picking up recently, and, with the splendid harvest, there is an improvement in all lines of the trade.

The dinner, which was recently given to the members of the staff of Kilgour-Rimer Co., was such a success and the associations so pleasant, that it is announced that this will be an annual event with the firm.


Ye Man's Bootery, has been opened at 296 Smith Street, under the management of D. J. DeVine, who reports that trade is picking up nicely. He is doing some strong advertising in the Winnipeg papers, and announces that Ye Man's Bootery is an exclusive shop for men's and boys' footwear.

The accompanying photo is a good one, and shows a jolly trio. The man at the back is T. B. Quickenden, manager of the Findings department of the Kilgour, Rimer Co., on the right (in shirt sleeves) is W. R. Goody, proprietor of the



Lightning Shoe Repair Establishment, and the other gentleman on the left is Mr. Critchfield, who had had extended experience in leather and shoes in the Old Country, and is now in the West on a business trip.





# AMONG THE SHOE MEN.



The West End Shoe Store, Halifax, has dissolved.

E. A. Culbert, shoe dealer, of Saskatoon, Sask., has sold out.

Angus McRae, dealer in boots and shoes, Calgary, has sold out.

W. J. McCauley, boot and shoe merchant, Moose Jaw, has sold out to M. E. Malone.

Adam Cook has started a boot and shoe business in Emo, Ont., and will also do repair work.

Mr. Barron, representing the Rickard Shoe Co., Lynn, Mass., was in Toronto this week on business.

J. W. Hill, Lethbridge, Alta., was among the visitors to the Toronto trade during the past few days.

L. Demerest, of La Duchesse Shoe Co., Montreal, spent a few days in Toronto this week on business.

Geo. Wilson, representing L. Routier, shoe manufacturers, Quebec, was in Toronto last week on business.

N. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, spent a few days in Toronto this week on business.

E. Lefler has joined the selling staff of F. J. Weston & Sons, Toronto, and will look after part of Western Ontario.

J. H. McClelland has started in the shoe business at 297 Danforth avenue, Toronto, and put in a well selected stock.

H. R. List, sales manager for L. Gauthier Co., Quebec, was in Toronto and other Ontario points this week on business.

J. E. Pare, of Dufresne & Locke, Montreal, was in Toronto and other Ontario cities during the past few days on business.

A. Rodway has opened a shoe store at the corner of Gerrard street and Greenwood avenue, Toronto, and is doing a nice trade.

J. Morris, manager of the Hamilton Leather Goods Co., has gone to several centres in the East to obtain new ideas in fall and winter novelties.

W. G. Damer, Western Canada representative for F. J. Weston & Sons, Toronto, left a few days ago on his semi-annual business trip to the Coast.

T. W. Hamilton, who is going into business in Edmonton, Alta., was in Toronto this week on a purchasing trip. He will carry a full line of shoes.

T. Dussault, 281 St. Catherine street east, Montreal, has completed renovations and alterations of his store, which is now much larger and more up-to-date.

James Taylor was found dead recently in his home at 502 Main street, St. John, N.B. He was a shoemaker, having followed the trade for a number of years.

W. H. Galt, manager of the Montreal branch of the Gutta Percha & Rubber, Limited, has been spending a few days on business in the Maritime Provinces.

F. J. Lashbrooke, of London, Ont., has left for the Prairie Provinces in the interest of the Galt Shoe Co., of Galt and Gourlay and Fogelberg, of Berlin.

George Weston, of F. J. Weston & Sons, Toronto, has

severed his connection with the firm and will represent several lines in Ontario during the present season.

Burglars recently broke into the factory of L. H. Sweetland Co., makers of leather goods, 177 Dundas street, Toronto, and secured goods to the amount of \$60.

Ernest Williamson, Eastern Ontario representative for Garside & White, Toronto, is confined to his home at 323 Bathurst street, with an attack of pneumonia.

E. R. Tabrum, manager of the shoe department of Pryce-Jones (Canada), Limited, Calgary, was in Toronto and other eastern points last week on a purchasing trip.

H. L. Geene, of Ottawa, who for many years has represented Garside & White in the Ottawa Valley, was in Toronto for several days last week securing spring samples.

L. S. McKindsey, W. H. Jardine and H. W. Roberts, who cover Western Canada for the W. B. Hamilton Shoe Co., Toronto, left a few days ago for their respective territories.

George G. Lennox, wholesale shoes, Winnipeg, and wife were in Toronto this week on their way to various eastern points. Mr. Lennox called upon a number of members of the trade.

The Joint Conference Committee representing the National Boot and Shoe Manufacturers' Association and the National Shoe Retailers' Association, have recently completed their work and finished their report.

R. Hard has been appointed shoe buyer in the large, new departmental store of C. W. Sherwood Co., Limited, which will formally open in Regina early in October. Mr. Hard was formerly with Williams & Sons, Regina.

The Slater Shoe Store at the corner of Yonge and College streets, Toronto, is being removed to 310 Yonge street, where well laid out and excellently lighted premises are occupied.

Frank Smith, late of Vancouver, has joined the selling staff of G. V. Oberholtzer Co., Berlin, and will cover Western Ontario. Arthur Foster, of the Oberholtzer Co., spent a few days in Toronto last week with a fine range of samples.

J. Roston, 235 St. Catherine street west, Montreal, Canada, was in Boston recently on a business trip. Mr. Roston, who has been successful in the retail and also in the findings business, has decided to wholesale certain lines of shoes.

Andrew K. Strachan, who has joined the staff of the Walter L. Joyner departmental store at Moose Jaw, Sask., is assistant to Alexander V. Wright, the manager of the shoe section. Mr. Wright is still head of the well equipped footwear branch.

Hon. L. P. Pelletier, Postmaster-General, passed through Toronto this week, returning from Vancouver, where he had traveled across the continent. Mr. Pelletier stated that he expected to have the parcels post system in operation in Ontario next year.

Clinkskill's, Limited, of Saskatoon, will shortly open a store in that city for the sale of footwear, which will be

known as the Regal Shoe Store. The firm has also a men's furnishings store in Saskatoon, and will open another in these lines, making three in all.

A. Lecompte, 241 St. Catherine street east, Montreal, is renovating his store, which, when completed, will possess a very pleasing appearance.

C. A. Senez has rejoined the traveling staff of the Rena Footwear Co., Montreal, after a year's absence. He is covering the Maritime Provinces.

R. H. Greene, general sales manager of the footwear department of the Gutta Percha & Rubber, Limited, Toronto, left this week on an extended business trip to the West. He will visit the company's branches in Winnipeg, Calgary, Vancouver and other cities.

Clarence F. Smith, general manager, and W. S. Louson, general sales manager, of Ames-Holden-McCready, Limited, Toronto, were in Toronto this week on their way to the West. Mr. Smith will go as far as Winnipeg, while Mr. Louson will continue his visit to the Coast and inspect all the branches of the company.

H. A. Graham, shoe dealer, of Burlington, has moved across the street into his handsome and commodious store, which is nicely fitted up. Mr. Graham has been in the shoe business in Burlington for some years, has built up a large trade, and in his new quarters will have every facility for carrying a larger and more representative stock.

A correspondent furnishes the following for cleaning tan shoes: Dissolve one teaspoonful of salt in a little warm water and add to this one ounce of salts of lemon to a pint of water; wash the shoes with a little of this and dry them very thoroughly; then polish with a soft flannel or piece of old silk.

Toronto jobbers have been busy during the past few days getting their spring and summer samples in shape and all the travelers have now started out for business for next season. Fall goods have been shipped for some time and sorting trade is fair but is expected to materially improve with colder weather.

With all the local merchants co-operating, "Style Day" was inaugurated in Owen Sound last week. Special displays were made and the stores were decorated with flags and bunting. All lines of retail business were benefited, and it is possible that the scheme will be repeated in the spring. The shoe dealers of Owen Sound are particularly well satisfied

with the results and declare that many persons became interested in fall footwear by means of the style show who would not otherwise have visited the town until later in the season.

The Boot and Shoe Specialties, Limited, with head offices in Toronto, and a capital stock of \$50,000, have been granted a federal charter. The company is empowered to manufacture, import and deal in all kinds of shoes, leather and any other article relating to such business. The company have also other powers of a wide character.

The manager of the men's department of a leading Yonge street store, Toronto, writes the *SHOE AND LEATHER JOURNAL* as follows: "Your article on the 'Benefit of early closing' was much appreciated and your efforts to bring about shorter hours for clerks is one that will receive hearty endorsement from all who are now laboring from twelve to fourteen and fifteen hours per day.

A new price list for tennis shoes has been issued by the different rubber companies and shows on the average a decrease of about 4 per cent. from last year's quotations on the same line of goods. Travelers are now out taking orders for next spring's delivery. It is expected that the present prices will not hold longer than about the first of December, when there will likely be an advance.

Abraham & Straus, Brooklyn, who are featuring an X-ray shoe of gold lace, comment on the novelty: "Our expert in London, Eng., declares that the women of society have taken up the idea and lace shoes will be worn with the slit skirts at dressy affairs and even at afternoon occasions. We show the shoe in gold lace, with gold kid openwork vamps, and will take orders at \$30 a pair."

Among the representatives of Canadian firms who have been showing spring and summer samples in Toronto and doing a good business during the past few days were James T. Sutherland, representing Cook-Fitzgerald Co., London; Wm. Chamberlain, of Getty & Scott, Limited, Galt; N. J. Bordeau, of Jackson & Savage, Limited, Montreal; John G. Settle, of the Murray Shoe Co., London; J. P. Buchanan, of Smardon Shoe Co., Montreal, and others.

As James Smith, of Alma street, Guelph, was returning home from work at an early hour the other morning, he noticed a man digging in a garden. Going over later to the spot, he obtained a shovel and after excavating a foot or two of earth, found a wooden box. The box contained several pairs of ladies' shoes, manufactured by Getty &



Women's patent button, matt. top, medium high toe—By Cleo Shoe Co.



Black satin slipper, ornamented with steel beads, cuban heel—By Blachford, Davies Co.



Gunmetal ball, receding toe, blind eyelets—By Murray Shoe Co.



Scott, of Galt. They were new and it is believed that they were taken from a Grand Trunk freight car, which had been broken into recently in Guelph.

Paper overshoes are the newest thing in the shoe trade. They were recently patented. Judging from the patent papers, these overshoes will be made of oiled paper or some other waterproof material. They will fold like a paper drinking cup. They are for use just once, as are sanitary drinking cups.

It costs \$1.50 to get a pair of men's shoes half-sole—sewed, not pegged—in Halifax at the present time, and shoemakers say that even at this price they are not making any money, says the Maritime Merchant. Previous to June the price was \$1.35 for heavy and \$1.25 for light shoes, sewed. These had been in force for a number of years. The shoe repairing trade say that the last change was fully justified as they have had three advances in the cost of sole leather since this time last year.

Milkmen must wear boots with rubber heels or rubber-soled footwear. This is the edict which Dr. Hastings, medical officer of health, of Toronto, will issue in the prosecution of his campaign for nocturnal quietude. "There is no reason why they should clatter down a passageway over a concrete walk and disturb the sleep of householders," Dr. Hastings stated. The rattling of milk bottles, indulgence in loud conversations and whistling of ragtime selections by the delivery men will also receive attention. "I do not intend to interfere with trade and commerce," said Dr. Hastings, "but I will stop all unnecessary noises."

To follow the shoemaking business for thirty-six years in one centre is a record to be reviewed with pride, yet this is how long R. H. Scott has resided in Canterbury, N.B. Mr. Scott was born in Ireland. He came to Canada when he was about eight years of age, and, with his parents, lived near the mouth of the Tobique River. At about sixteen years of age he went into a shop owned by Leonard Kelly, where he learned his trade. He never did very much work for others as a journeyman, but believed in getting into business early for himself. He has worked up a nice trade in Canterbury, where he is widely known and much respected.

Hugh B. Clark, of C. & J. Clark, Limited, Street, Somerset, England, was in Toronto during the past few days with a line of fancy slippers in turns and welts. He also expected a number of natty pumps and colonials. One particularly noticeable feature was the artistic feather trimming on a number of the lines, with peacock effect and metal ornament inset with brilliants. Other extremely fetching decorations were tinsel and brilliants. The showings in colored calf, gunmetal, patent, suede, satin, etc., were decidedly effective. Most of the offerings carried long vamps and narrow pointed, receding toes. The heels showed the Louis, half Louis, leather and wood covered Cuban, etc.

Among the shoemen, representing various leading firms, who have been paying a visit to Toronto and other places during the past few days, and displaying fine ranges of up-to-date summer styles, were: W. E. Gerrish of the P. J. Harney Shoe Co., Lynn, Mass.; Samuel Laird, of Laird, Schober & Co., Philadelphia, Pa.; Philip Sullivan, of Williams, Kneeland & Co., South Braintree, Mass.; John Travers, representing Foss, Packard & Co., Auburn, Maine; Mr. Latteman, jr., of John J. Latteman Shoe Mfg. Co., Brooklyn, N.Y.; John Foss, representing Clarke, Hutchinson Co., Boston, Mass.; James Stevens, of Hazen B. Goodrich & Co., Haverhill, Mass.; Chas. R. Davis, representing Burt & Packard Co., Brockton, Mass.; John Groh, of Krippendorf-Dittman Co., Cincinnati, Ohio; Robert Crosby, of Utz & Dunn, Rochester, N.Y.; A. W. Dubois, representing Chas. K. Fox, Haverhill, Mass.; Teddy Ebbetts, of Chas. E. Wilson,

Lynn, Mass.; Bob Wilson, representing Walker, Whitman Co., Brockton, Mass.; Rosecrans Murphy, of Julian-Kokenge Co., Cincinnati, Ohio; Jim Donohue, of Helming-McKenzie, Cincinnati, Ohio; Fred P. Beemer, representing H. E. Guptill, Haverhill, Mass.; A. E. Little & Co., Lynn, Mass.; J. C. Nugent, the Menihan Co., Rochester, N.Y.; Arthur Stewart, Syracuse Shoe Mfg. Co., Syracuse, N.Y.

W. E. Gerrish, who covers Canada for P. J. Harney & Co., of Lynn, Mass., was in Toronto last week with a fine range of samples for spring. Mr. Gerrish has three snappy, new lines—the Tabasco, Mustard and Pepper—all of which are, as he says, "Hot stuff." Some decidedly smart offerings were shown in brown, grey and black suede, as well as in gunmetal, patent and other leathers. Most of the models have receding or semi-receding toes, with inclination to longer vamps, while the spool heel, kidney heel, the Louis heel and the half Louis, were shown in a large number of the samples. In low cuts, a number of turns were seen with recede toe. Pumps and Colonials bid fair to command a large sale during the coming season and a wide variety of ornaments were displayed in plain, buckle and fancy leather effects. The spring heel effect was also seen in a number of samples.

Thos. Rankine, of T. Rankine & Sons, shoe manufacturers, of Edinburgh, Scotland, was in Toronto last week on his way to the West. Mr. Rankine carries with him a splendid selection of men's shoes in gunmetal, vici, box calf and velours calf. These shoes are built on conservative lines, carry a medium high toe, with moderate heel and are solid through and through. All the Keltic and Gael lines, which are made by Mr. Rankine, are full vamp and evidence skill and workmanship of a high degree. Mr. Rankine's display was visited by many retailers and he succeeded in booking a large number of orders, while in Toronto. The firm have their own brokers who clear all deliveries of shoes from the customs and the retailer knows exactly what the goods will cost him laid down in his store. Mr. Rankine also showed a number of snappy rubber-soled and tennis goods, which were much admired.

Damage totaling \$40,000 to Suckling & Co. and to the M. A. Holladay Company at 66-68 Wellington St. W., Toronto, was caused by a fire, possibly of incendiary origin, that started in the basement of the building last week. Suckling & Co., trade auctioneers and commission merchants, are the heaviest losers, to the extent of \$30,000. They occupy the basement and ground floor of the building, which were completely gutted and water-soaked. "Our stock is continually fluctuating," said Mr. W. J. Suckling. "It would be hard to set a definite value on the large amount of clothing, dry goods, boots and shoes, which constituted the stock destroyed. But it would be nearer \$30,000 than \$15,000. It was covered by insurance, and the salvage will be fairly good. We own the building, which is worth \$60,000. But the damage will be only a couple of thousand."

The use of space at fall fairs for the purpose of advertising the boot and shoe business is the exception rather than the rule in Ontario, but an innovation along this line was made this year by J. L. Campbell, one of the leading shoe dealers of Chatham, Ont. Mr. Campbell secured a large section in the main building at the Peninsular Exhibition, held in Chatham on September 23-25. The display featured the lines specially handled by him. In addition to the shoe exhibit samples of calfskin and other leathers in various colors, and some attractive specimens of suit cases, trunks and traveling goods went to make up what was dubbed "the quality of leather show." Mr. Campbell took personal charge of the exhibit for a great part of the time. Advertising literature was distributed from the booth.



# SHOE FACTORY NEWS.

D. J. McDermott, of the McDermott Co., Montreal, was in Boston last week.

Mr. Geddes, shoe buyer for the Hudson Bay Co., Winnipeg, was in Montreal recently.

Dufresne & Locke, Montreal, are putting much new machinery in their new factory.

Ralph Locke, of Dufresne & Locke, has returned to Montreal after a two week's holiday trip.

Mr. Millette has been appointed foreman of the cutting department at Dupont & Frere's, Montreal.

P. J. Hogan, of the U. S. M. Co. is making a trip through the West, calling on the shoe manufacturers.

The Eagle Shoe Co., Limited, Montreal, has been granted a federal charter. The capital stock is \$100,000.

A new heel building machine has been put out by the U. S. M. Co. of Canada and is meeting with great success.

The assets of Leclair & Chalifoux, Montreal, who have gone into liquidation, will be sold by auction on October 15th.

Business in Montreal shoe factories continues to be quiet, but a general brightening is looked for in a couple of weeks.

The Parisian Shoe Co., Montreal, report their factory as very busy and say they are kept rushing these days to fill orders.

A general meeting of the U. S. M. Co. branch managers and salesmen has been called in Montreal on Saturday, October 4th.

A meeting of creditors of J. Richer & Co., shoe manufacturers, Montreal, was held last week, but nothing definite was decided.

Some new machinery has been installed in the sole leather room of the Slater Shoe Co., Montreal, by the U. S. M. Co.

The Berlin Felt Boot Co., Berlin, resumed operations last week with a full staff and report business as being exceptionally good.

A. L. Dupont, of Dupont & Frere, Montreal, has been in Boston and Toronto recently. Mr. Dupont says orders are coming in freely.

The regular quarterly dividend of one and three-quarter per cent. has been declared on the preferred stock of the Canadian Consolidated Felt Co.

The Canadian Shoe Manufacturing Co., of Montreal, has been granted a federal charter. The share capital of the new organization is \$500,000.

Dufresne & Locke, Montreal, have completely renovated their offices and sample room. The latter is now said to be the most up-to-date in Montreal.

The United Shoe Machinery Co. of Canada are placing a number of new foot-power hook and eyelet re-setting machines, model "A," in Canadian factories.

Daniel Hannigan, who is second vice-president of the Montreal Superintendents' and Foremen's Association, has taken a position with the Scout Shoe Co., Montreal.

The monthly meeting of the factory managers and some

of the branch sales managers of the Canadian Consolidated Rubber Co., Limited, was held in Montreal on Sept. 19th.

Mr. Labrecque, formerly of Dupont & Frere and Dufresne & Locke, Montreal, has been appointed foreman of the O. B. Shoe Co. cutting room at Drummondville, Que.

Andrew Patterson, customs agent for the United Shoe Machinery Co., Montreal, recently joined the ranks of the benedicts and is at present spending his honeymoon in the East.

Gourlay & Fogelberg, Limited, of Berlin, Ont., have turned out their first set of samples in women's McKay shoes, which are of exceptionally attractive workmanship and finish.

"Shoes and Character" is the name of an interesting book by Elbert Hubbard. It can be had free by applying to the advertising department of the United Shoe Machinery Co., Boston.

The W. J. Follows Shoe Co., who recently started business in the old Galt Reformer printing office, on Water street, Galt, are turning out an exceptionally fine line of misses' and children's turn shoes.

A charter has been granted to the Suedicor & Hathaway Co., Tillsonburg, Ont., who have erected a new factory and commenced operations in that town last month. The share capital of the company is \$50,000.

D. Cameron Rood, of Boston, Mass., has enquired of the Sydney, N.S., Board of Trade regarding the possibilities and advantages that would be derived from the establishment of a shoe factory in that city.

A. H. House, formerly of Anes-Holden-McCready Co., and latterly of the McDermott Shoe Co., Montreal, has been appointed foreman of the sole cutting and stock fitting department of Getty & Scott, Limited, Galt.

W. J. M. McLean, formerly with the Douglas Shoe Co., of Brockton, Mass., and the U. S. M. Co., has been appointed foreman of the bottoming department of the Hartt Boot and Shoe Co., Fredericton, N.B.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co., Montreal, has returned from the head office of his company in Chicago, where he spent a few days. Mr. Balfre also called on the trade in Western Ontario while he was away.

H. R. Rice, of the Rice, Hulbert Shoe Co., Courtland, New York, who are contemplating locating in St. Catharines, Ont., was in Toronto last week on business. The company cut a large number of custom uppers and have developed a fine business in this line.

The United Shoe Machinery Co. of Canada, have recently put on the market a new welt and turn machine, model "K," and Goodyear rapid outside block stitch machine, model "M," for which many advantages are claimed over the old type of machines.

The Simpson Folding Case and Trunk Co., with a capital of \$40,000 and head offices in London, Ont., has been formed. The incorporators are Hector E. Simpson, Niagara Falls, Charles E. Speiran, Wm. J. Bigelow, and Frances J. Hutchins, all of London, Ont., and Joseph W. Simpson, of



Sarnia. The objects of the company are to manufacture and deal in all kinds of trunks, valises, bags, pocketbooks, suit cases, sample cases, collapsible and folding trunks, cases, carriers, etc.

Mr. Griffin, formerly of the Perth Shoe Co., Perth, has been appointed superintendent for Sterling Bros., Limited, London, Ont. He succeeds J. Newman, who has gone to Stratford, where he takes a position as superintendent of the Dunford's Elk Shoe factory.

Egoff & Franklin, who some time ago installed a 22-foot shoe repair outfit in the Opera House Block, Galt, Ont., have started making a line of custom shoes for women and men which have met with great favor. The firm are considering installing a full line of machines for McKay and turn work.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, has returned from a six weeks' trip, during which time he visited all the principal branches of the company in the West. Mr. Jamieson says things are looking prosperous in that part of the country.

A meeting of the creditors of the Rowan-Ogg Co. was held in Guelph this week. It is said that a movement is on foot for the re-organization of the company and another meeting will be called at an early date. The assets of the company are understood to be about \$25,000 and the liabilities are practically the same.

The firm of Gourlay & Fogelberg, Limited, Berlin, Ont., are now manufacturing in their well appointed temporary premises. The new factory, which will be constructed of solid brick and will be four storeys in height, when completed, will be one of the most modern buildings of the kind in Western Ontario.

It is announced that the B. F. Goodrich Co., the widely known rubber firm, of Akron, Ohio, will not go ahead with a plant in Canada as was reported upon some time ago. The idea had been practically worked out, when some obstacle arose that caused the directors to re-consider their decision and the plan has been given up.

M. L. Ballard, of Montreal, formerly of St. Louis, has joined the Toronto staff of the United Shoe Machinery Co., and will look after the Goodyear machines. H. Camm, late of the Montreal office, has come to Toronto and will be connected with the lasting and pulling over department of the United Shoe Machinery Co.'s staff.

The Canadian Consolidated Rubber Co., Limited, Montreal, have been awarded the belting contract for the G. T. R. elevator at Windmill Point, Montreal, Harbor Commissioners' elevator, Quebec, G. T. P. elevator at Fort William and C. P. R. elevator at St. John, N.B. This contract is an important one, amounting to over \$250,000.

The shoe factory of A. A. Durkee Co., Limited, Truro, N.S., was thrown open to the public for general inspection on September 22, 23, 24. Guides were furnished all visitors, who explained the various operations from the raw leather to the finished product. The details proved very interesting and instructive to a large number of spectators and shareholders.

It appears as if the price list for leathers must shortly advance. A large Ontario tanner stated that he was 25 per cent. short in sole leather this year, and that he could not secure sufficient. An improved demand comes from the West for harness, but conditions are so bullish that tanners will not sell at prevailing rates and hold for future delivery. A substantial inquiry comes from shoe manufacturers now. In addition to this the foreign market is tight. England and the United States are bidding, especially the former. The

tariff bill, now awaiting signature at Washington, will place practically all lines of leather on the free list. This provides a wider market for the Canadian product and may tend to materially tighten the situation.

The United Rubber Manufacturing and Reclaiming Co., of Toronto, have been granted a charter. The capital of the company is \$350,000 divided into 4,000 shares of 7 per cent. cumulative participating stock of \$50 each and 6,000 shares of common stock at \$25 each. The incorporators are Adolphe Maynier, Edward Thomas Walsh, Reginald Earngey Chesher, Louis Anthony Ritchie, and Harry Thomas Jenkins, all of Toronto.

The new Canadian factory of E. T. Wright & Co., at St. Thomas, Ont., will not be ready for occupancy until spring. When completed, however, it will be one of the most modern shoe factories in the country and will make a fine home for "Just-Wright" shoes. An in-stock department has been established in connection with the factory at St. Thomas, where immediate shipments are made. A handsome catalogue has been issued, setting forth the advantages of the Canadian stock department.

An up-to-date filler for Goodyear welt work is the Universal Cement Filler made by The Arabol Manufacturing Co., 100 William street, New York city. All the objectionable features met with in old time fillers are removed. It works smoothly in manufacturing, is not influenced by outside influences and does, for its own part, no injury to other material used in making the shoe, nor will it harm or cause discomfort to the foot. Besides, it is non-combustible, an item when the fire insurance rate for the factory is fixed.

#### SNAPPY OFFERINGS FOR SPRING

Murray Shoe Co. of London, are showing a representative range in shoes and their new lasts are certainly winners. There is the "Premier," which is a modified English last, made up in bals. of various leathers and coming in all widths. Another new last is the "Avenue," which possesses medium high toe and is really a staple last. The "Stampede" carries a nature-form, wide round toe, and the "Senator" is for dress occasions, being built on straight lines with moderate toe, made up in bals. for the Eastern trade and buttons and blucher for the West. The "Pennsy," which is a staple, business shoe, is an excellent fitter, with a full wide toe, and built on conservative lines. There is the "Wade" last, which comes in all widths and on it is built Dr. Murray's flexible cushion sole. In dress shoes there are several patents, with cravenette tops, while a number are seen with the plain toe. Stitched tips are very popular on all shoes for evening wear, giving them a neat, clean effect. Gunmetal and patent are the leading leathers, while there is a sprinkling of tans. In button boots, there is the eight button line, which is very popular for a medium high toe, calculated to capture the young men's trade. The "Cornell" last is another that is forging its way to the front. The Murray Shoe Company certainly have a range which is calculated to appeal to all classes and in finish, style and workmanship, the representation of this firm has never been excelled.

The Cleo Shoe Company, of London, are showing some new lasts which are decidedly smart. There is the shoe built on the New York last, which is for walking purposes, carrying a moderate recede toe, a low, flat heel, and is a full fitter. Another last carried a medium, narrow, high toe, with long vamp effect. This comes in buttons and high cuts. There is a good showing in patent, gunmetal, tan and suede. Button oxfords are also liberally represented, some having cravenette tops. In the Cleo samples for spring buttons, of course, predominate, but there are a number of bals. and bluchers. In oxfords there is a fair showing and the whole range typifies plain, conservative effects.

## Additional News Notes

H. L. Jones, Cronk & Co., have started a boot and shoe business in Edmonton.

Thompson & Elam, shoe merchants, of Moose Jaw, have announced their intention of going out of business.

John Hessenauer, shoe retailer, of Berlin, is on an extended trip throughout the Canadian West and will visit all the leading centres.

The Eastern Manufacturers, Limited, recently suffered a loss from fire to their stock of rubber goods, and other merchandise, in Saskatoon.

M. P. Johnson, of Johnson & McCormick, shoe retailer, St. Thomas, Ont., fell while going down the basement stairs in the store this week. It is feared his skull is fractured at the base. Hopes are entertained of his recovery.

Robert McWhinnie, who for many years conducted a shoe business in Peterboro, Ont., selling out a couple of years ago to C. E. Smith, died very suddenly this week. He arose early in the morning and expired while dressing.

C. H. Himburg has returned to Edmonton, Alta., after a visit to Toronto and his old home in Berlin. Mr. Himburg has charge of the Canadian Consolidated Rubber Company's branch in Edmonton and is succeeding well in the West.

The first annual sale of surplus stock, jobs, seconds, etc., of the Miner Rubber Co., will be held on October 27th and 28th at 146 Wellington street west, Toronto. The sale will be conducted by Suckling & Co. and over five thousand cases of goods will be disposed of by auction.

Negotiations are under way for the establishment of a rubber factory on the North Arm of the Fraser River, South Vancouver. It is proposed to erect a factory at a cost of \$25,000 as soon as the terms of a lease for the necessary site, comprising about 5 acres, has been finally settled.

W. M. Adams, of the Adams Shoe Co., which recently removed into larger premises at the corner of College street and Euclid avenue, Toronto, has returned from a successful business trip to Winnipeg, Edmonton, Regina and Calgary. In their enlarged factory the company will have a capacity of three hundred more pairs per day.

Good progress is being made in Brampton on the new shoe factory of the J. W. Hewetson Co., Toronto. The brick work is now well under way and the building will be completed by the middle of November when manufacturing operations will begin. The structure is in the shape of an "L" having a frontage of 146 feet along the G. T. R. tracks



Satin slipper, all colors, pom-pom ornament, cuban heel—By Blanchford Davies & Co.

and 104 feet on Mill street. The width of the building is 47 feet. The capacity of the new premises will be 2,000 pairs a day.

The Brockton Shoe Co., Limited, who conduct two successful stores on Yonge street, Toronto, announce that their intention to open a chain of shops in Western Canada has been abandoned for the present as two of the leases, which they had secured, were not very advantageous. The chain of stores in Western Canada may be started by the company next year.

H. A. Beatty, who recently resigned the position of sales manager of the Slater Shoe Co., Montreal, has opened permanent sample rooms at 310 Yonge street, Toronto, for the Slater Shoe Co. and the Apex Shoe Co. His assistant is M. A. Franklin. Mr. Beatty will look after twenty-one cities and towns in Western Ontario as well as Toronto and will carry a full range of samples at his headquarters.

F. P. Beemer, who represents H. E. Guptill, slipper manufacturer, of Haverhill, Mass., and A. E. Little & Co., makers of the "Serosis" shoe, spent a few days in Toronto last week on his way to the West. Mr. Beemer has a decidedly stylish line of slippers in velvets, silks, satin, brocades and other materials. There is a wide variety of ornaments and heels. Some very pretty combination effects are witnessed. Mr. Beemer has a preparation known as "Sanderson's Tintine" which comes in many colors and enables the ordinary shoe retailer, whose stock in slippers is somewhat limited, to immediately convert ordinary white goods into any desired color to match miladi's gown. The retailer, therefore, does not have to worry about carrying shoes of so many shades, but can have all the latest and best that even the large city stores may present by making use of the tintine.

### NEWS JOTTINGS FROM QUEBEC

M. Dupere, of Dupere & Garant, was visiting the western part of the province last week and did a satisfactory business.

Wm. A. Marsh, of the Wm. A. Marsh Co., who has been ill for some time, is recovering and is able to be at the factory again.

J. S. Ritchie, of the John Ritchie Co., Limited, shoe manufacturers, Quebec, was in Boston last week visiting the leather market.

The shoe factories are starting to work for next season and the salesmen, so far, have received more orders than at this time last year.

A. Duchaine, of Duchaine & Perkins, has been on a hunting trip and was successful in killing an elk, which weighed 1,500 pounds. He distributed some of the meat to his friends.

At a recent fire in St. Sauveur, in the house of Mr. George Belanger, manager of Eugene Thivierge, considerable damage was done. Mr. Belanger suffered a heavy loss and had just time to escape with his family.

Among the visitors in town during the past few days were: Arthur H. Allin and G. G. de Tonnaucour, representing Sultana, Limited, Montreal; G. Pingle of the Canadian Cement and Blacking Co., Hamilton; H. C. Parker, Dominion Supply Co., Montreal, and Wm. Linklater, The Boston Blacking Co., Montreal.

Hides jumped a cent a pound last week and the prospects are that, for the coming months, there will be other advances. Hides are also scarce. There was a demand recently for 5,000 calfskins at 17 cents, but local leather merchants did not accept the offer, because the prevailing price in the United States is 17½ cents offered on scale.



### SOME WRONG IMPRESSIONS CREATED

A false impression has been created among some of the retail trade by certain newspaper reports that have appeared regarding the decline in price of crude rubber. These reports originally obtained circulation through the erroneous construction placed upon an interview given Montreal newspaper men by A. D. Thornton, the crude rubber expert of the Canadian Consolidated Rubber Co. who recently returned from London. Only a very superficial view of the situation would result in the thought that any present drop in crude rubber prices would be followed by a drop in the price of the manufactured article.

Among other remarks, Mr. Thornton stated, "Because crude rubber has fallen in price, it is generally supposed that a corresponding reduction will later take place in manufactured goods when sold to the consumer. A little study, however, will easily convince everyone that such is impossible at the present stage. Suppose crude rubber falls in price today and we buy at the decline, generally speaking, it is six months before the goods manufactured from it reach the consumer. In the case of footwear it is much longer. We buy what are known as 'futures' because it is cheaper to buy that way. Today we are quoting prices covering December, January, and February shipment, which means that the seller can forward the rubber to us at any time during three months, absolutely at his option; then it takes weeks to reach Montreal, where it has to be washed and seasoned for another period of weeks. Then again all other commodities are higher than before. Cotton is very high; chemicals are all heavily in demand. Consequently, prices are continually on the upgrade. We are large users of gasoline. A short time ago it was 16 cents per gallon, today we are paying 24½ cents. So you see, taking in the above considerations, it would not appear wise to even talk about lower prices at present."

"In addition to this," said an official of the company, "Our large stocks of manufactured goods at the factories and at the branches throughout the country all contain rubber purchased by us when the cost of the crude article was much higher than it is today. The price of rubber goods, or of any manufactured articles where months elapse between the purchase of raw materials and the sale of the finished product, cannot be instantaneously affected by fluctuations in the value of their component parts. If they were, the retail shoe trade would become about as speculative and hazardous a business as that of an operator in the Chicago wheat pit. Things would be all at sixes and sevens."

"Moreover, the present-day prompt and efficient service costs money and the retail trade cannot be provided with this service and also secure the rather dubious advantages in the way of quicker price reductions that a hand-to-mouth policy of manufacturing and distribution might make possible. An immense sum is tied up in the stocks kept at various branch warehouses, these stocks being made necessary in order to give the retailer a quick and efficient service and prompt delivery of all orders, especially sorting orders."

It will therefore be seen after a moment's thought that no rubber company, because of any decrease in the price of the crude material, can at once lower the price of the manufactured product. Such an evolution in price, even if it did come, would of necessity, be a long way in the future.

### YES! THERE IS A DIFFERENCE

Several foremen not long ago were comparing Goodyear and McKay shoes, speaking especially of the wearing qualities particularly of the medium and low cost Goodyears. We believe that this matter is already pretty well understood and especially by all shoemakers who know the construction of shoes and the material going into them. As a matter of fact, the Goodyear will always be the most high-priced, and when an attempt is made to cheapen the insole, welt,

outsole, upper and counter, as must be done when the aim is to produce at low cost, then there is nothing left of the shoe and nothing to ensure good wearing qualities.

We believe they are right when they say that the man with limited means should invest in a McKay rather than a welt. A McKay shoe can be put up to give excellent wear at a very moderate cost. An all leather and well made McKay is a good investment in either men's, women's, boys' or girls' shoes.—Shoe Topics.

### VALUED OFFICIAL DIES SUDDENLY

Death came tragically and with slight warning on September 21st to Mr. J. C. L. Gravel, one of the most valued officials of the Canadian Consolidated Rubber Co., Montreal. The late Mr. Gravel—"Leo," as he was known to his large circle of friends, was attending to various details of his work at the company's sales offices, Montreal, on Wednes-



day, September 17th. In the afternoon of that date he conferred on several matters with J. M. S. Carroll, district manager, to whom he acted as assistant, and lightly complained of a slight pain in his chest, ascribing same to rheumatism. He kept to his house on the three succeeding days, and on Sunday morning was taken to the Hotel Dieu Hospital in a critical condition. Pneumonia had developed and he passed away very suddenly on the 21st. "Leo" Gravel was employed first with the Canadian Rubber Company and then with the Canadian Consolidated Rubber Company, Limited, for a combined period of over sixteen years. Of strong mentality, and intensely industrious, he accomplished much without any attempt at self emulation. The funeral was largely attended, all his fellow workers paying their last respects to a sincere friend whom they regarded as a genuine loss. Mr. Gravel is survived by a wife and five young children.

### FINDS IT GOOD VALUE

Enclosed please find cheque for one dollar, being payment for your excellent "Shoe and Leather Journal" for another year.

Yours truly,

Reilly & Reilly.

Welland, Ont., Aug. 22nd, 1913.

## A True Story of a Partnership in the Shoe Game

(Continued from page 38)

sheets were complete in every respect, and if I had to say it myself, there were few better equipped footwear buyers or salesmen than myself.

So he took over my original interests and at the end of October, I stepped out. I tell you I was happy to be a free man. I went and took a minor position in a retail store, but I was very glad to recover the amount of my original investment, for I knew that under Richmond, the sailing would be rough and unsteady. In the first place, no man, unless he is constantly in good health should be in a responsible position. I knew that, without my assistance and conservative influence, he would become a victim to the wiles of many salesmen, who would load him to the water line with stuff that he could not market at any price. My one regret was that he was so determined to buy me out that I could not go on personally. I knew that if I could get Woodward back, that I could make a mint of money. What I had objected to most was that I should be double doing duty and he drawing as much pay as I was for a period of fifteen months. He had

been perfectly willing to accept this arrangement and I had been easy enough to carry it through.

Well, to make the story short, it was October 26 when I went out, and in March, of the following year, Richmond closed his doors. He did not exactly make an assignment, but he was told by certain wholesale houses that they would not stand back of him any longer. I understand that he lost practically every dollar that he had put into the concern. He is today somewhere in the south and I have not heard from him for four years. My experience served to open my eyes to the fact that very few partnerships are ever satisfactory. Now, when we were fellow salesmen, we had enjoyed many things in common. When two jump into a craft and are expected to pull together, and the other fellow loafs at the oar or becomes winded, and you have to do all the tugging and straining, carrying yourself along and him, as well, how long would you stand it?

My advice to any young fellow about to embark in the shoe business, is "Own your own business in its entirety. Be your own boss and never buy a job." By that I mean, not to make an investment in order to secure a position, for an investment in any concern is not of much use unless you have the controlling interest or the say-so. In fact, you are little better than an ordinary employe, and the chap who has the majority rule generally has you so tied that you are as harmless as a bull dog with his teeth drawn. A bark is no good without the power to bite in time of attack or danger.

### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

FOR SALE—Up-to-date shoe stock; population 1,200; centre fine farming country. Good reasons for selling. Apply Box 59, SHOE AND LEATHER JOURNAL.

A MONTREAL FIRM, with extensive shoe trade connections and practical knowledge of light leathers in general, are open for representation of leading Tanning House producing calfskins or other light leathers. Highest references. Reply to Box 58 SHOE AND LEATHER JOURNAL, Toronto.

WANTED—A large footwear manufacturing establishment has an opening for a manager of their selling department. Good opportunity for the future. Preference given to one with knowledge of footwear trade conditions throughout Canada, and with experience in organizing and pushing a selling force. Applications will be treated in confidence. State salary expected. Box 56, SHOE AND LEATHER JOURNAL, TORONTO.

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, Ont.



The accompanying illustration gives an excellent view of the handsome business premises of "The Pennant," Edmonton, whose inviting establishment is in the Tegler Block, in the capital city of Saskatchewan. "The Pennant" are outfitters for "men and little men" and this well equipped store has a fine shoe department, specializing on the "Gold Bond" shoe.

F. G. CLARKE, President.

C. E. CLARKE, Vice-Pres. and Treas.

# CLARKE & CLARKE, Limited

Established 1852.

MANUFACTURERS OF SHEEPSKINS OF ALL KINDS

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

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

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

## 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



# TAP SOLES

We are giving our Cut Stock special attention and stand behind every dozen sent out. Regular sizes at regular prices or revised sizes at reduced prices. None better, all cut from long process, vat tanned leather.

Your orders will be appreciated, either through your Jobber or direct.

**THE BREITHAUPT LEATHER CO., LIMITED**  
BERLIN - - ONTARIO

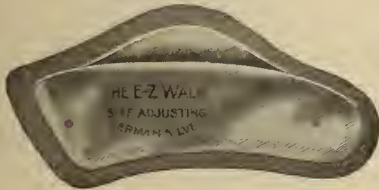
## HEADQUARTERS FOR LEGGINGS SPORTING BOOTS LARRIGANS AND UPPERS

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**

## ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting



THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

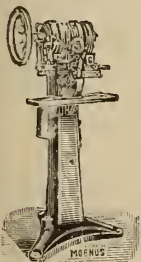
**THE E-Z WALK MFG. CO.,** 33, 35, 37, 39 Sixth Avenue, New York

## 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**  
is the best in the market. Write for particulars to  
**Moenus Machine Company, Frankfort-on-Main, Germany**

# IN STOCK

## READY FOR SHIPMENT

A quality line embracing every style and type of footwear for Ladies



Style No. 944—Sizes 2½ to 7. Widths A to D. Cloth Top, Patent 14 Button Boot, Tip, Medium Welt, High Heel, Plaza Last. Price \$2.60



Style No. 938—Sizes 2½ to 7. Widths B to EE. Glazed Kid, Lace, Cushion Turn Sole, Medium Heel, over our Bunny Last. Price \$2.50



Style No. 939—Sizes 2½ to 7. Widths A to D. Black Cloth Top, Patent Vamp Button, Light Welt, Cuban Heel, New Receding Toe, Plaza Last. Price \$2.60



Style No. 256—Sizes 2½ to 7. Widths A to D. Gun Metal, Polish, Welt Sole, Medium Heel, Dash Last. Price \$2.35



Style No. 257—Sizes 2½ to 7. Widths A to D. Patent Vamp, Mat Top, 13-Button Welt Boot, Medium Heel, Dash Last. Price \$2.35



Style No. 253—Sizes 2½ to 7. Widths C to EE. Glazed Kid, 13-Button, Welt Boot, on our new Nurse's Comfort Last, Flexible Sole, Medium Heel. Price \$2.35  
Style No 254—Same as above in Lace.

Send for our illustrated catalogue

### MOORE-SHAFER SHOE MFG. CO.

Factory—BROCKPORT, N.Y. (30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman.



# Let's talk it over quietly

Don't you want to do the largest  
slipper business in your town?

Don't you want to do the most  
profitable business?

Of course you do. Then listen!

The biggest and most profitable retail businesses are being  
built up by selling the people what they want. When it  
comes to slippers they want Trickett's. Then give them



## Trickett's Slippers

Simple isn't it? You don't have to listen to any bombastic  
talk when considering what line to handle. Just put your  
business ear to the ground and listen to the tramp of feet  
bound for the nearest store where Trickett's are sold.

You can turn those feet into your store, and the money they carry  
into your bank account. All you need do is handle Trickett's.  
See about it today. Don't wait for someone to get ahead of you.



**Sir H. W. TRICKETT**  
LIMITED

Waterfoot - Near Manchester  
ENGLAND

Canadian Office  
Manchester Building, Melinda Street, Toronto  
Canadian Manager—J. S. ASHWORTH

## We picked them over for you

If you were to go to all the best factories in Canada (and some in the United States, too) and pick out the best of their Spring styles you wouldn't have a better assortment than we can give you. With an eye for sales our buyers have searched the country for its best in footwear, and here in one big stock, handy for your choosing, are all the most profitable styles that will be worn this Spring. Let our salesman show you how well we've chosen from the best factories in the country.

### Fall Assorting

Keep your stock in shape for big Fall sales by sorting from the business-getters listed on this page. They are Canada's best, and for years have been making cash registers ring in the best shoe stores in the country.

If you're in a hurry, and one of our salesmen is not handy, write or phone. You'll be agreeably surprised at the short time that elapses before the goods are in your store.

#### The "Imperial" Shoe

Made in all fine leathers,  
Goodyear Welt and McKay  
Sewn.

#### "Beau Brummel" Shoe

The Shoe of Fashion.  
Superior quality Goodyear  
Welts. Latest styles and  
shapes.

#### "Beaver Brand" Shoe

An extra fine line of Men's  
Goodyear Welts.

#### The "Varsity" Shoe

Men's, Boys' and Youths'  
McKay Sewed. Bluchers  
and Button Boots.

#### "Maple Leaf"

#### Brand Shoes

Heavy working shoes. Every  
pair guaranteed.

#### "Little Canadian" Shoe

Fine shoes for Misses and  
Children.

Independent Rubber  
Co's reliable brands of  
Rubber Footwear:

"Kant Krack"

"Dainty Mode"

"Royal"

"Bulldog"

Unusually serviceable  
rubbers; unusually hard  
to wear out.

Trickett's Slippers

"Elmira" Felts

"Oil Tan" Packs

"Moose" Moccasins

# McLAREN & DALLAS

Wholesale Distributers

BOOTS

SHOES

RUBBERS

30 Front Street West, Toronto





**When  
the  
Walk-Over  
Salesmen**

*Walk-Over*  
**The Shoe  
for You**

started out on the trip last season they carried with them the finest line of shoes the Walk-

Over manufacturers ever produced and felt sure that they were offering shoes that maintained the Walk-Over standards as to style, fit and quality that always have made the Walk-Over line most popular all over the world; which was perfectly true at that time. But---

You should see the Walk-Over line for Spring 1914 that our salesmen are now showing to the trade. It contains more up-to-the-minute ideas than you ever expected in a line of shoes. With new materials, the latest patterns and 12 brand new models, making a total of over 150 models from which to select your next season's supply.

We also have a stock department proposition that will interest you, 117 different models of Men's and Women's Walk-Over shoes ready to ship the same day your order is received, with two distributing points, Campello, Massachusetts, and St. Louis, Missouri. The same shoes are carried in both places and the same prices prevail.

There is always plenty of business waiting for anyone who becomes the local Walk-Over representative. If there is no such representative in your town, we'd like an opportunity to explain our proposition to you in detail.



"Dope" Model. Stock Dept. No. 8364. Sizes 5 to 11. Widths A to E.

**GEO. E. KEITH COMPANY**

Manufacturers of Walk-Overs for Men and Women

CAMPELLO (Brockton), Massachusetts  
ST. LOUIS, Missouri, 1117-19 Locust St.



## What shall next Spring's business be

?

## Do you know my "hurry-up" department

?

The value of next Spring's business will not be determined altogether next Spring. It's not going to depend solely on the state of the weather, or the size of this season's crop. It will depend a great deal on this Fall's buying.

What you prepare now to put into your stock in the Spring will determine to a large extent what you'll take out of your business then.

But, why should you worry overmuch about next season's sellers. Let me do the worrying—that's my business. Let me send a salesman to you who can show you what are to be the best sellers in all classes of footwear.

You just write, and I'll send him.

If you don't know the satisfaction that my "hurry-up" department gives, think of something that you want in a hurry, and send for it.

I'll bet you never thought there could be such service as you'll surely get. Try it on anything you need in your Fall stock.

### James Robinson

182-186 McGill Street, Montreal



# PLACE YOUR WINTER ORDER FOR Shoe Dressings — NOW —

COMBINATION DRESSINGS,  
LIQUID SELF-POLISHERS, Etc., in bottles, cannot  
be shipped during the winter season.



SOME OF OUR BEST SELLING LINES

“IMPERIAL BRAND”

## Over-Gaiters and Leggings



UNSURPASSED FOR **STYLE**  
**FIT**  
**WORKMANSHIP**

FROM THE 1st OF OCTOBER to the end of the season we are continually receiving orders for immediate shipment—in order to save delay so that you may be ready to meet the big demand when the season opens—we beg to ask that you will anticipate your wants, if you have not already placed your order.

DO NOT DELAY.

DO IT NOW.

**L. H. PACKARD & CO., Limited, Montreal**

Shoe Findings, Shoe Store Supplies, Etc.

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.

“La Duchesse” Shoe Co.  
 REGISTERED  
 “Successors to B. Vaillancourt”  
 40 Grothe St., MONTREAL

**TANNING RESEARCH  
LABORATORY**  
 H. C. REED, Manager

Analysis of Any Material  
 Employed in the Tannery

OFFICES, LABORATORY AND SAMPLING ROOM  
 227-229 FULTON STREET  
 NEW YORK, N.Y.

**Woven Labels**

SHOE PULL STRAPS  
 SHOE FACINGS  
 SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
 PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
 WITH A GOOD LABEL

**DUCLOS & PAYAN**  
 Manufacturers of CHROME SIDE LEATHER

Box Sides  
 Velours  
 Matt and Waterproof Sides  
 Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
 ST. HYACINTHE. MONTREAL

**Snappy Styles for Spring**

The most complete, neat-fitting and attractive at popular prices

REGINA in McKays } For Women  
 DINA in Goodyear }

Wait until you see this high-class range in all leathers. A decidedly smart selection in pumps and colonials that will boom your sales

**J. HEFFERING**  
 Permanent Sample Rooms  
 709 LUMSDEN BUILDING -:- TORONTO

**LOGAN'S---The Leather of Quality**  
 HAS REMINDED MANY MANUFACTURERS THAT  
 QUALITY MEANS LESS LOSS AND LARGER SALES

LOGAN TANNERIES, LIMITED :: :: Pictou, N.S.





**SPHINX**  
**Shoe Cement Paste**

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.

It is a quick, strong and clean adhesive, ready for use.

It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.

It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.

Best for sock linings, as they never loosen.

There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

**THE BARRIE TANNING CO., Limited**

Tanners and Hide Dealers

FACTORY AND HEAD OFFICE: BARRIE, ONT.

Makers of—

STAPLE LEATHERS

FANCY " "

BAG " "

STRAP " "

COLLAR " "

CASE LEATHERS

TRUNK " "

SHOE " "

BRIDLE " "

SPLIT " "

**BOOKBINDERS' LEATHERS AND SPECIALTIES**

Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:

51 Front St. E., TORONTO, Ont. Phone M. 2818

THE  
**AHRENS**  
SHOE

EVERY  
PAIR  
SOLID  
LEATHER

Charles A.  
**AHRENS**  
Limited  
BERLIN, ONT.  
Manufacturers of—  
Solid Leather Shoes



Satisfaction Guaranteed

by factories using

**Ullathorne's**

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

*The* **Bonner Leather Co.**

—Manufacturers—

**GLAZED KID**

(Black and Colors)

**CHROME LAMBS**

(Glazed and Dull)

1060 Notre Dame St. W., Montreal



**McKay Specialists**

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

**DUPONT & FRERE**

301 Aird Ave.

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

Cheaper Satisfaction



YOUR customer's customer will pay less for more satisfaction if you put **GUAY ALL-LEATHER COUNTERS** in your shoes. It pays.

Prices and Samples on application

**Eugene Guay**

230 St. Marguerite St.  
MONTREAL

We also make Union, Standard and Leather Board Counters

All Leather Fair Stitched

INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A., & Co.	73	Guay, Eugene	73	Packard & Co., L. H.	71
Aird & Son	29			Palatine Rubber Heel Co.	16
Ames-Holden-McCready, Limited	20	Harney, P. J., & Co.	10	Penman's, Limited	9
Arabol Mfg. Co.	73	Heffering, J.	72	Perth Shoe Co.	18
				Pfister & Vogel	27
Barrie Tanning Co.	73	Independent Rubber Co.	8	Ramsfielder-Erleck Co.	25
Beal, The R. M., Leather Co., Ltd.	65			Relindo Shoe Co.	31
Bonner Leather Co.	73	Keith, Geo. E., Co.	69	Robinson, James	71
Brandon Shoe Co.	6	Kent & Smith	30		
Breithaupt Leather Co.	65	Kingsbury Footwear Co.	21	Sisman, T., Shoe Co.	27
				Staynes & Smith	65
Canadian Consolidated Rubber Co.	7	La Duchesse Shoe	22		
Chicago Tanning Co.	30	Lionne Varnish & Leather Co.	27	Tanning Research Laboratory	72
Clarke & Clarke	65	Logan Tanneries	72	Tebbutt Shoe & Leather Co.	17
Cleo Shoe Co.	19			Timsons, Bird & Smith	24
Colonial Weaving Co.	72	Marden, Orth & Hastings	30	Trickett, Sir H. W., Limited	67
Corbeil, Ltd.	12-13	McDermott Shoe Co.	26	Turney, John A. E., & Co.	25
Cook-Fitzgerald Co.	3	McKeen Co., C. E.	31		
Cote, J. A. & M.	28	McLaren & Dallas	68	Ullathorne & Co.	73
		Minor Rubber Co., Outside Back Cover		United Shoe Machinery Co., of Canada, Inside Front Cover, 14, 22, Inside Back Cover	
Davis, A. & Son	29	Moenus Mach. Co.	65		
Davis Leather Co., Limited	5	Montreal Box Toe Co.	72	Williams, Walter & Co.	74
Dominion Die Co.	73	Moore-Shafer	66	Woolfe Shoe Co., The	28
Doyle, Thos. C. (reg'd)	31	Menihan Shoe Co.	11	Wood-Milne Co., Limited	25
Duclos & Payan	72	Murray Shoe Co.	15		
Dunford's, Elk Shoes Limited	4				
Dupont & Frere	73	National Cash Register Co.	32	Young, Richard	65
		Nugget Polish Co.	23		
E-Z Walk-Mfg. Co.	65				

**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**—33-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.



**BANK BOOT LACE**  
 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.

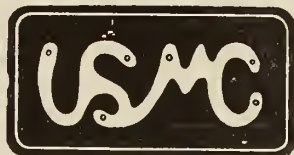
**BROUGH, NICHOLSON & HALL, LIMITED** Leek, Staffs. 112 Wood St., London, E.C.

Wholesale Only Supplied

All Qualities Now in Stock by Canadian Agents

**WALTER WILLIAMS & CO.** 517-525 ST. PAUL STREET, MONTREAL Telephone M 7012, 7013  
 20 WELLINGTON STREET WEST, TORONTO Telephone M. 2994





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

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

---

---

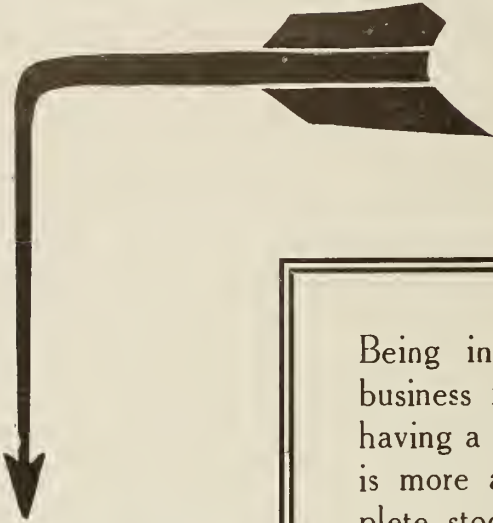
**United Shoe Machinery Co. of Canada**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

# Plenty of good Rubbers?



**Miner  
Shefford**

Being in shape for a BIG Fall business is not merely a matter of having a large stock of Rubbers, it is more a matter of having a complete stock of GOOD Rubbers.

A good Rubber is a Rubber that acts like a Miner or a Shefford. It wears because it is made of exceptionally good Rubber; it appeals to your customer, because it has been made to conform to up-to-date shapes; it fits because it is made over absolutely correct lasts; it sells because it has a splendid reputation. See that your shelves are not CLUTTERED with Rubbers, but are STOCKED with Miners and Sheffords.

Order any time from any of the selling agencies.

## The Miner Rubber Co., Limited

Granby    ::    Montreal    ::    Toronto    ::    Quebec

### SELLING AGENCIES

Jackson & Savage, Limited, Montreal    R. B. Griffith & Co., Hamilton  
J. M. Humphrey & Co., St. Johns, N.B.    F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London    Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



# THE SHOE & LEATHER JOURNAL

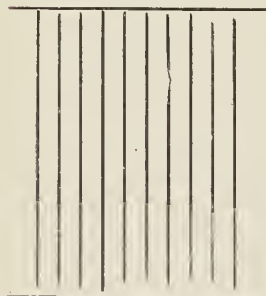
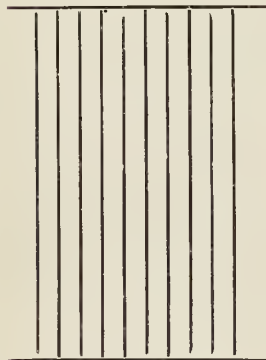
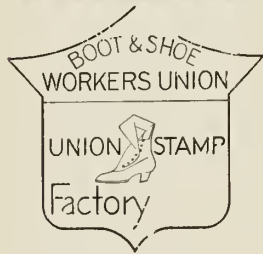
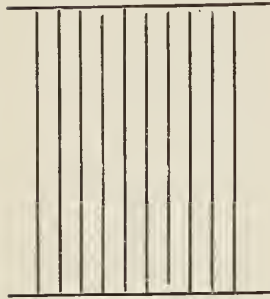


No, these are not new shoes—They are “samples” which were recently brought into the shop of a western Ontario retailer by customers who demanded new pairs, on the ground that they had not received their money’s worth. Strange to say, these two requests were made on the same day. An examination of the shoes showed that they had been subjected to the hardest kind of wear and strain for several weeks and given the roughest usage in every kind of weather. The dealer promptly and properly turned down the requests.

It is a mistake to encourage customers, who have received good value in the shape of wear, to come back clamoring for new shoes. If encouraged there is no telling where such a practice, will end. Once the door is opened, many more are apt to crowd through, and if one customer, who has had full return on his investment, gets away with a new pair, he may feel inclined to pass the good news on to his friends. Retailers should not be too ready to gratify unreasonable requests.

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Union-Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer



You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union-made goods. He has been educated to insist on Union-stamped shoes through our advertising of Union-stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union-made.

There is nothing to lose and every possible profit to gain by handling UNION-STAMPED shoes. They are shoes of the highest quality, made by expert workmen, that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union-stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON-UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION-MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION-MADE SHOES WITH THE STAMP OF THE

## Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN,  
General President

CHAS. L. BAIN,  
General Sec.-Treasur





# Absolutely Reliable Patent Leather

The reputation of A. R. C. Brand Patent Leather is based on consistent quality. You can order it with the utmost confidence that it will fully equal your expectations.

We take no chances in its production—throughout every step from the selection of the hide until packing for shipment it is the subject of unremitting expert attention.

The quality of A. R. C. Brand Patent Leather has enabled us to build up what is conceded to be

*The Largest and Most Modern  
Patent Leather Plant in the British Empire*

Make it a point to use A. R. C. Brand in your cutting room and you will insure the greatest economy and efficiency in that important department.

---

---

---

**A. R. CLARKE & COMPANY**

LIMITED

Toronto

-

Ontario

*Branches: Montreal and Quebec*

# Kant Krack



### Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside and 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.



# Dainty Mode

It is quality that makes every sale a "boost" for your store

Every time you make a sale, no matter how large, or how small, you either "boost" or "knock" the rest of your stock.

This is one of the good reasons why merchants all over Canada are finding it most profitable to handle Independent Brands of Rubbers.

Every time you sell a pair of Independents you create a satisfied customer, and a satisfied customer is simply a person who believes *you* know how to conduct a shoe store.

Every line, therefore, which will help to make satisfied customers is a line you should push.

The all-round quality of Independent Brands will "boost" for your store in no uncertain manner.

All you have to do is, give them the chance.

Independent Rubber Co.  
LIMITED  
MERRITTON - - ONT.



## When you buy leather what do you pay for



*Before you send another order for good calf leather, consider what you want, and what you will get.*

*First of all you want the best in leather. Then you want the best in service. Then you want the best in price. (Price comes last because it is governed by quality and service).*

*Now, when you buy Davis Leather, you get—what? Just this:*

*The choicest skins from the best foreign markets; The most perfect handling, and most up-to-date tanning methods; A systematized service that not only promises, but gives, service; Prices kept down by modern methods of manufacture.*

*Davis prices are not higher than others per skin, because Davis skins cut right to the skirt—you use every bit.*

*So you see, whether or not you order Davis quality, and Davis service, you pay Davis prices.*

*Why not get what you pay for? Why not get leather and service that will increase the value of your shoes, enable you to ship promptly, and command your price?*

*Why not?*



**THE DAVIS LEATHER CO., LIMITED**  
**NEWMARKET, ONTARIO**



Why do you  
recommend  
this shoe  
?

If, when you were fitting him, your customer was to ask you, "Why do you recommend this shoe," what would you say?

If it were an ordinary shoe, such as dozens of factories turn out you could say only what could be said about dozens of others.

That's what you're up against with the ordinary shoe. It is a "a good shoe" or the "best shoe" but nothing else. There is nothing really distinctive about it.

*THE  
Professor*

PAT. N<sup>o</sup>. 119409  
GOLD CROSS  
SHOE

But Tebbutt Shoes are different. They are distinctive.

Take this "Professor" Shoe for instance. Consider its special features, and remarkable selling points—its medicated, cushioned inner sole that prevents, corns, bunions, and chafing—its exceptional soft uppers—its correct shape. These are things that induce men to buy shoes—and they're found only in the "Professor."

When your customer asks why you recommend a shoe, have some real reason to give him.

Ask your jobber's salesman for samples and prices of Tebbutt Shoes.

**The Tebbutt Shoe & Leather Co., Limited**  
Three Rivers, Quebec



*They will have  
them even though  
they have to  
steal them*

### Caught Shoe Thief Burying His Haul

Cache Was Found to Contain Ladies' Shoes—Car Robbery Suspected.

Special to The Mail and Empire.

Guelph, Sept. 26.—When James Smith, who lives on Alma Street, near the G.T.R. yards, was going home from work at an early hour this morning, he noticed a man digging in a garden. Going over later on to where he saw the man digging, Smith found a fresh spot, obtained a shovel, and after digging down a foot or so came to a wooden box. It was dug up and found to contain several pairs of "classic" ladies' shoes. The shoes were new and he at once came to the conclusion they had been stolen, and reported the matter to the police. It is thought that a Grand Trunk freight car must have been broken open. The thief left no clue.

Getty & Scott  
Galt., Ont.  
Makers of "Classic"  
Shoes :::

# P. J. Harney Shoe Company, Lynn Mass.

POPULAR SHOES IN STOCK FOR IMMEDIATE SHIPMENT

## Style 923

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



## Style 900

Black Cloth Top  
Patent Colt Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



## Style 925

Black Cloth Top  
Gun Metal Vamp  
Round High Toe  
12/8 Heel  
Price - \$2.35



## Style 940

Mat Top  
Patent Colt Vamp  
Round High Toe  
15 8 Heel  
Price - \$2.35



## Style 941

Mat Top  
Gun Metal Vamp  
Round High Toe  
15/8 Heel  
Price - \$2.35



Similar Shoe to 941  
carried in stock in  
Tan Russia Calf at  
\$2.60. Ask for our  
Style 806.

*All Shoes on this page are Women's Fine Goodyear Welts*

The Women's Shoes above illustrated are still the staple shoes for the medium price trade. One dealer reports sales of 900 pairs of these styles from August 1st to August 15th—and this was not in the boot season!

Send for some of these shoes to-day and get acquainted!

**P. J. Harney Shoe Company**      **Lynn, Massachusetts**  
*Shoe Manufacturers for Twenty-Five Years*





# “Walk-Over” The Shoe for You

Walk-Over  
the first and  
last word in  
the footwear fash-  
ions of to-day.

Men and Women the  
World over Know and  
Appreciate this famous  
brand of shoes. Because—



“Carlton” Model. Stock Dept. No. 5333.  
Sizes 5 to 11. Widths A to D.

Walk-Overs set  
the style in foot-  
wear, their quality  
is unsurpassed, their  
workmanship cannot be  
excelled and they are made  
over correct lasts which insures  
a pleasing fit.

The Walk-Over line for Spring 1914  
contains 12 new  
models for Men  
and Women.

These with the 150 and more models already  
in the Walk-Over line make it complete  
to meet the demands of the most exacting.

Salesmen with the Walk-Over line are now  
in their respective territories and will wel-  
come the opportunity of establishing you  
as the local Walk-Over representative  
in your town, if the Walk-Over line  
is not already carried there.



“Romp” Model  
Stock Dept. No. 2345.  
Sizes 2½ to 7  
Widths A to D

## GEO. E. KEITH COMPANY

Manufacturers of Walk-Overs for Men and Women

CAMPELLO (Brockton), Massachusetts  
ST. LOUIS, Missouri, 1117-19 Locust St.





Patent Colt

Spring  
Styles



Dongola Kid

For  
1914



Gun Metal Calf

# THE PRESTON SHOE

ALL SOLID LEATHER

Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Gun Metal Oxfords



Home of the Preston Shoe



Patent Pumps

All Up-to-date for  
Spring

Nine New Lasts

Wait and see them.

Our travelers will call on you with a full line of Spring Footwear.

Prices R

## Solid Leather Shoe Company of Preston, Limited

PRESTON, ONTARIO, CANADA



Tan Calf

We study  
the  
wants  
of the  
people



Velour Calf

Preston  
Shoes are  
complete  
Fitters and  
give  
Satisfaction



Tan Calf



# BRANDON SERVICE

**B** serves you best when you need it most



**E**VEN in the best regulated shoe store there are times when goods must be had in a hurry. At such times delay is expensive as well as annoying. But if you are taking advantage of Brandon Service in Monarch and Brandon Shoes there is no delay. The greater the hurry you are in, the sooner you get the goods.



"Nutoe"

A new Brandon  
for Spring

All you have to do to test the truth of this is to send in a small order marked "Rush." Twenty-one days after we receive your order the goods will be at your door.

This you must admit, is real "hurry-up" shipping. Certainly it would not be possible were it not for the direct-to-you methods, and our efficient factory service.

Try a "rush" order on some of our fine new Spring styles.

**The Brandon Shoe Co.**  
Limited  
Brantford, Ont.

**21**

**DAYS**

“A  
STITCH  
IN TIME  
SAVES  
NINE”

If you haven't  
already Ordered your  
Fall and Winter  
Stock of Rubbers  
DO IT TO-DAY.

Write our Nearest  
Branch

Canadian Consolidated Rubber Co.  
LIMITED

MONTREAL, QUE.  
QUEBEC, QUE.  
GRANBY, QUE.  
OTTAWA, ONT.  
KINGSTON, ONT.  
**TORONTO, ONT.**  
BELLEVILLE, ONT.  
PORT DALHOUSIE, ONT.  
HAMILTON, ONT.

BRANTFORD, ONT.  
BERLIN, ONT.  
LONDON, ONT.  
NORTH BAY, ONT.  
ST. JOHN, N.B.  
MONCTON, N.B.  
HALIFAX, N.S.  
SYDNEY, N.S.  
YARMOUTH, N.S.

PICTOU, N.S.  
CHARLOTTETOWN, P.E.I.  
**WINNIPEG, MAN.**  
REGINA, SASK.  
SASKATOON, SASK.  
CALGARY, ALTA.  
EDMONTON, ALTA.  
**VANCOUVER, B.C.**  
VICTORIA, B.C.





No. 338—Patent, Dull Calf Collar,  
1 Strap

## Every Low-Cut Kingsbury-Made Shoe Shows Distinct "Class"

We have a larger and more complete range than ever this season, and we have a greatly enlarged factory and equipment with which to turn out orders more promptly than ever. We want your orders and are in splendid shape to handle them. Watch our range of PUMPS, STRAP SLIPPERS and OXFORDS. They will be heavy sellers this coming Spring season.



"DUCHESS"

- No. 401 - - - In Cabretta
- No. 391 - - - In Patent  
In Dongola

## Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear

Montreal



Five Button Oxford Fancy Foxing, short effect, high toe, 12/8 Cuban heel (in gun metal and tan calf, also nubuck in different colors).

---

There is no higher quality than that attained in the manufacture of "Kingsbury" and "America's Beauty" Shoes for women.

---



Combination Pump, with different combinations of gun metal, grey buck, patent and dull calf (also being made with cut steel and jet ornaments).

# INSEPARABLE !!

---

GENUINE  
DIAMOND  BRAND  
FAST COLOR EYELETS

AND THE

Trade



Mark

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

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

---

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

**MONTREAL**

-

**QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC





## The harder the service exacted the better they appear

Every piece of leather that goes into a Williams shoe, and every stitch too, helps to make that shoe wear longer.

Strength, wearability, comfort — these are the main qualities of these grand work-a-day shoes. Nothing is done to a Williams shoe, but goes to strengthen these qualities and make them more outstanding.

But it is not until they are being subjected to constant usage that Williams' shoes really show their quality. The harder the service asked of them, the better service they give. There has never been found work too exacting for them, or roads (or lack of roads), too rough.

Now, here's a shoe worthy of your stock — a shoe that will "do you proud" whoever it is sold to. Get it in!

**The Williams Shoe  
Company, Limited**  
Brampton    :-    Ontario



# PLACE YOUR WINTER ORDER FOR Shoe Dressings — NOW —

COMBINATION DRESSINGS,  
LIQUID SELF-POLISHERS, Etc., in bottles, cannot  
be shipped during the winter season.



SOME OF OUR BEST SELLING LINES

“IMPERIAL BRAND”

## Over-Gaiters and Leggings



UNSURPASSED FOR **STYLE**  
**FIT**  
**WORKMANSHIP**

FROM THE 1st OF OCTOBER to the end of the season we are continually receiving orders for immediate shipment—in order to save delay so that you may be ready to meet the big demand when the season opens—we beg to ask that you will anticipate your wants, if you have not already placed your order.

DO NOT DELAY.

DO IT NOW.

**L. H. PACKARD & CO., Limited, Montreal**

Shoe Findings, Shoe Store Supplies, Etc.





## MR.      RETAILER

- ☞ Some of the biggest and best accounts in Canada have come to us unsolicited.
- ☞ If our product didn't please them, no argument we could employ would win their favor
- ☞ Astoria and Liberty shoes win their way strictly on their merits—Get the habit—It will pay you.

The Cook-Fitzgerald Co. Limited  
LONDON

# What you put in and what you take out

Did you ever stop to consider that what you take out of your business is largely governed by what you put into it?

You can't build up next Spring's stock of poor footwear and expect to reap profits from it. You have to give your customers just what they give you. In other words, you must give value.

If you want to give value better than you ever expected to give, you'll at least let my traveler talk to you. If I cannot give you better service and satisfaction than you're now getting I do not want your business.

I can help you put into your business such value that you will get out of it just what you want. I can do that because I know what your customers will want.

But let my traveler show you. That's the best proof I have.

**James Robinson**  
182-186 McGill Street, Montreal





## Style!

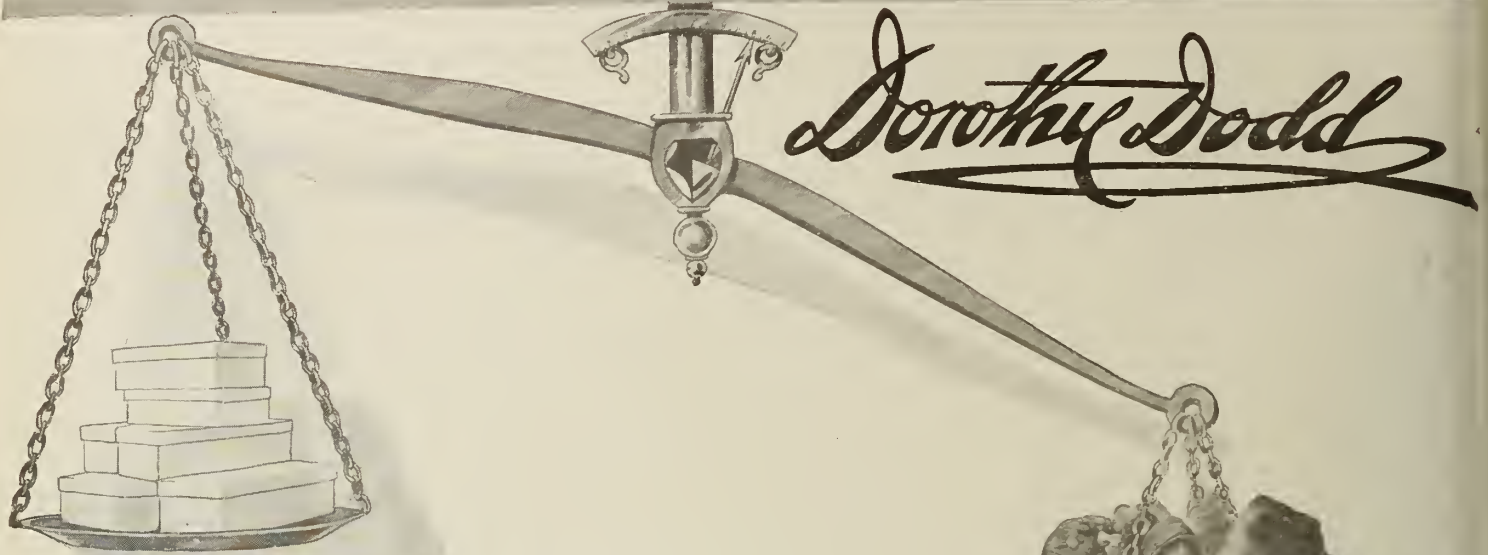
**I**N the Perth factory, where women's shoes are the only concern of the entire staff, more real style is evolved than could be in the ordinary factory. In Perth Shoes there is more of that indefinable "something" which attracts and pleases women. It is style.

Style, the magic "something" which sells more women's shoes than does anything else. The "something" which is looked for by women, and striven for by manufacturers. The "something" which is more than up-to-dateness, deeper than finish, and more satisfactory than mere distinctiveness.

You will see what is meant when you are admiring the samples our salesman has to show you.

**Perth Shoe Company,  
Limited, Perth, Ont.**

Women's Goodyear Welts Exclusively



# When Your Stock is Short & Demand Heavy—What Then?

The shoe buyer is up against changing conditions.

It is getting harder to buy in any volume safely.

Heavy stocks are liable to mean a poor showing, small turn-over and heart-breaking "mark-downs."

But when you underestimate—what then? Mid-season "fill-in" orders are hard to place on unbranded shoes, yet failure to maintain a full line means customers turned over to the careful attention of competitors.

That's where the trade-marked shoe-handler wins.

The manufacturer of a trade-marked line is co-operating with thousands of retailers to solve this very problem.

We carry a half-million dollar reserve stock of shoes in season for the benefit of DOROTHY DODD dealers.

This helps materially to solve the buying problem.

If the trade-marked shoe did no more for the retailer than supply this help toward better "turn-overs," it would be a big advantage.

It's the **net** profits that pay dividends, and net profits depend on the turn-over and the clean-up at the end of the season.

In addition, the DOROTHY DODD Shoe carries with it, **for one dealer in a town**, the sales-stimulating benefit of aggressive national advertising.

The work of creating customers—and the expense—is not all forced upon the retailer.

A post card will bring catalogue, trunk of samples, or salesman.

## DOROTHY DODD SHOE COMPANY

101 BICKFORD STREET, BOSTON

NEW YORK CITY  
248 Duane St.

BRANCH "IN-STOCK" DEPARTMENTS

CHICAGO  
308-312 South Jefferson St.

M. W. MURDOFF & SON, Box 478, TRENTON, ONTARIO, Canadian Representatives.



# In Stock—Ready to Ship

Does your demand include these styles



Style No. 256—Sizes 2½ to 7. Widths A to D. Gun Metal, Polish, Welt Sole, Medium Heel, Dash Last, Price \$2.35  
Style No. 255—Same as above in button.



Style No. 253—Sizes 2½ to 7. Widths C to EE. Glazed Kid, 13-Button, Welt Boot, on our new Nurse's Comfort Last, Flexible Sole, Medium Heel. Price \$2.35  
Style No 254—Same as above in Lace.



Style No. 946—Sizes 2½ to 7. Widths A to D. Black Cloth Top, Gun Metal, 14-Button Boot, Tip, Heavy Welt Sole, Medium Heel, Plaza Last, Price \$2.60



Style No. 936—Sizes 2½ to 7. Widths A to D. Mat Calf Upper, Patent Vamp, 14 Button, Cub Last, White Rope Stitch, High Heel, Heavy Welt. Price \$2.60



Style No. 947—Sizes 2½ to 7. Widths AA to D. Black Satin, 14-Button Boot Plaza Last, Medium Cuban Heel, Light Welt Sole. Price \$2.60



Style No. 948—Sizes 2½ to 7. Widths AA to D. Black Cloth Top, Black Ooze Calf Vamp 14-Button Boot, Medium Welt Sole, High Military Heel, Dash Last. Price \$2.75

Fall Catalogue Showing 30 STYLES IN STOCK---Just off the press

Terms: 4 Per Cent. 10 days

3 Per Cent. 30 days

Net 60 days

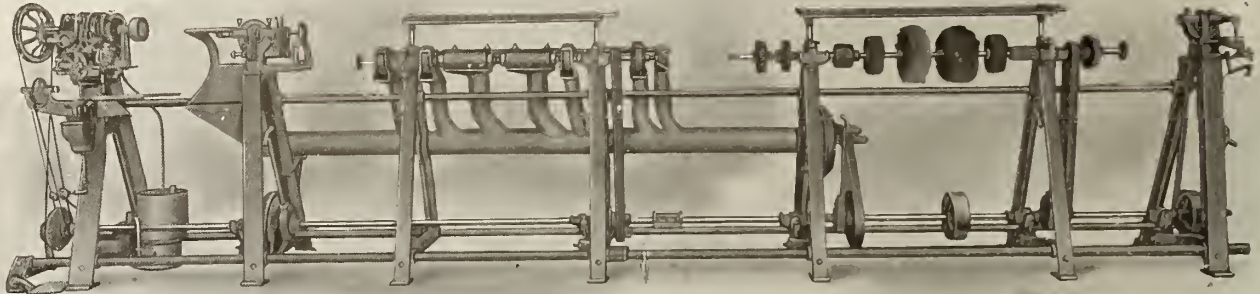
SHIPPED IN PLAIN WHITE CARTONS

## Moore-Shafer Shoe Mfg. Co.

Brockport, New York, U.S.A.  
(30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman

## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



## A quality reputation that is backed up by actual performance

The most you need ask the reputation of Trickett Slippers to do for you is to sell the first pair. After that your customer *knows*. He or she won't worry about the reputation Trickett's have with other people. They'll buy again because of the way Trickett's have backed up that reputation.

**Trickett Slippers  
have a  
reputation  
built entirely  
on quality.**

You see every Trickett Slipper that goes to you is able to uphold the Trickett reputation. Therefore the Trickett reputation grows as Trickett's Sales grow.

Trickett's give in a greater measure than any other makes, what your customers want in slippers. That's one big reason of their success. That's what's made their reputation and that's what's backing it up

**Trickett Slippers  
give your  
customers what  
they want in  
Slippers.**

**SIR H. W.  
TRICKETT**  
LIMITED

Waterfoot - Near Manchester  
ENGLAND

Canadian Office:  
Manchester Building, Melinda  
Street, Toronto

Canadian Manager:  
J. S. ASHWORTH



# These sell every day

Your profits are not built up by sales of strikingly designed, high-priced shoes, but by the sales of medium-priced goods that you make every day.

**AIRD & SON**

*makers of*

Turns and McKays

*for*

Men, Women,

Boys and Youths

**MONTREAL**

That's the best possible reason why you should examine carefully the Aird Line of useful styles for Men, Women, Boys and youths. These Turns and Mc Kays sell every day and bring you a profit that is as steady as it is worth while.

## It gets the business!

McDermott quality is hard to define--it's made up of so many details---but it gets the business. And that's the best reason why you should have McDermott's in your stock.

If you have not seen the new things we are offering for Spring selling, let us know and we will send a representative to you. We have a cushion sole shoe for women, and a new pump for men, which we would especially recommend you to examine. Be sure you see them.



**The McDermott Shoe Company**

Women's Shoe Specialists - - MONTREAL



# Stop those kicks about Patent Leather Shoes

You can't blame a man for kicking if his Patent Leather Shoes crack and chip after a few days' wear. But you can't help it—even the best of them will do it. However, you can appease his wrath by selling him a bottle of Lionne Patent Leather Repairer which will re-enamel the damaged part and make them as good as ever. This should prove the most active seller in your findings department—certainly none will be more practical. If 50 per cent. profit looks good to you, you'll order a dozen bottles right now.

**Lionne Varnish & Leather Co., Ltd.**  
531 St. Catherine Street E., - - Montreal

Selling Agents for Ontario  
**THE BOOT & SHOE SPECIALTIES**  
310 Yonge Street - - Toronto

Costs you \$2.00  
per dozen bottles.  
Sells at 25c. per  
bottle.

## “Altera” Embossing Machine

built by the

**MOENUS MACHINE COMPANY, Frankfurt a.M., Germany**

Another testimonial that  
speaks volumes.

Newark, N.J., July 21st, 1913  
MOENUS MACHINE COMPANY,  
Frankfurt, a.M., Germany

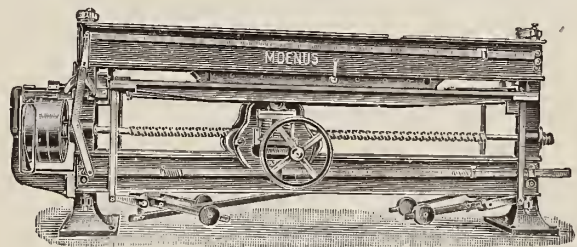
Gentlemen,—

I am in receipt of your recent communication in reference to my large and small Altera Embossing Machines, and in reply wish to say, that the work they are turning out is exceeding my expectations, and I do not believe there is another machine in the market that can compete with them, and I can cheerfully recommend them to any one intending to do fine work.

Yours very truly,

(Signed) CHAS. NIEDER,

225-233 Emmett Street, Newark, N.J.



## Watch for the Rideau Man

Do not place your order until you see him. The traveler you have been accustomed to see in your territory will be with you shortly, carrying a complete range of Men's and Women's Rideau shoes for Spring. Every shoe will be even more snappy and stylish than in the past.



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication : 1229-31 Queen St. W., Toronto, Can.

Montreal Office : Coristine Bldg., Montreal, Can.

London (Eng.) Office : 85 Fleet Street, London, E.C. Quebec Office : 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 20

TORONTO, OCTOBER 15th, 1913

\$1.00 per Year In Advance

## Practical Pointers on How to Be a Shoe Salesman

Personality, Knowledge, Appearance, Manners, System and Application Tally Materially on the Road to Success—The Different Methods of the Large and Small Shoe Store—Good Positions are Not Handed Out Unless You are Deserving of Them—What Do You Do in Your Spare Hours?

Written specially for the SHOE AND LEATHER JOURNAL by A. A. DAOUST, Montreal, Que.

How different it is to be a salesman in a small town than it is in the city. The majority of young men leaving the country store or one in a small town, naturally believe that they know enough to step right in and have no difficulty whatever, but I wish to differ with them.

The city store, which has a good system, will puzzle a young fellow unaccustomed to it. In the country shoe store shoes are sold in one width only, and usually only in conservative styles. When you walk into work in a large city store where a thousand styles of shoes are carried, try to realize the difference. I have had experience handling cheap trade and also in handling the very best, and a salesman should try to fit himself for all kinds of trade. High-class trade will require much more attention than the cheaper trade. Naturally, when you are selling shoes from \$4.00 to \$12.00 the customer expects the goods to be about right.

A young man who is not accustomed to fitting shoes in different widths will find it quite a study. In large stores the salesman is responsible for the fit. If a customer should come back with a pair of shoes fitted too short, and if she or he insists that the clerk is responsible there is no doubt but that he has to pay for them. The fitting of shoes with a good salesman is the most important thing, and to become a good shoe salesman is quite an art. You can fit a man with a suit of clothes and if the fit is not perfect he may not notice it as the garments would feel all right; but try fitting customers with shoes too short, too narrow or too wide, and wait for results. Corns, bunions, etc., will bring them back quicker than anything else.

When a customer walks into a store and you meet him, never ask him, after listening to what he wants, "what size do you wear?" This idea is a thing of the past. Request your customer to take a seat, measure his foot, and, if necessary then, ask him the size he thinks he wears; after that use your own judgment. Endeavor to explain to a lady or a gentleman that if she or he wore a longer and narrower shoe how much more comfortable it would be and how much better it would keep its shape and appearance. A large number of sensible people do not care so much about the size so long as they are fitted properly, and that is the reason they go to a good store in order that they may depend on the salesman. Doubtless you come in contact with people

every day who would not think of buying a 4½ shoe instead of a 4 if they knew it, no matter how nice it looked or how well it fitted. In such cases the French sizes will come to a man's aid.

### Do Not Work Mechanically

A great majority of salesmen or saleswomen to-day in the different stores are what you might call "dummies"; they work mechanically. Do not take the shoe out of the



A. A. DAOUST, MONTREAL

carton, put it on the foot and sit on a footstool in front of the customer, waiting for the caller to say something. Talk to customers as if they were friends of yours, get them interested, make them feel that you are anxious that they should get the proper shoe and the proper fit.

Study your manners, learn your business, do not throw a whole lot of hot air, that may go with some people, but

with very few. Do not push the new goods as soon as they come in and leave the other styles on the shelves. It is easier to sell new, snappy styles than to sell last year's, but what would happen to the store. A good salesman is the man who can sell last year's lines as well as this year's. Large stores in cities usually put P. M.s or "Spiffs" on the styles which are slow to dispose of. It is surprising how many salesmen insist on showing nothing but the range on which there is money to be made. When you see that a customer is not pleased with any of the styles which are "spiffs," drop them. Do not risk the loss of a sale by annoying a patron with these styles; never mind the dime or quarter which you thought of making. You are there to sell and you are bound to make up this loss by showing a good book at the end of each day.

Do not stand at the back of the store with the other clerks talking; stand to the front where you can answer your customer as soon as he or she enters the place. What looks worse than to walk into a large store and see a number of clerks interested in a conversation, leaving you standing, possibly five minutes, before they realize your presence.

Become a real salesman, not an ordinary one, as there are plenty of those and they do not amount to very much. It is necessary for you to dig every minute of your time if you want to become a live one; never mind the dead ones, the boss has no use for them. Try to be careful of details and do not forget half the things you should do, but cultivate your memory; all this can be done. Study the demand of the public and go to your employer with suggestions.

The salesman is the one who knows what styles and patterns are wanted. Try to be there when samples are shown and purchases are made, nothing will give you better experience. If you live in a city where there are shoe factories take a half day off sometime. Go and see just exactly how what you are selling is made, then come back feeling that when you are talking up a shoe you know exactly what you are talking about.

### Know All the Departments

Try to get acquainted with the stock in all departments, not only in yours. Other departments are just as important as yours and when you study them you are advancing. You want to be manager and buyer some day. Be a good fellow with the other boys, but do not overdo it. Do your duty all the time, whether they call you this or that. Do not follow Lead; lead all the while and you'll win.

In an article which I read recently the writer advised a salesman to go elsewhere to buy his shoes so as to study the other fellow's way. Not a bad idea at all. The shoes may cost you more but the experience counts. If you find that your employer will not appreciate your abilities, then leave him, as you will find another who will. Begin to-day and drop the old routine you might have fallen into; there is always time. "It is never too late to mend." Start going right and you will end right. There is only one way and that is the straight one. Though difficult at times to travel it never pays to stray away in the by-paths and side-roads.

### Salesmanship in a Small Store

I will endeavor to point out some interesting points which make a man a salesman, based on my own experience and also on observation of others.

A salesman in a small shoe store where he is the only employe has a good opportunity to get a personal experience of the things to do. The first point of importance is appearance. You will often hear a young man say, "How can I keep clean when I have so many dirty jobs to do?" Quite true; but it is easy to be tidy, even if you have dirty work to do. A salesman should have a work coat that he can

put on and take off easily. My first position in a shoe store was in a town of about eight hundred inhabitants. My work consisted of trimming windows, sweeping, dusting, marking goods, washing the windows, taking care of a furnace, opening cases and checking goods; in other words, doing everything that there is to be done in a store. It is easily understood that it is not pleasant to be called away from your work every little while to serve a customer, but a young man as salesman in a store of this kind should expect that and feel pleasant about it. Nothing is gained by going around with a surly face and kicking. You know it is the easiest thing to smile and feel happy when everything goes well, but no one can expect that things will run smoothly all the time.

### Explain Dollar Difference in Cost

Another important point for a man to be careful of is knowing all about what he is selling. How often have you seen a salesman stand showing a prospective buyer goods, and having nothing to say. A great majority of people do not quite see why one shoe should cost a dollar more than another. It is up to you to demonstrate to him or to her that the more expensive shoe has some wearing qualities which the cheaper shoe does not possess, and also that it is finished and made better. Emphasize the fact that it will keep its shape and appearance for a longer period and will be more comfortable to the wearer. How do you expect a person to buy shoes if he has to ask you all about these points? You, as the salesman, should dwell upon all the good qualities and direct the customer's attention to see the advantage of buying better shoes. When you walk into a store yourself, nothing pleases you more than to have some person intelligently prove to you that he knows what he is talking about.

The trouble with most "boys" is that they prefer looking at the clock and waiting for their pay envelopes than anything else; that is about as high a level as their ambition reaches. Remember, it pays to do more than you feel you are being paid for. I found in working in a small shoe store that I had considerable time left on my hands, and some days seemed to never end. I discovered the best way to overcome this difficulty was to arrange some work for each day and see that it was completed. One day should be set aside for the window which should be given all the care and attention possible. Remember that the public judge your store by the appearance of its windows. It is not necessary to be a window decorator, a neat man is usually neat about anything he does and he will show this in the way he decorates a window.

### It is What You Do

Never mind what the other fellow does, it is what you are doing that counts with you. Bear in mind that the great majority of men, in fact nearly every one of them, started in a small way. Do not expect to be at the top right away, that is impossible. It is necessary to have the experience and we have to acquire it, and the only way to get it is by starting at the bottom and working up. I remember distinctly one mistake that I made of telling a customer what he wanted and in all the years I sold shoes I never tried it again. Judge your distance and make suggestions to your customer, and try to study him a little as you are serving. I quite appreciate that some patrons are very hard and trying, but you are there to land him if there is any possible chance. You have often heard that anyone can sell a person something they want, but it takes a salesman to sell something to a caller that did not come in to buy. I do not mean to say that you can sell fine rubber boots when he is looking for street shoes, but if a man walks in to your store and wants

(Continued on page 54)



# New "Wrinkles" for the Trade

## START HOLIDAY EARLY

Perhaps it seems a little early to talk about Christmas and holiday trade, but it isn't. The wide-awake, active shoe man is always planning to capture money which it is easy to get. At Christmas time people are feeling particularly inclined to spend, therefore, the dealer who stocks up with a well assorted supply of holiday slippers, findings and novelties is the man who gets the cream of the trade. Those who do not go in for the holiday trade soon find that they have missed something. Naturally the volume of business will be good this winter, as it is in all prosperous years. However, one must use a little judgment in the matter. Slippers

usually constitute the minor portion of holiday stock aside from the lines of footwear regularly carried by most dealers. Useful and necessary footwear, no matter what it is, will find sale later if it is not all sold up before Christmas. Then, too, the New Year carries with it considerable spirit of present giving, and again, many people defer their buying until after the holiday season. The month of December is when the holiday trade should be pushed to the limit. November is not too early to begin to interest the public along the footwear line, especially as there are many persons who start their Christmas shopping early. Customers should be educated to buy early, as they are sure of finding



## HARD AT WORK IN A SHOE SAMPLE ROOM

The accompanying cut shows the interior of a shoe sample room in the Lister Building, James St., Hamilton. It is a flash-light of Jim Heffering selling shoes to Arthur I. and Charlie Wilson, sons of Robert Wilson, Hamilton's oldest shoe dealer. On the left is Arthur Wilson, next, busy writing down numbers and sizes, is Mr. Heffering, and on the opposite side of the table is Charlie Wilson, while over at the wall is Mr. Woods, clerk in their store.

Mr. Heffering represents three lines—Tetrault Shoe Manufacturing Co., in men's; Regina Shoe Co., in women's, and MacFarlane Shoe Co., in children's. Arthur Wilson has

just placed a large order with Mr. Heffering for the men's and Charlie Wilson is in the act of buying from the representative range in women's and children's.

One of the most successful travelers in Ontario, Mr. Heffering maintains permanent sample rooms at 709 Lumsden Bldg., Toronto. He has represented the Tetrault line for eleven years, MacFarlane for five years and Regina for two seasons. Well liked by the trade, he is a practical man, having spent some years in various shoe factories in Toronto before taking up life on the road. He covers Ontario and Western Ontario.

a better assortment. Winter is indeed the best season of the year to push the footwear business. The opportunity is here and the results with each individual dealer are just what he makes them. Now is the time; get the windows and other methods of publicity working to their utmost limit. Root for business morning, noon and night if you want business.

#### GIVE SHOES A CHANCE TO SPEAK

There are altogether too many clerks that talk too much. People nowadays like to do a little of their own talking. They want to think without having to listen to a lot of chatter while trying on their shoes. It isn't necessary to talk a whole lot about your shoes; they speak for themselves to a certain extent if they have anything to recommend them at all. A strong line of talk may be necessary where you have something to get rid of or some special style you are trying to push; but as a rule stating facts in a quiet, convincing manner will do more toward making a permanent customer than anything else, especially if your firm back you up in your statements.

When a special shoe is advertised at a reduced price it is not good policy to try to switch the buyer to a higher priced shoe, if he is at all inclined to buy the advertised shoe, because, in the first place the shoe is supposed to be worth considerable more than the price advertised and the customer is entitled to the bargain if that particular shoe is suited to his needs. But if he doesn't care particularly about what he buys, it is then up to the salesman to sell him a pair that will afford the house more profit than the advertised one. Special sales are great for getting people into a store that have never been in before. They afford a fine opportunity to do a little missionary work toward getting some new business, and they also afford the wide-awake salesman an opportunity to make some new friends and if he makes a favorable impression with them, the chances are that they will send their friends over to see him, and thus add to his personal trade.

#### CLEAN HOUSE ONCE A YEAR

The carrying over of stock from one year to another is a problem with every merchant. Dealers in the smaller towns are here up against what they consider a stiff proposition.

In his syndicated selling talk to the newspapers a retailer of Milwaukee gives some good pointers, as follows: The bane and curse of merchandising in small towns is the carrying over of goods and the piling up of old stock. It is due in most cases to the fact that the merchant doesn't do enough business in proportion to the size of stock he carries. As a rule, he would not need a whit larger stock to do a third or a half more business. He is losing money on the depreciation of carried-over, and in a multitude of cases he doesn't see far enough ahead to realize that it would pay him well to sell thousands of dollars' worth more of goods at a less profit, if thereby he could only keep his stock fresh.

Suppose the cost of the advertising of special sales does absorb all the profit of such a house-cleaning, a lot of goods will be gone that would otherwise have been put in carried-over stock, and that would eventually have had to be sold at a considerable loss.

The retailer who carries over a big stock for the next year is applying to his business an entirely false set of standards. Don't imagine that the public has not a pretty shrewd idea of what class of stock you have on your shelves. There are few things which aid the invasion of the mail order house more strongly than the fact that retailers don't carry the modern things that can be obtained from the big

mail order houses. If you allow the mail order house to make its inroads into your business, the time will come when you will have to increase your advertising appropriation, not to build up business, but for self-preservation, and to get back the trade you have lost. A dollar spent now would probably do as much in this direction as \$10 would accomplish a decade hence. This is too comprehensive a subject to be handled here, but certainly it is hard to see how any merchant observing the extent of the mail order house efforts can remain blind to the necessity of using every means at his command to counteract it. Perhaps all this question of cleaning out old stock may not appear to have a heavy bearing upon the subject of advertising. And yet, if you realize it, it is an advertising question; in fact, practically every detail of your business has a close connection with your advertising. For your advertising is not a thing; it is an integral part of your business. Every time you give a reduced price on any of your goods you are advertising, whether you know it or not, and every time you clean out old stock to make room for new, you are making your customers realize that your business is essentially modern. Merchants have not been taught to consider these things from the right standpoint. If their advertising does not add from a half to a third to their business in a couple of years, they get out of patience with it. They never sit back to realize that half the fault is with themselves, and that if people cannot get the newest and the most modern things in a store, they are going to go somewhere else for them.

#### WHAT OUT-OF-STOCK COSTS

When the proprietor of a haberdashery store had allowed a would-be buyer of fifteen-and-a-quarter size collars to go away, he merely glanced over his stocks with a sense of impatience that they sold out so unevenly and figured that at the worst he had lost only the potential profit on two pieces of linen.

He forgot to consider the loss in other subsidiary purchases; in "come-backs" in capital, time and overhead expense for which this sale should have helped to make living returns.

And when a clerk in a large jobbing house, with a lazy sense of relief, marked "Out of stock" against an item on an order sent in by his road salesman, he felt vaguely that there is always plenty more business. When the president of the jobbing house called the buyer before him to discuss his overclose buying, however, the matter took on a new face.

"Suppose, however," he argued, "that instead of seven or eight per cent. our 'out-of-stocks' amounted to twenty-five per cent. Would it not mean that every filled order would have to bear one-third more of our total selling indemnity and overhead expenses?"

"Every order—every item—that comes into this house is a bond representing an investment of our capital. A salesman has planned and executed a costly campaign to book that sale. A part of his salary and traveling expenses ought to be paid by that item. It has cost the time of our mail handlers, correspondents, and order clerks. Frequently this cost has run higher than it would, had the goods been in stock.

"Over against unproductive, tied-up capital on dead stocks stand these unmet expenses of the order that is turned down. And between them one must pilot a clever course in checking his daily stock sheet. To overbuy is to invest in non-dividend-paying stock. To refuse an order is not to collect the interest on a good bond we own.

"Short stocks and quick turns is sound business," concluded this captain of international trade, "but the policy has a third big phrase. In its completeness it reads:

"Short stocks, quick turns and complete lines."





## Economy in Show Card Writing

Ten Dollars Will Buy Any Card Writer in a Medium Sized Store Enough Brushes and Materials to Give Him a Good Start—Attractive Cards May be Produced at Little Cost—Various Papers Described—Some Artistic Illustrations Presented

By R. T. D. EDWARDS, with Robert Simpson Co., Limited

(Copyright by Acton Publishing Co., Limited)

Card writing, unlike other professions or trades, is one of the least expensive in which one can start. A carpenter, for instance, to be able to meet all the requirements of his trade, must spend, say about \$50.00, on tools, etc., and other tradesmen have to spend even a greater amount than that.

Card writing, however, calls for a very small fraction of what it costs for most others. Ten dollars will buy any card writer, in a medium sized store, enough brushes and materials to give him a good start. Economy must be studied in this line as well as in any other branch of the store, but the standard of the cards must not be lowered.

The following suggestions may be helpful in the use of what may be termed, plain fancy cards. This means cards which are neat and quiet in color and fit to be placed among the very best merchandise. No doubt, different colors of mat boards have been used or have been seen in use. Very beautiful cards are made up from these and are used by stores which want something a little more refined than are the majority of air brush cards. These mat boards are made up by mounting what is called cover papers on cheap cardboard. Of course, the manufacturers of these boards, with all their modern machinery, can make a much better effect in mounting than the ordinary card writer can. But if the heavier



FIG. 1

variety of paper is obtained, wrinkling or flaws of any kind can be eliminated. Paper can be bought and cards made up to suit individual requirements and a saving is effected of three-quarters of the cost of the mat boards, when buying from the manufacturer. They can be made up by either pasting on completely, or just sticking in spots. Either way will answer for show card purposes. Of the two methods, the writer prefers the latter. While it entails very little more work, the board that is used to mount on can be used several times over, and thus effect a large saving.

Cover paper can be obtained from any up-to-date wholesale paper house. There are hundreds of varieties of effects and colors. One big advantage in buying cover papers over the photo mount board is that one can buy a much larger assortment and have not such a large express or freight bill, owing to the light weight of the parcel. Again, one cannot get a full assortment of mat boards on this side of the line, while the cover papers may be procured in any color or shade that is desired. The duty is thus done away with.

Judgment should be used in picking out papers which will go together. For instance, get different shades of brown, right from cream to the darkest shades. Greys, blues, greens, etc., should be procured in the same way. About half a dozen sheets of this kind will last a long time and make a

large quantity of fine show cards. It is best to try and get the finishes to match. Imitation linens, moire effects, pebble surfaces, clouded or mottled papers may be had in the different shades, so as to be used on the same card. When the paper comes from the manufacturer, it is usually rolled up.



FIG. 2

It should be laid out flat, between cardboard, so that, when used on cards, it will not curl up.

### How To Go About It

First, the size of the card that is wanted should be selected to use for the display. This can be cut from any cheap cardboard or a card that has been used before. Cut the paper the exact size of the card and stick on by putting small spots of glue at the top of the cardboard. This will hold sufficiently. If it is a panel card one wishes, use a shade that

will be a good contrast to the one put on first. Fit over the other, leaving about half an inch of the background showing.

The "fall neckwear" card, which is illustrated, gives a fair idea of what has just been explained, with the exception that the panel is lined with a light cream paper beneath. The panel itself, is of pretty mottled two-tone grey. The background is of a darker, plain grey. The cream lining around the panel breaks the monotony of the greys.

The leather goods card is very appropriate, because the panel is an imitation leather paper. It will harmonize with the goods it represents. This paper comes in two colors, grey and brown.

The shirt card shows the panel cut out instead of stuck on. The opening is cut out of marble, mottled paper and cream linen finish paper is set in behind.

The small raincoat card is a handsome shade of oatmeal mat board, with cream paper pasted over the back.

#### The Various Papers

Figure No. 1 illustrates a few of the hundreds of various attractive cover papers which can be secured at very low cost and which make ideal show cards.

No. 1 is a richly colored clouded effect of red, yellow and green. This makes an excellent background. Use a lighter cream or brown paper over it.

No. 2 is a combination of two shades of brown.

No. 3 is a medium shade of brown, with a wild grass pattern effect. This pattern can be secured in several different shades of paper, from cream to a dark brown. Black, white and brown lettering can be used on these to good effect.

No. 4 also shows a two shade brown effect.

No. 5 is imitation leather ground paper, as illustrated in the leather goods show card.

No. 6 is an oatmeal paper. This is used exclusively for wall decorations and can be secured in any shade or color at any up-to-date wall paper establishment. This paper has a wool surface and should be lettered with a small brush, using the paint somewhat thinner than usual.

No. 7 is an opal shade paper with a brown mottled effect.

No. 8 is a two shade green stripe oatmeal paper. This should be used exclusively for the background of some other paper.

No. 9 is an excellent reproduction. The shirt card shows this in use.

No. 10 is a dark brown of the wild grass the same as No. 3.

## Merchants Unite in Holding Fall Style Show Day

The Proposition Regarded as a Good One by Owen Sound Business Men—Special Exhibits Attracted Large Attendance of Visitors—Shoe Retailers Co-operated and a Good Trade Was Done—The Results Satisfactory

Owen Sound pioneered the way among the progressive towns of the Dominion in the matter of having an Autumn Style Show Day. The event which had been well advertised, took place on September 25th and was a success. Shoe dealers, men's furnishing houses, dry goods stores, millinery parlors, furniture emporiums and music establishments co-operated to concentrate the attention of the entire community on local business stocks.

This was the second unique feature in this line in Owen Sound.

Early in the summer "Dollar Day" was instituted and was responsible for a record business. It was such a splendid success that a United Style Day was proposed and nearly all the merchants were ready to fall into line. This second event was gratifying and the managers of the stores interested were well pleased with the result. Of course many of the visitors merely came to look on, but the trading done was satisfactory, in almost every instance, being above the average day's receipts.

The chairman of the publicity commission first brought before the merchants of the town the suggestion of a style show day, which is likely to become an annual event. His idea was to place before the people the fact that Owen Sound merchants are able to get a class of goods of all lines, second to none, in the matter of quality, style and fit. Shoe dealers made special effort to co-operate with the dry goods, men's furnishings and other houses. All the fall lines of footwear had arrived and special window trims were installed.

Among those who took an active part in the Style Show enterprise were E. C. Scarrow; T. H. Stewart & Son; United Shoe Dealers, F. C. Wilkinson, H. Peel, William Ewens, and others.

Under the heading of "Style Day a Success" an Owen Sound paper says:—

"Owen Sound's first style day must be said to have been a success if the evidence of the principal merchants is to

be taken. The story almost every one of them has to tell is that they had a busy day and that their places of business were well patronized, and that they were well satisfied with the result. The majority of them co-operated in the effort to make the event one worth while. They spared no pains to brighten up their stores and to make a special display in their windows. The result was that never did Owen Sound's show windows look prettier, and if there were many reasons why the crowd who turned out to do business on that day was not as large as it might have been yet the merchants generally have expressed themselves as delighted with the idea of a formal style day and they will repeat. The idea is a good one and no matter what local conditions might militate against its being effective on any one occasion there is no doubt that the business men of the town are live and wide awake enough to keep green the Style Day idea and perpetuate its observance. One thing in particular was inimical to the entire success of the day, namely, the plethora of fall fairs within the last couple of weeks. The majority of the farming community has been quite busy enough in attending to the agricultural show events, and this kept a number away who would otherwise certainly have been in Owen Sound for the day. Yet it was a success and was a big business day in every respect. It was a novelty to the people of the town, it was a novelty to everyone, and consequently was attractive. There is not the least doubt that Style Day as an institution among the business houses of Owen Sound has come to stay.

Shoe profits are not large if the statistics shown by a big eastern department store are worth anything. Shoes are consistently rated low, though this may be the fault of the department store or regular exclusive shoe stores. The profit based on selling price of shoes is 27 per cent. It is seemingly the staples that give large profits and shoes are not staples. They are affected by vagaries of fashion, are made to measure and vary a great deal. It looks as though it is up to the shoe departments to get busy.



# Are You Now Collecting What Customers Owe You

If Not, You Had Better Get Busy at Once—Conditions are at Present as Favorable as They Ever Will Be for Insisting on Prompt Payment of Accounts—Have You an Effective Follow-up Campaign or System?

"Man is made of dust—dust settles—B A Man."

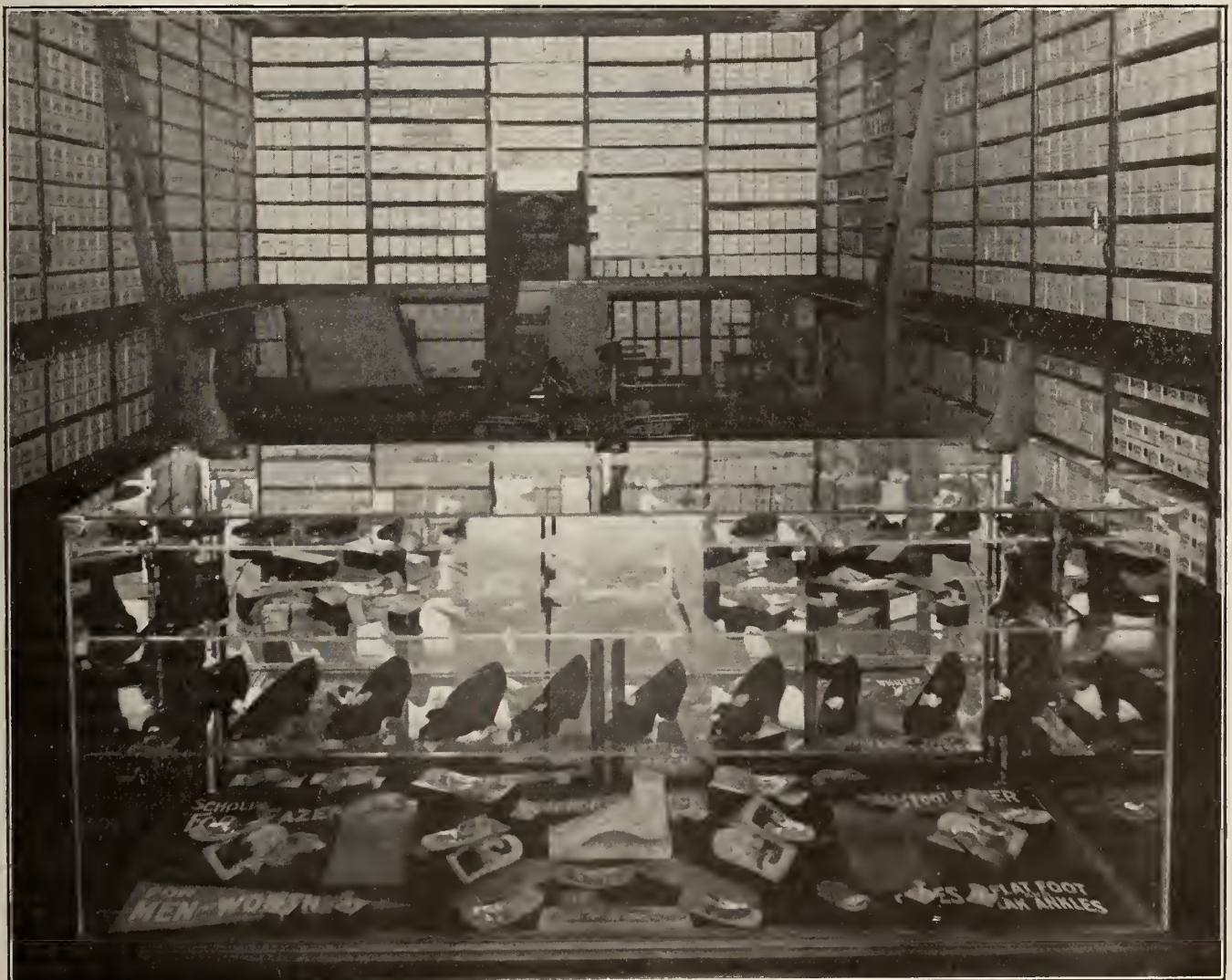
"Old Trust is dead; Bad Pay killed him."

"If I could compute the number of my friends by the number of credit accounts on my books, I would, indeed, be fortunate; but if I were to gauge the depth of their friendship by the number who pay their bills promptly, I would be very unfortunate."

Some of the foregoing mottos are pathetic, and others amusing, but all of them contain a large germ of truth. Although much has been written, spoken and agitated on the subject of doing an entirely cash business, yet it does not seem possible for the average merchant or shoe dealer in the country town to wholly eliminate credit or time accommodation. If he could do so, he would certainly enjoy an

ideal state of affairs, but local custom, the practice of years, the course pursued by competitors and traditions which seem firmly entrenched in certain centres, all crowd to the front and make it almost out of the question to transact every sale in the store on a cash basis.

Every merchant, in theory, if not in practice, admits that the one satisfactory foundation for doing business is spot cash. It is not the intention of the writer, neither is it within the scope of the present article, to enter into any disquisition on the relative merits of cash versus credit. There is one thing, however, which should be driven home frequently and forcibly and that is "now is the time for all shoe retailers to make their collections." There is nothing to be gained in allowing an account to remain unsettled from month to month, and the old axiom that "short settlements make long friends" is true in every respect. A bountiful harvest has been gathered in, the Western wheat crop is moving freely, labor conditions have been fairly active and if a farmer, a working man, contractor or any other member of the community is not able to pay his accounts during



INTERIOR VIEW OF THE SHOE STORE OF T. H. STEWART & SON, OWEN SOUND, ONT.



October or early in November, he will not likely be able to do so at all, and certainly not around Christmas time.

This waiting around for some persons to come in and voluntarily adjust matters is both a delusion and a snare. It has been pointed out by one merchant that very few credit customers come in and settle of their own free will and accord. If the farmer is allowed to follow his own wishes in such matters, he will put off the payment of the "store bill" until he gets his fruit money, and then he will decide that he had better wait until his grain is sold, and perhaps after that he will come to the conclusion that a better period would be when he has drawn his money from the cheese factory or dairy.

Now, if shoe retailers lose money this season it is likely their own fault. They should go after collections systematically and in business-like manner. All that is required is some backbone; an ability to be firm. The supply of money at this time of the year is generally at the high water mark and collections can be made now better than at any other time.

In a recent issue of THE SHOE AND LEATHER JOURNAL there appeared a complete reference to the credit reporting system and collection plan of the Retail Merchants' Association, which has been giving good satisfaction and has brought a number of delinquents and chronic slow-pays to time.

In this issue is presented a series of letters which has been successfully adopted by a leading retailer. There is nothing to prevent any dealer from appropriating the wording or changing it to fit his case individually.

The first letter begins with a polite request; the second is a little stronger in tone and more urgent in wording, while the third indicates that the merchant does not intend beating around the bush any longer in order to get his cash. The fourth is a clincher which conveys the announcement that pleading and coaxing are over and that sentiment or other consideration will not be allowed to play a part in the matter of coralling the coin, and that right away.

Here is the follow-up campaign of the business man whom we will call J. T. Brown.

#### LETTER No. 1

Dear Sir,—We are in urgent need of a considerable amount of money at the present time to meet some heavy payments, and have found it necessary to collect in some ready cash, so that this request is being made of you, along with others. We will appreciate it if you will let us have your account of \$— at the earliest possible date. Please do what you can and oblige.

Yours very truly,  
J. T. Brown.

#### LETTER No. 2

Dear Sir,—Necessity sometimes requires request for settlement to be made in strong and plain terms. Need of funds is now urgent with us. Your account of \$— is considerably past due. You have been given a longer time than was agreed upon, and present circumstances are such that your assistance is much needed. Please give this your immediate attention, and oblige.

Yours truly,  
J. T. Brown.

#### LETTER No. 3

Dear Sir,—Your account, of which you have been reminded, is still unpaid. We do not wish to put you to any costs, but it must be insisted on that this bill be settled at once. Nothing more is asked of you than necessity demands. Please be prompt.

Yours very truly,  
J. T. Brown.

#### LETTER No. 4

Dear Sir,—You have been repeatedly asked for a settlement of your account, but seem to have given the requests no attention. If the amount is not paid, or in some way adjusted in the next ten days, you can blame yourself if such proceedings are entered as will collect it. Please save any trouble.

Yours very truly,  
J. T. Brown.

## Don't Be Afraid of Your Art

An amusing story is related about M. Ysaye, the famous violinist, by the Ttaile Beige. During his visit to America the artiste was the guest of a New York millionaire who in his early days was a shoemaker.

After dinner his host importuned Ysaye to play, and when he hesitated remarked: "A man should never be ashamed to exhibit his art." Therefore Ysaye played to his host.

Having returned to Europe, the violinist invited his former millionaire host, who happened to be in Paris, to dinner. During the evening a pair of boots much the worse for wear were handed to the guest.

"My dear friend," said Ysaye, "do me the favor of mending these boots for me."

The millionaire was speechless with amazement.

"A man should never be ashamed to exhibit his art," added Ysaye, with a significant smile.

## The Real Asset of Business

Through the recognition of the man and the idea of right treatment and co-operation to bring out all the good there is in him, great things may be accomplished.

Men are divided into classes—the toiler, the worker, and the genius. The toiler is the man who goes on through life without hope. The worker is a toiler, but coupled with his aims and intents, is ambition to do something better. This will bring its reward and may place him in the class of the genius. The latter includes the men who work not for dollars, but who love their work and who work because they love it. Men and women must be taught to be geniuses, as they are the architects of the future. Toilers and workers alone will not make a profitable business. This will become plain when it is realized that the men and women workers make up a great part of the assets of any business.—A. J. Leitch.

A story of an artificial leather which was successfully made up into children's shoes is related by Shoe Topics: These were tried out and an order was placed for 6,000 pairs, with a promise of 500,000 pairs a year. The project was all ready for launching, but the originator of the invention backed water and declined to go ahead because, after considerable testing, the material would not stand the wear as had been expected. He "would not be a party to placing on the market an imperfect new material."

This shows sound judgment as well as good principle; but has it not been the rule with other new materials also? Consider the new insole, counter and heel materials; they were fully and most thoroughly tested, clear through to the total wearing out of the shoes, before they were placed on the market. No doubt modern inventiveness will broaden the supply of shoe materials. It is not likely, however, that the old saying will go out of fashion that "there is nothing like leather." One latter day trouble is that it has shown a disposition to be unique in price as well as in quality! That is what has stimulated the study of other materials.



# Build Up Repair Trade by Skill and Good Material

Manitoba Firm Have More Than Doubled Their Revenue in a Year—They Get Good Prices for Good Work—Making Good Use of Newspapers and Letters to Secure Trade

One of the busiest Western firms of up-to-date shoe repairers are Hunt & Harry, of Souris, Man. Previous to locating in that town they were in business in Brandon for some time, having bought out the business carried on at 416 Rosser avenue.

Since removing to Souris, Hunt & Harry have more than doubled their revenue, having had to install a finishing machine to get the work out quicker and they anticipate putting in a sole stitching machine in the spring. They attribute their success to the policy of good workmanship, using the best of material, being courteous to all and getting



H. M. HUNT,  
SOURIS, MAN.



work completed when wanted. They employ one man regularly and at busy periods engage extra help. All work is personally inspected before being sent out of the shop.

Their equipment consists of one finishing machine, complete; one edge, heel and shank trimmer; one solidity, repairing jack; one Singer machine for closing uppers; one Singer patching machine; one bench eyeletting and hook machine; one splitting machine; one bench button fastener machine, and also one shaft fitted with skate grinding adjustment which is run by a gasoline engine.

It may be pointed out that Hunt & Harry believe in advertising and keeping their name prominently before the public in the press and other ways. They obtain good figures for their work as the following schedule shows:

SHOE REPAIRING TARIFF

Men's soles and heels, sewn .....	\$1.50
Men's soles and heels, nailed .....	1.25
Men's leather heels .....	.35
Ladies' turned soles .....	1.25
Ladies' soles and heels, sewn .....	1.25
Ladies' soles and heels, nailed.....	1.00
Ladies' leather heels .....	.25
Children's according to size.	
Rubber heels .....	.50
Dyeing shoes .....	.25
Stretching shoes .....	.10
Patching 10c. and up, according to size of patch.	
Skate sharpening .....	.25

Here is a copy of the letter they sent out when first starting in Souris over a year ago, which brought good results:—

Dear Sir or Madam,—Should you find it necessary to have your boots and shoes repaired, may we have the pleasure of submitting our estimate for your consideration.

A long standing experience places us in a position to do your work efficiently, economically and promptly.

There is no reason why the expense of keeping your boots and shoes in good condition should be so great as to render the investment an unprofitable one as boot and shoe repairs can only be satisfactorily executed by the combination of skilled workmanship and with the use of the best materials. These, together with our personal supervision, are at your service.

We shall be pleased to call upon you at any time by appointment, when we will discuss, offer our advice upon or estimate the cost of any repairs you may have in view.

Thanking you in anticipation, we are,

Yours faithfully,

HUNT & HARRY.

## Turn Shoes Growing Popular

The demand for turn shoes is increasing fast. More turn shoes will be worn by women next spring and summer than in any former season. Brooklyn manufacturers, who have been getting the best of the turn business so far, are still behind on their orders. It is said that they cannot get enough skilled hand workmen. Lynn manufacturers are preparing to make more turn shoes for street wear, says Shoe Topics.

There are likely to be some very important improvements in methods of making turn shoes in the next few years. Some manufacturers have the notion that turn shoes for women can be restored to the popularity that they enjoyed in days long gone by. They are casting about for new machines, new materials and new methods for use in making turn shoes. Already they have found some very good new sole leathers, and new kinds of shanks, which enable them to put on to their shoes a stronger and a more shapely bottom than has hitherto been put on turn shoes.

Only about one-fifth of the shoes for women are made by the turn process. The remainder are made by welt and McKay processes. Naturally, shoe men have given their attention chiefly to the development of the welt and McKay processes, the big end of the shoe industry. But the recent new growth of the turn shoe business is now attracting the attention of some very ingenious men in the shoe machinery industry. They think they see some chances to make important improvements in methods of making turn shoes. As some of the present day methods have not changed in 40 years or more, they ought to be open to much improvement.

Don't be afraid of experience. It is the best teacher.

Don't be afraid of pleasure. It is necessary for good work.



1116



1188



1282



1201



1214



1179



1221



1162



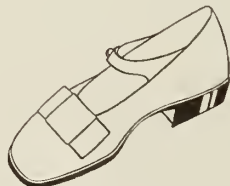
1202



1215



1218



1191



1220



1171

Here is an attractive selection of line cuts suitable for newspaper work. In ordering please give number. Prompt delivery 30c. each or four for \$1. SHOE & LEATHER JOURNAL, Toronto.





633



625



619



1132A



1151



1177



1216



1146



1138



1079

Here are some nice ornamental designs that will come in handy for your newspaper announcements. The figure cuts are 75c. each or three for \$2.00. Shoe cuts 30c. each or four for \$1.00. SHOE & LEATHER JOURNAL, Toronto.

# How Leather for Shoes is Manufactured To-Day

Some Interesting Information Regarding the Different Processes Which Should Be Read by the Retail Shoe Man—Brief Review of What Goes On in the Tanneries—Bark and Chemical Tannage

In the manufacture of leather various methods of preparing bark for leaching are in use. They all consist of forms of grinding and shredding in machines called bark mills. These have the common features of a revolving disc, into which the cutting knives are set radially. Most of them have a secondary disc which completes the work the first disc started; the bark dust or shreds then passing through small apertures to the conveyor. One of the most common forms of mill in modern use is the iron cylinder with cone base open at the bottom and top. These are usually set in pairs with one accumulator and there is no chance for dust accumulation inside. The power drill is vertical with cogs and gearings outside, and all the serious features, from an insurance standpoint, that attached to the old wood-boxed hopper-bottomed style, are entirely eliminated.

The crude bark is stored in open sheds in the tannery yards to season and color with age, and as this operation needs some six or eight months' time, the storage capacity is usually large. The bark, although well dried, is not entirely free from moisture, and this natural dampness safeguards any possible cause of fire from friction. After grinding, the conveyors, which are all of the screw or cup style in wood ducts, carry the pulverized material directly to the leach tanks.

## Leaching the Tan Liquor

The vats used in leaching are usually arranged in sets, the vat containing the freshest bark being known as the head leach, and that containing the nearly spent bark, the tail leach. These vats are filled from the conveyor leading from the bark mill, and water is then turned on and the bark allowed to steep. The liquor produced in this way is passed from vat to vat throughout the set until the proper strength and specific gravity has been reached, when it is pumped to the settling tanks or storehouse until required. Some leaching vats have steam coils placed beneath a false bottom in order to maintain the temperature deemed necessary for rapid leaching. This is an economical method, but is not common, as the heat tends to bring the resinous matter of the bark into the liquor. An entirely different method is the Vaughan system of leaching, in which the bark and water is placed in revolving drums that constantly agitate the contents. Closer leaching in shorter time is affected in this manner than by the older vat system.

## Preparing the Hides

Hides and skins are received at the tannery in one of four conditions, viz., green, dry, green salted or dry salted. It does not matter, however, in what condition the hides are received, or the kind of leather into which they are to be manufactured, the preliminary operation is that of soaking. The object of this process is to thoroughly soften the skin, and remove all salt, dirt, blood, etc. Ordinary hides are usually soaked from twenty-four to forty-eight hours, but dry hides require much longer. Large quantities of water are used, and it is of the utmost importance that it be soft and as nearly as possible free from impurities. The addition of borax to the water is customary to soften it and free it of other dissolved salts. The most general form of receptacle for the soaking is a pit or vat sunk in the ground.

## Liming, Depilation and Bating

The next operation is the preparation of the skins for depilation or unhairing. It is most commonly accomplished by placing them in a solution of caustic lime until bacterial action loosens the hair and swells the fibres. Lime tanks

are made of timber or masonry sunk in the ground and are filled with water, to which quicklime, and sometimes sulphide of sodium and red arsenic is added. After immersion in this liquid the hides are placed on a beam or convex slab of stone, and by means of a knife the loosened hair is removed. Following this, the skin is steeped in clean water and is usually ready for fleshing the next day.

The fleshing operation by hand consists in removing the fleshy and fatty matter by means of a knife and requires great skill. There are machines which do the work, however, by means of rapidly revolving rolls, having raised irregular spines on their surface, the most common types of which are the Vaughan and the Whitney. If the hide is intended for sole leather it is now rounded, which means that the belly and shoulders are removed. The remainder is the most valuable portion of the hide, and when tanned is called a bend or butt. If harness leather is to be made, the hide may be tanned whole and the belly removed afterwards.

Deliming follows this preparatory work and by means of bates or drenches the lime remaining in the skin from the unhairing process is rendered soluble and removed, except in the case of sole leather, which requires only the surface lime neutralized.

## Wet Vat Bark Tanning

The pelts when delimed are ready for tanning. The simplest and most typical methods are those used in the manufacture of sole leather, the methods of tanning other leathers being merely variations of these. It is apparent that if the hides were immediately immersed in strong liquor the surface would be hardened, become impervious and prevent the liquor penetrating to the centre of the skin. The tanning process therefore is begun in weak liquor in pits called handler pits, the hides being hung on hooks. The packs of hides are moved at intervals, traveling from weaker to stronger liquor. When the pack reaches the strongest liquor and is sufficiently colored and plumed, its next move is to the main tanyard or layer pits.

The layer pits are those in which the last tanning process is conducted and consist of large vats about nine feet long, seven feet wide and eight feet deep. In these the hides are laid out flat one by one and a thin layer of ground bark sprinkled between each hide. After laying away strong liquor is turned on and the hides are allowed to remain in the pit until the liquor becomes more or less exhausted. The process is then repeated, each pack of skins being laid away from four to seven times, according to the judgment of the tanner, the entire operation extending over a period of from four to five months.

## Drum Tanning

Tanning is also done by means of a revolving drum containing bark extract. It is a quick method but does not give the weight or quality of the older and longer process. Sometimes hides, when half tanned in the ordinary pits, are split, the grain sides going through the longer process and the splits being passed into the drums, where they are quickly and cheaply tanned.

There are other methods in vogue but the general system outlined is the one commonly in use. There is no uniformity of detail, however, in the processes of tanning, each tanner employing such modifications as his experience has approved.

## Chrome Tanning

It may not be amiss at this point to mention the method of tanning by chemical salts. The use of alum in dressing



skins is a very old process, but it is only within the last fifteen years that the application of chromium salts to pelts has become a feature of tannery operations. Augustus Schultz was the first to devise a satisfactory method called the two-bath process by which the hides are treated with solutions of chromic acid and hyposulphite of soda. In 1893 a one-bath process was applied by Martin Dennis and consists of a chromic chloride solution to which he gave the name of "Hanolin."

Tanning by these methods can be effected in a few days and this is a considerable advantage over the vegetable process with its unconscionable elapse of time before completion. Chrome leather is compact and strong, but is generally deficient in weight and firmness. Sole leather when made by this process is not comparable with that manufactured by the order method, but glace-kid, box calf and willow-calf are typical chrome leathers and have almost entirely displaced kid, French calf and satin leather.

### The Method of Drying

After being removed from the tan-pits or vats, the hides or bends are rinsed in water and allowed to drip for a few days, scoured, oiled upon one side, rolled and then hung up to dry. Drying, as far as possible, is conducted in the natural atmosphere, but as it is necessary to expedite matters somewhat, in most tanneries drying rooms with slatted floors, forced circulation, and steam coils to raise the temperature, are provided. These drying rooms or lofts are usually of large area and the skins are suspended from strip racks in tiers. No great degree of heat is used, as pelts must be dried slowly, excessive heat hardening and deadening the leather. In drying sumach tanned hides where the open air is necessary, large open sheds with slatted sides are usually to be found.

Currying is the preparation and dressing of leather by means of oils and fats to increase its flexibility and its resistance to water and at the same time give smoothness, grain and color to the skins. The various kinds of leather require different treatment, and while with sole leather, drying, oiling and rolling completes the product, in the case of many other leathers the actual tanning is only half the process of converting the hide into finished material. Upper and light leathers, as they appear on the market, may be whole hides, but are generally made by splitting the heavy hides into lighter pieces. This is done with a machine called a belt-knife splitter which divides the hide horizontally by means of a knife against which the leather is carried by rolls. Before undergoing this, or in fact any other process, the hides which have been completely dried out in the lofts and sheds, are steeped in warm water by way of preparation. Splitting has been carried to a great length in numerous factories and has almost displaced the old time practice of shaving which reduced the substance of the hide by hand or machine paring. Hand shaving, if employed, is usually done over a wooden beam, but in most of the larger plants, machines are used for the purpose and the refuse is removed by means of an automatic conveyor with cyclone discharge.

### Stuffing and Filling

Stuffing or impregnating the leather with oil and fat may be done either by hand or machine, although the hand method is passing away because of its expense and for other reasons. The dubbin used, is composed of tallow and fish oil, and in hand stuffing is applied with a brush to the flesh side of the hide, which is afterwards suspended in the drying shed until the fat has passed into the porous substance of the hide. The harder fat, which has not penetrated the hide is removed by means of slickers. Cod liver oil is the oil par excellence for stuffing leather, for the reason that it has a good body, will not oxidise and form gums, and gives a permanently mellow quality to the hide. Owing to the expense, adulteration is common and neats-foot oil, sod oil,

degras oil and glycerine mixed with common fish and mineral oils, are largely used.

Stuffing by machine is effected by means of a revolving drum into which the skins are placed for treatment. This drum is heated by steam or hot air and in some types a steam jacketed metal tank, like an inverted cone, is fastened at one side, in which the fats are melted and flow at the correct temperature upon the hides in the drum. When skins and fat are in the drum in the quantity desired, it is revolved for from one-half to one hour and the stuffing is complete.

### Final Finishing Processes

After stuffing and setting out, the next operation in the manufacture of upper leather is that of whitening or buffing. This may be done by means of a slicker used by hand, or by a machine, consisting of a rapidly revolving cylinder covered with spines running transversely over a bedplate upon which the leather is laid.

Blackening is the next process and for the heavy grades is preferably done by hand, lamp black or vegetable black mixed with cod liver oil being spread over the butt with a brush. If blackening is done by machine, the most popular machine is the Batchelder, in which the hide is carried by means of fluted rolls over a table and beneath a brush which applies the coloring matter.

The leather after being blacked is submitted to a surfacing process. This operation may be performed by hand, the hide being glassed, oiled and rubbed with a pad but by far the greater part of the leather finished in this country is surfaced by machinery. This machine is composed of sets of rollers with various surfaces, smooth, pebbled and grained, for giving the desired appearance to the finished product.

It is impossible in this brief synopsis to describe the finishing of the numerous light leathers, and there is little need to do so, as the processes are very similar to those mentioned in connection with curried leather.

Although not coming properly under the heading of tanneries, it may be well to mention the manufacture of enamelled or "patent" leather. This leather is finished by the application of several coats of linseed oil varnishes composed of oil, lampblack and naphtha. The precise ingredients of these varnishes are trade secrets, but their preparation, if done upon the premises, is said to be hazardous. After the application of the varnish to the surface of the leather, it is dried in stoves heated from 140 to 185 degrees Fahrenheit.

### The Shoe Industry

In all the annals of our commercial development and of the expansion of our material resources, it would be difficult to find an instance of so great an advance in productive capacity as that of the boot and shoe industry. For more than fifty years after the introduction of the first machinery, the mechanical development was slow; and the passing of the old fashioned cobbler "whipping the cat" at his solitary bench is scarcely realized in this generation. A most interesting phase of commercial expansion is presented for one's consideration in the displacement, by the modern and highly organized factory, of him of the lapstone, the awl, and the antique bench.

### Man Versus Machine

Within the memory of our fathers every process in the making of a pair of boots or shoes was entirely by hand. If the shoemaker was a skilled and rapid workman, a pair of old-time boots was turned out in three days, or a trifle less. Now all that is changed. In the new regime the mechanic no longer works from "sun to sun" for machinery, that boon to mankind, has so increased the capacity of man's hand, that a little group of workmen can produce, in a few hours, shoes to a number which the single-handed artisan could not hope to equal in a year of labor.

*(To be continued in our next issue)*



# Cost of Merchandising Shoes Must be Cut Down

It Is Said that Eighty Per Cent. of Retailers Could Not Close Out Their Business at a Profit To-day—Investigation Shows that Dealer Must Turn His Stock Over Two and a Half Times Annually to Make a Living

It costs somewhere between \$100,000,000 and \$200,000,000 to get shoes from the factory to the feet of the people. That's too much. But it's the best that can be done under the present circumstances, says American Shoemaking.

The chief part of this great expense of distributing shoes is found in retail stores. The Harvard School of Business Research has figured that a retailer must have from 30 to 40 per cent. gross profit on his business to pay his expenses and to get a living. That's a pretty good sized sum to pay a man for distributing goods. Traveling salesmen work on much smaller commission, and wholesale houses do business on a basis of 15 per cent. gross profit.

As a general rule, the smaller the volume of business the larger the margin of profits. Shoe manufacturers make shoes on a margin of profit of five cents a pair or less. Shoe retailers sometimes figure their profits on shoes at \$1.00 a pair. Figures published by a retail trade paper a while ago showed that the cost of retailing an average pair of \$3.50 shoes is 64 cents. This is the cost of retailing alone, including store expenses, depreciation, clerk hire, advertising, and miscellaneous expenses. It does not include profits. It is an expense greater than is the labor cost of making shoes.

## Can This Really Be True

The expenses of distributing shoes are getting heavy in these days of high costs of most everything that shoe men are seriously alarmed. They are staggering retailers. It's gossip among manufacturers that 80 per cent. of the retailers of the country couldn't close out their business at a profit to-day. Commercial reports show that there are more failures among shoe retail stores than among any other class of retailers with one exception. These unfortunate conditions prevail despite the heavy price paid by the public for the distribution of shoes through the medium of retail stores.

Many shoe manufacturers are very much interested in the modern problems of retail trade. They have to be. It touches their business directly. The manufacturer who is selling shoes to the retail trade to-day, and most manufacturers are, must be reasonably certain that he is going to get his pay for his shoes or there's no use making them. The retailer must be able to pay his bills promptly, and to make a profit besides, if he is to continue to distribute shoes for the manufacturer.

It is probable that the problems of shoe retailing will work themselves out along present lines. The retailers aren't likely to be crowded out of business by mail order systems, though it's common to predict that they will be. It's easy enough to figure on paper that shoes could be distributed by mail at a cost of a few cents a pair, but the thing won't work out in practice.

## Ally of the Manufacturer

The retailer who survives in the future will be the very strong ally of the manufacturer. He will copy ways that have proven economical in shoe manufacturing. He will cut out wastes. He will rely upon the manufacturer, or the wholesaler, to carry shoes in stock for him. He will avoid surplus goods, and slow sellers, or, in other words, he will handle only live lines. Shoe manufacturers will certainly have to brace up their lines to meet the requirements of retailers in the future.

The Harvard School has determined that a retailer must turn his stock at least two and one-half times a year in order to make a living. Many aren't doing so. They've a habit of buying carelessly, and of piling shoes on the shelf

at the end of each season. Shoes carried over a season in the retail store are a waste of money, as much as is leather carried over in the upper leather store room.

The shoe retailer who stays in the game will turn his stock, not only two and one-half times a year, but four, and perhaps five and six times a year, as large and prosperous concerns now are doing.

## More System Will Develop

Besides, stores will become more standardized, as have factories, in methods as well as in equipments. Mechanical devices for saving time of clerks will come into use. Office methods will be revolutionized. Chains of stores will flourish. But styles will not be standardized. That's the mistake many practical shoe men make. They think that if everybody wore shoes alike, shoes could be made and sold cheaper. It's true that they could. But, if all styles were alike, the shoe trade would become so dead that a live shoe man would move to the morgue for the sake of excitement. Live shoe retailers are to-day getting their profits on styles in footwear.

The modernizing of the retail shoe trade will come, not through that trade crushing the manufacturing branch down to its own level, but through retailers developing their own affairs until the efficiency of their methods is on a par with the efficiency of manufacturing methods.

It's up to them to cut down that big expense of from \$100,000,000 to \$200,000,000 a year for retailing shoes.

## A Worker in the Retail Ranks

Cobbler, actor, brakeman, conductor, shoe retailer—this is a somewhat varied career and represents the activities of J. H. Shinnick, who was recently elected second vice-president of the Ontario section of shoe retailers at the annual meeting in Toronto. Mr. Shinnick has also taken a leading part in the Toronto city branch of the Retail Merchants' Association. Recently, he moved into larger and more attractive premises at 239 Roncesvalles Avenue. He has been in the retail shoe business four years. His native place is the village with the historic name of Athens, located in Leeds County. There, his father was a shoemaker for many years. The son followed in the footsteps of his sire, but at a comparatively early age went on the stage. He was with a number of companies touring the United States and the eastern part of Canada and, after nine years exploitation of his histrionic talent, he decided he would like railway work and, being of a roving disposition, he secured a job as brakeman on the Grand Trunk Railway. Later, he was promoted to the position of a conductor, his run being between Toronto and Belleville. Mr. Shinnick served for several years on the road and was a prominent member of East Toronto Lodge, No. 108, Brotherhood of Railway Trainmen. For many years he was chairman of the Grievance Committee. He has always been a worker at anything he undertook and when he launched the first shoe store on Roncesvalles Avenue that portion of the city consisted largely of vacant lots. Its growth during the past few years has been remarkable and Mr. Shinnick has shared in the expanding trade of the district. Mr. Shinnick is an active worker in the Retail Merchants' Association, a regular attendant at the meetings and interested in early closing and other movements which have been receiving considerable attention of late.





### A FALL FAIR DISPLAY THAT WON TWO GOLD MEDALS

The accompanying cut affords some conception of the fine display made by the Palmer-McLellan Shoepack Co., of Fredericton, N.B., at the provincial fair held recently in that city. The enterprising firm were awarded a gold medal for their attractive exhibit at Fredericton, and they also carried off a gold medal and diploma at the Chatham, N.B., exhibition. Speaking of the display a Chatham paper says: "This company received this distinction for their shoepacks and leather of which a large exhibit is shown. One of the features to which they call attention is the method recently devised of making the non-rip or drawstring shoepack, a

pack that is meeting with a ready sale because of its excellent features. The company are manufacturing a driving boot for lumbermen in the moccasin style with drawstring.

Their shoepacks fill all the needs of the lumberman, farmer, sportsman and are carried in suitable sizes for men, boys and children. Recently two carloads of their goods were sent to the United States, where a very lucrative trade is working up, the company's representative across the line being the Clarke, Hutchinson Co., of Boston, the largest shoe jobbers in the States, who are introducing the Palmer-McLellan shoepack in every State in the Union.

### Shoe Department that is a Model

The shoe section in the new two million dollar departmental store, which was recently erected in Calgary by the Hudson's Bay Co., is probably the finest and most elaborate of any in the Dominion. There may be larger stores, but it is said that none are better fitted up. This department is located on the main floor in the south-western corner of the building. The fixtures are of solid mahogany and the shelves are one carton high. The height of the fixtures is five feet so that all members of sales force find them exceptionally convenient for work. The department is divided into three sections—No. 1 being the men's and boys', No. 2, ladies' street and evening shoes, and the rear section is devoted to misses', children's and infants'. Back of this is the rubber, felt boot and slipper stock. The department uses the number system, as it would be quite impossible to keep track of the large stock in any other way. Since making use of the number plan, it is found that the sales people can handle twice as many customers as they could in the old way.

The department will seat 100 patrons without crowding. The settees are mahogany, upholstered in green leather.

Each is divided into four individual seats, with arms. The department is 65 feet by 40 wide, giving 48 feet of shelving on each side of the men's section for men's and boy's footwear and 48 feet of shelving on each side of the women's section for women's street and evening shoes and 20 feet of shelving on each side for misses', children's and infant's lines, while there is 35 feet of shelving for rubbers, felt, and house shoes.

The department is completely carpeted in a beautiful two-tone, brown effect, showing the company's crest. The manager of the shoe section is Edward A. Cooper, who has had a thorough experience and insight into the footwear game, with which he has been identified for a number of years, passing through the degree of clerk, traveler, and retailer. He was in business for himself about four years ago in Hamilton, when he sold out to take charge of the Right House shoe department in the Ambitious City. He opened that department and conducted it successfully, until he resigned to take his present position with the Hudson's Bay Co. He is much impressed with the live business future of Calgary and of the splendid success of the Hudson's Bay Company's shoe department.

# Why Are You in the Shoe Business Can You Tell?

You Are There First of All to Make a Living and a Profit Besides—Are You Making That Profit and How Do You Figure Your Margins—Quit Computing the Result on Invoice or Cost Price

## Rules For Figuring Cost

*These rules for figuring 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 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 of 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.

7. Charge all fixed expense, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as dray-

age, postage, office supplies, livery or expense of horse and wagons, telegrams and telephones, advertising, canvassing, etc.

9. Charge losses of every character, including stolen goods, 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 expenses for the year; then divide the figure by the total of your sales, and it will show you the percent. 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 you 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.

Many a retailer has labored under the delusion that he has been making large profits, only to wake up at the end of the year or term of years to find that his so-called surplus, reserve, or nest egg is a minus quantity.

The man is in a quandary and wonders whether he has been cheated by others or has he cheated himself. It is safe to assume that in ninety-nine cases out of every hundred, lack of system and want of definite knowledge have caused his ship to land upon the shoals of financial embarrassment. What is the good of profits if you have not got them in the shape of an enlarged stock of fresh, up-to-date, snappy shoes, money in the bank or well invested in real estate, mortgages or bonds. Any fellow can sell new goods at a loss; any incompetent can cut prices, but it takes a shrewd, careful business man to market his wares so that they will yield him a fair return upon labor, investment and other outlays.

### It All Comes Out of Selling Receipts

Many a merchant has gone down and under because he does not know how, or perhaps he will not learn how to figure profits correctly. It is not only necessary to compute profits properly, but it is equally as essentially to see that these profits are obtained particularly on the selling end.

In the list of items at the head of this column and in rules for figuring costs be sure that in your expense of doing business all your items are included. Remember that everything in the way of outlay comes out of your gross income or sales figures. In basing your profits always bear in mind the selling price. There is a vast difference between the profit on cost price and on the selling price and this should

always be kept in view. Merchants should realize that twenty-five per cent. on the cost price means only twenty per cent. on sales and that thirty-three and a third per cent. means only twenty-five per cent. on sales, while fifty per cent. profit on cost price means only thirty-three and a third on sales, and so on; and in the end rent, wages, light, heat, insurance, taxes, etc., must all come out of the selling price, or in other words from the money that you have actually taken in for the shoes that you have sold.

The only safe method, therefore, is to always compute profits on the selling price. While thirty-three and a third per cent. and fifty per cent. on the selling price may seem like a tremendous margin, still the retailer should remember that there are always fag ends or some oddments that have to be cleared out of every line of shoes, at practically cost or less than cost and that these generally bring down the net profits to about twenty or twenty-five per cent. on the selling.

Writing to an exchange a western merchant says that the only safe and effective way is to figure expenses on the selling price, but he would like to know the method of how you charge a percentage on sales to a percentage on cost price. He adds, "I know that to make twenty per cent. on the selling price I must add twenty-five per cent. to the cost of the goods, but how do you arrive at this? Any information that you can give me for a short, quick route on profit figuring will be very thankfully received."

In answering this question it may be pointed out that such a matter has perplexed not a few dealers.

They know that 20 per cent. on sales means 25 per cent. on cost, but have no method of arriving at it only by fre-



quent "tries," as in the case of this dealer. If they wanted to find what 27 per cent. on selling price meant on cost price, they would have a great deal of figuring. We will take 20 per cent. on selling price and follow the method of reasoning by which it is reduced to percentage on cost.

You want to make 20 per cent. on selling price or 20 cents on \$1.00.

Cost of article must, therefore, be 80c.

Therefore figuring on cost:

On 80c. you make 20c.

On \$1.00 you make  $\frac{100 \times 20}{80}$  equals 25c.

This equals 25 per cent.

Therefore 20 per cent. on selling price equals 25 per cent. on cost.

### Get This Into Your Head

If an article costs \$2.00 and you want to make 20 per cent. on the selling price, you must add 25 per cent. to the cost price. The selling price is \$2.50—you make 50 cents or 20 per cent. on selling price.

Let us figure out another problem. You buy goods at \$2.25. You have figured your average expenses at 19 per cent. and want to make six per cent. net profit. The total per cent. you must make on the sales price is 25 per cent. What will you have to the cost to make this?

If you made 25 per cent. on a dollar, goods would have to cost 75 cents. Figuring on cost:

On 75 cents you make 25c.

On \$1.00 you make  $\frac{100 \times 25}{75}$  equals 33 1-3 cents.

Therefore you will have to add 33 1-3 per cent. to cost (\$2.25), which equals 75 cents. The selling price would have to be \$3.00.

### Keep This Table Handy

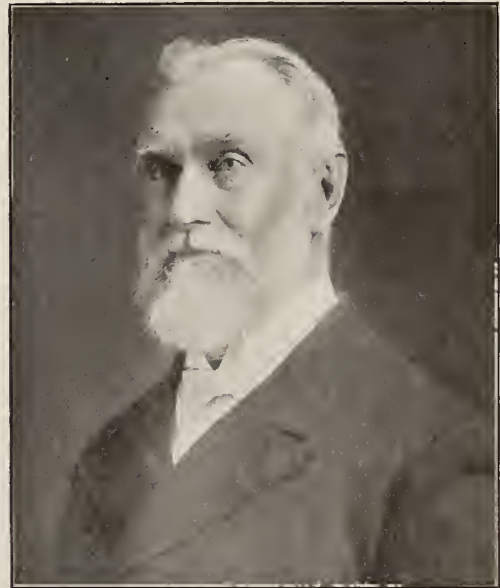
It is rather a bother for a dealer to have to figure out percentage on selling price to a percentage on cost basis each time he wants to mark any goods or ascertain if a certain line allows a sufficient amount of profit. Here is a table showing the equivalents, that the dealer would do well to keep in a handy place. It shows the per cents. to add to gross cost to get per cents. on the selling total of from 5 up to 50 per cent.:

To make 5 p.c. on selling price add 5.263 to cost
To make 6 p.c. on selling price add 6.383 to cost
To make 7 p.c. on selling price add 7.527 to cost
To make 8 p.c. on selling price add 8.696 to cost
To make 9 p.c. on selling price add 9.89 to cost
To make 10 p.c. on selling price add 11.11 to cost
To make 11 p.c. on selling price add 12.36 to cost
To make 12 p.c. on selling price add 13.63 to cost
To make 13 p.c. on selling price add 14.94 to cost
To make 14 p.c. on selling price add 16.27 to cost
To make 15 p.c. on selling price add 17.64 to cost
To make 16 p.c. on selling price add 19.04 to cost
To make 17 p.c. on selling price add 20.48 to cost
To make 18 p.c. on selling price add 21.95 to cost
To make 19 p.c. on selling price add 23.45 to cost
To make 20 p.c. on selling price add 25 to cost
To make 22 p.c. on selling price add 28.2 to cost
To make 24 p.c. on selling price add 31.58 to cost
To make 25 p.c. on selling price add 33.33 to cost
To make 28 p.c. on selling price add 38.9 to cost
To make 30 p.c. on selling price add 42.85 to cost
To make 33 1-3 p.c. on selling price add 48.42 to cost
To make 35 p.c. on selling price add 53.846 to cost
To make 40 p.c. on selling price add 66.67 to cost
To make 50 p.c. on selling price add 100 to cost

This table, if kept at hand, will allow the retailer in a moment's time to find out what he must add to the cost of his goods to make a certain per cent. of profit. It should always be borne in mind that cost means the gross cost and not merely the invoice price. You must know the exact cost of your goods laid down in the store ready for sale, with freight and other charges added. There is often a material difference between the invoice price and the actual cost of the goods which must be taken into consideration in figuring profits. It should also be remembered that percentage on cost does not mean the same percentage on sales.

## Golden Wedding of a Shoeman

Robt. Wilson, Hamilton's oldest shoe retailer, and wife celebrated the fiftieth anniversary of their wedding on October 1st. The venerable couple decided to take a second honeymoon and went to New York on a trip to see Mrs. Wilson's sister. Mr. Wilson is eighty-one years of age and his wife is sixty-nine. They are both enjoying excellent health, and Mr. Wilson's two sons, Arthur and Charlie, look



ROBERT WILSON, HAMILTON

after the successful shoe business at 73 King street east. Mr. Wilson, sr., has been in the footwear line ever since 1863. He is well pleased that Hamilton has attained the hundred thousand mark in population, and recently a window was installed in his store in honor of the Tiger Football Team, the colors being yellow and black. This combination made a very pretty and attractive display.

## New Hobby for the Women

Smart women in Paris are said to be taking up shoe-making as a hobby. This is reverting to a London craze of over a century ago, May 4, 1808. Mrs. Charles Calvert notes in her diary: "I begin a new science to-day—shoe-making. It is all the fashion. I had a master with me for about two hours, and I think I shall be able to make very nice shoes." In the same month Lady Sarah Spencer writes to her brother: "I am to-day in a state of great vanity. I have, to my eternal glory, be it spoken, made a pair of shoes. There is for you! So if all other trades fail I shall certainly establish myself cross-legged at the corner of an alley and earn a livelihood in the midst of leather, awls and hammers."

**MILTON'S LEADING SHOE STORE****School Shoes****Our Stock of School Shoes**

is now complete. Bring your children here to be fitted with good Footwear that will give you satisfaction in style and quality.

WE CARRY THE BEST LINE OF

**Men's Working Shoes**

IN THE COUNTY.

Also Dr. Reed's Cushion Sole Shoe for Men

**GRAHAM SHOE HOME**

"THE HOME OF GOOD SHOES"

**Wear Stylish Shoes**

A large shipment of Wickert and Gardiner new models for Autumn show graceful lines and attractive shapings. You can find your size in any preferred style, and remember

**Our Smart Shoes**

Are designed for comfort as well as style. Call and try on a pair or two and prove what we say.

**James Maynard**

649 YATES STREET

**Shoe Repairing**

Bring your Shoes to Delisle to get them repaired

FIRST CLASS WORK  
FIRST CLASS MATERIAL USED

Rubber Heels Kept in Stock

Sewn Work a Specialty

**B. LEHMAN,**

One Door South of  
Gerrell's Pool Room

**New Fall Styles in  
Women's Buttoned  
Boots**

A nice display of the newest fall styles in Queen Quality and Boston Favorite gun metal boots for women, buttoned styles. They're natty and neat, distinctly good—you'll like them. Prices, \$4. to \$5. Other grades, \$3 up.

**Alley & Co.**  
135 Queen Street

**Camrose Shoe Shop**

**GUST HALBERG**  
is still in the Shoe Business at the  
Old Stand.

I desire to thank my many friends and patrons for the kind favors that they have shown me in the past and am hoping that they will do so in the future.

I remain yours to please, GUST HALBERG.

**A Splendid Opportunity  
to Buy Supply Footwear**

**600 Pairs Brand New Shoes for  
Children, Misses and Boys.**

Such a variety we have never before exhibited in our store and having bought the entire lot at a special price enables us to give you some excellent values. By way of explanation let us say these shoes are all travellers samples, and come four pairs of each kind while we have more of some sizes than others, nearly every size is represented in this lot and the shoes are strictly up-to-date. Let us also say that although these are sample shoes, they have never been shown by a traveller and are in perfect condition as received from the factory. It will cost you nothing to see them. It will cost you very little to buy them.

**VASSAR SHOES  
FOR LADIES ::**

The name Vassar is becoming more familiar day by day. Customers who are now wearing this shoe have done more toward increasing the sale of it than all our paper advertising. Our styles are smart, our last are fitters, our qualities are dependable and our prices are reasonable.

Try a VASSAR SHOE when you need a pair.

**PRIOR BROTHERS**

Our Famous Old  
Country Brogue Shoes

**\$5**  
CASH



If you come from the Old Country, we want to see you. But Road Crooked from Glasgow.

THE SCOTCHMAN WHOLESALE  
SPECIALTY CO.  
306 N. 12th Street  
Shipping Warehouse, Elmwood, Wis.





# Wherein Some Ads Fail to Bring the Best Results

**"Observer" Makes Some Pertinent Remarks on Faults of Wording, Construction and Illustration—Readers May Not Agree With Him, but Remember the World is Large Enough for Differences of Opinions**

The fact that this is the season for school shoes would have warranted the Graham Shoe Home, of Milton, Ont., featuring this much more in their advertisement. For a space of this size there is really not room to incorporate so many different lines of shoes. This ad. would have been a very effective and seasonable one, had the words "school shoes" been made prominent as well as the reference to their stock in this class of footwear being complete. The ideas in connection with the selling of school boots so briefly dwelt upon could have been expanded sufficiently to have made this ad. stronger and more compelling. Generally speaking, there is too much variation in type, in "Milton's Leading Shoe Store," "Our Stock of School Shoes," "Men's Working Shoes," "Dr. Reed's Cushion Sole Shoe for Men," and "Graham's Shoe Home." We do not think it necessary to place the words "Milton's Leading Store" at the top of the ad. This would have been better if it had been linked in connection with the store's name in a less prominent way than the name itself. It is a minor consideration and while it may be worthy of mention, it is not deserving of much more prominence than the words "The Home of Good Shoes." As already pointed out, we would start the ad. off with a heading such as "School shoes that will wear," or "Reliable shoes for school," in bold type and, if reference is necessary in this ad. to men's working shoes and the cushion sole shoes, it should be done toward the end of the announcement.

\* \* \*

In connection with the ad. of James Maynard, of Victoria, B.C., it is a question whether the words "Wear Stylish Shoes" convey any effective meaning to the average reader. The phrase is too general a one and a more captivating heading could have been used. The ad. is attractive in lay-out and typographically, there is little criticism to offer. Evidently the store desires to convey the idea to readers that it is the Home of Stylish, Smart Shoes. Why not have worked in this idea in connection with the firm's name? As, for instance, "James Maynard, 649 Yates street, the Home of Stylish Shoes." The use of the illustration is a general cut instead of a specific one.

\* \* \*

It is our opinion that the Camrose Shoe advertisement is likely to convey a wrong impression to readers. For Mr. Halberg to state that he is still doing business at the old stand is apparently admitting at the outset that there are customers who are not frequenting his store as often as he would like. If this ad. was intended for a card of thanks to the trade, this is the part that should have been featured. It would have been better to start this ad. in some such way as the following, in bold type: "I take this opportunity of thanking my many friends and patrons for the kind favors, etc." The name "Camrose Shoe Shop, Gust. Halberg, proprietor," at the bottom of the ad. would prove a better arrangement. If this is to be run as a regular ad. the advertiser is working in an ineffective way. Although the space used is small, Mr. Halberg should have featured some special lines or a definite offering, unless he is using this space as an acknowledgement of appreciation for business.

Prior Bros., of Portage la Prairie, Man., are working along the right lines in connection with their advertiser. They have taken a liberal amount of space and typographically, the matter is well up to the mark. Were we writing

this, we would have placed the second thought first, in bold type, namely, the fact that they had 600 pairs of brand new shoes now in stock for children, misses and boys. The body of the ad. might have been broken up into one or two parts, as a matter of variety; besides, a long paragraph of this kind is rather difficult to read. Many would be inclined to skip over it in a hurry and not digest the real ideas that the writer wishes to convey. The other features are quite commendable, not overlooking the prominent triple rules enclosing the announcement, which, although broken in several places, are about the size required for an ad. of this dimensions. A few prices or range of prices might have been quoted advantageously. The rule above Vassar Shoes might be left out.

\* \* \*

The advertisement of the Scottish Wholesale Specialty Co., of Winnipeg, is not a very large one, but we feel safe in saying that it will be more effective than some of the others which have been given much more space. It is definite. A large cut shows the shoe advertised. It is a strong appeal in a small way and we are quite sure that the advertiser will get his money's worth out of copy of this kind. The use of so small a space is not desirable, although it is better than none at all.

\* \* \*

One does not usually look for a shoe repairer taking a large space for advertising in newspapers for the simple reason that he has nothing much in the way of a definite offering to make. The idea that B. Lehman, De Lisle, Sask., wishes to convey is that he is in the shoe repair business and uses first-class materials and does first-class work. The other features are that he makes a specialty of sewn work and keeps in stock rubber heels. We would have made the name, "B. Lehman," stand out more prominently. It is lost amid the large variety of type used.

\* \* \*

Alley & Co., of Charlottetown, P.E.I., present an attractive advertisement. A cut has been used which adds to its effectiveness. For a small ad. little improvement could be suggested. Women's button boots in new fall styles are well featured. Prices are given, as well as the make of shoes which are handled. This ad. is above the ordinary and should answer the purpose for which it was intended.

\* \* \*

"I seems to me that the public thought requires more to-day of the advertiser than ever," says Wm. S. Redfield. "Not only must his work be clear and vivid, presenting, whether by word or illustration, a real picture to the mind of the reader, but is it not true that there is a demand for truth and honor in advertising, such as the members of the craft recognize as a novel and powerful force in their work? Let it be known, for example, that a great house will not shade the truth in an advertisement. Is it not a mighty force in its favor? Let it be known of a great periodical that its columns are clear of all save decent and truthful advertising, and has it not exceptional weight in the minds of men? I venture to think, therefore, that the great trade in which you hold so prominent a part is on the crest of a rising tide of the mightiest force we know—the force of public opinion, and a public opinion which is not hasty or rash in its conclusions along moral lines but quite enlightened, thanks to an able press, and equally determined that what it knows to be right shall be wrought into fact."

# The West Will Have a Modern New Shoe Factory

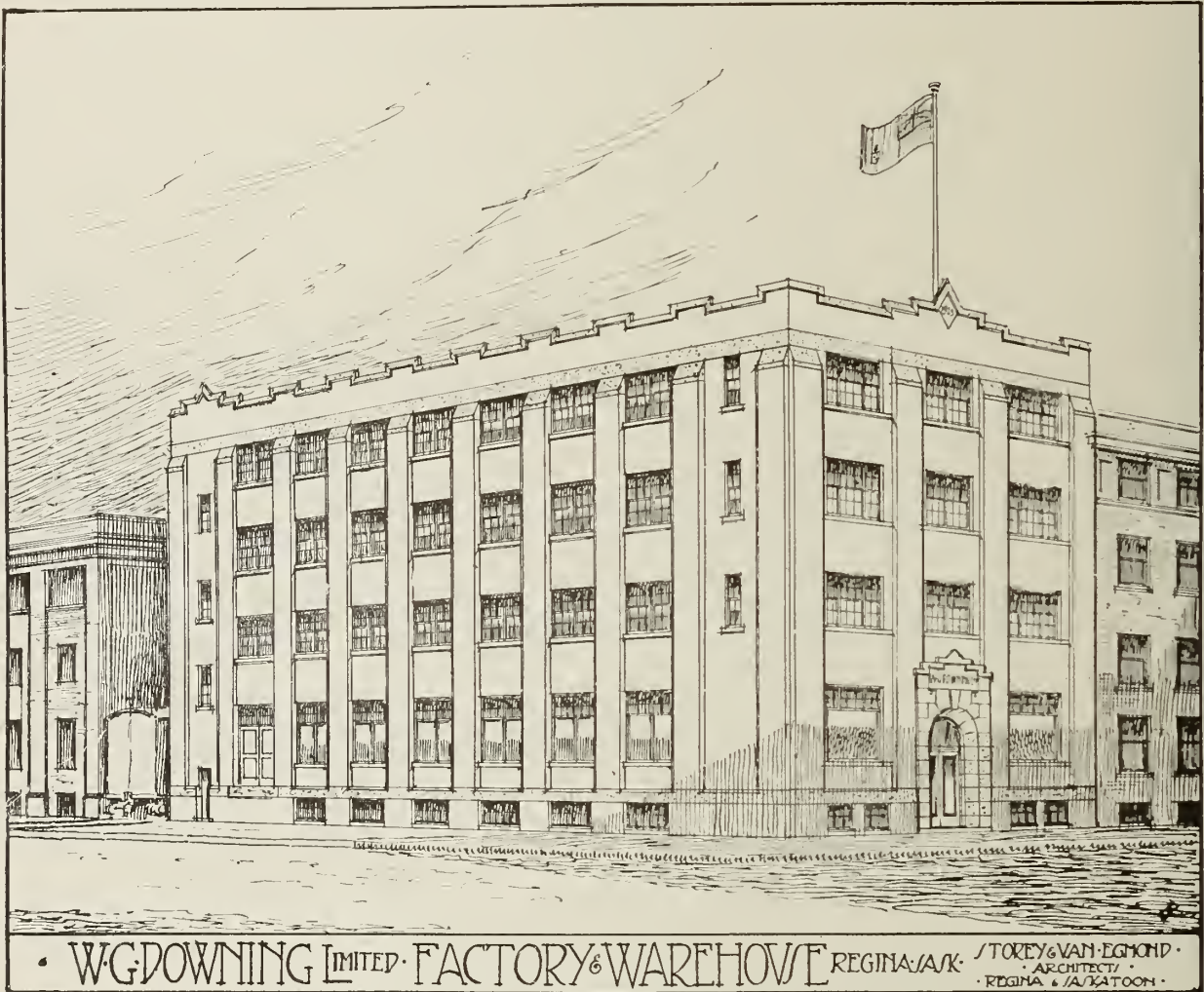
It Will Be Erected in Regina by an Enterprising Western Firm—Heavy Staples Will be Turned Out—Part of the Structure Will Be Used for Warehouse Purposes—Looking After Sorting Orders

The W. G. Downing, Limited, a company capitalized at \$200,000, has been landed for Regina. The firm has been carrying on a wholesale boot and shoe distributing business in Brandon, but on launching out into business in Regina will also go into the boot and shoe manufacturing. The negotiations between the directors of W. G. Downing & Company, as it was known in Brandon, and the city council have been carried on for some time past, the Board of Trade having been the medium through which negotiations were first started. Now that the agreement has been finally

the previous ten years. During that time he represented some of the manufacturers whose lines his company now control for Western Canada.

As the volume of business increased year by year, Mr. Downing became more and more impressed by the lack of facilities for handling the sorting trade in a satisfactory way and being urged to relieve this handicap he decided to establish a wholesale distributing house at Brandon, Man., from which all sorting orders could be filled with despatch.

The phenomenal growth of the business, as will be seen,



signed, Mr. Downing has expressed his appreciation to the Board of Trade for the assistance rendered by President H. G. Smith and Commissioner L. T. McDonald.

It is the intention of the directors of the newly organized company to lose no time in making arrangements for the erection of a four-storey building, with ground dimensions of 50 feet by 113 feet. The building will be of brick and heavy mill construction. The front and side will be of high quality face brick. The offices of the company will be located on the ground floor, while the remaining three floors will be used for the manufacturing and storage.

The business of W. G. Downing & Company was established by Mr. Downing in March, 1912, after building up a very strong trade connection throughout the West during

has more than justified Mr. Downing's judgment and his unbounded faith in the possibilities of the West.

Basing an estimate for the year on the sales of the company for the last three months, it is believed by Mr. Downing that the turn-over of goods in 1913 will be approximately \$350,000. With the larger plant established at Regina, it is expected that the business in 1914 will run close to the \$500,000 mark.

The charter of the company covers manufacturing and it is the intention to manufacture staples, and steps will be taken in this direction at the earliest possible date.

The new factory to be erected in Regina, an illustration of which accompanies this article, will be located in Block 122, at the corner of Sixth avenue and Rose street.



## SHOE NEWS IN PARAGRAPH

McDonald & Wray have opened a new shoe store in Regina, Sask.

Eugene Dubois, shoe merchant, of Quebec, passed away recently.

F. H. Baiden, shoe retailer, of Calgary, suffered a recent loss by fire.

D. J. Hartle, of Minden, was in Toronto last week calling on the trade.

A. R. Trudeau, of the Brockton Shoe Store, Toronto, was in Montreal recently.

The Manufacturers' Shoe Syndicate is a new company recently registered in Montreal.

James Park, a well known merchant of Lucan, Ont., died recently from appendicitis.

Pearson & Sons have purchased the harness business of R. T. Wright, Little Current, Ont.

W. B. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was in Montreal last week.

J. Floyd, of Tamworth, Ont., was in Toronto last week calling upon the wholesale shoe trade.

E. Topp, shoe dealer, of Meaford, spent a few days in Toronto recently calling upon the trade.

The O'Brien, Miller Co., have opened a new store in Gowganda and added a line of boots and shoes.

The Busy Bee General Store, of Dauphin, Man., is adding a line of boots and shoes to the stock.

A. H. Grainger, of the shoe department, T. Faton Company, Toronto, was in Montreal a few days ago.

Thomas Morrow, representing the McDermott Shoe Co., Montreal, was in Toronto this week on business.

R. R. Macaulay, secretary of the Miner Rubber Co., Granby, Que., was in Toronto recently on business.

H. B. Pollock, of the Regal Shoe Co., Toronto, is on an extended trip throughout the Maritime Provinces.

C. W. Nolan has opened a first-class shoe store in North Battleford and carries a representative stock.

E. R. McBride, of the Haines Shoe Stores, Belleville, Ont., was in Montreal recently on a purchasing trip.

Griffiths & Trenwith, manufacturers of leather goods, Spadina avenue, Toronto, have sold out to Silversmiths.

W. J. Ashplant, of H. Ashplant & Sons, London, was in Montreal recently placing orders for spring business.

A. R. Kaufman and W. E. Wing, of the Kaufman Rubber Co., Berlin, were in Toronto this week on business.

In a fire which broke out in Pembroke, destroying the Hunter block, Robert Strutt, shoemaker, was burned out.

Ben Martin, of the John Ritchie Co., Quebec, was in Toronto for a few days recently calling upon the trade.

R. J. Hutchings, of the Great West Saddlery Co., Edmonton, was in Toronto and other cities last week on business.

S. C. Cronk, 126 Wellington street west, Toronto, is spending a few days among the trade in Quebec and Montreal.

W. G. Johnston, of Lansdowne, Ont., was in Toronto last week on business and called upon the members of the trade.

W. F. Martin, general sales manager of the Kingsbury Footwear Co., Montreal, was in Toronto this week on business.

McManus & Co., of Fredericton, N.B., have purchased the stock of Lucy & Co., who made an assignment some time ago.

At the show in the 65th Rifle Armouries, Montreal, the Nugget Polish Co., Limited, of Toronto, made a very credit-

able display. The exhibit was in charge of T. W. Hart and H. W. Parsons.

Howard Blachford, of the Blachford Shoe Store, Toronto, has returned from a business trip to Detroit and other points.

T. W. Simpson, formerly with the Kaufman Rubber Co., Berlin, has taken a position with Gourlay & Fogelberg Limited, Berlin.

James Muir, jr., of the James Muir Co., shoe manufacturers, Maisonneuve, Que., spent a few days in Toronto last week on business.

S. H. Parker, sales manager of the W. A. Marsh Co., Quebec, spent several days in Toronto recently showing a fine range of samples.

J. Hutchison, superintendent of the Penetanguishene branch of the Breithaupt Leather Co., was in Toronto and Berlin last week on business.

E. H. Bird, brother of A. W. Bird, shoe retailer, 1166 Queen street west, Toronto, intends opening a new shoe store on Dundas street west, Toronto.

E. Forbes, of Toronto, intends opening up a shoe repairing shop in Listowel, Ont., and was in that town recently making the necessary arrangements.

C. J. Fitzgerald, of the Cook, Fitzgerald Co., London, Ont., is on an extended trip throughout the Western Canada and is visiting all the principal cities.

Chapples, Limited, Fort William, have opened a shoe department under the management of Mr. Thompson, late of W. H. Scroggie, Limited, Montreal.

John Sinclair, of the Barrie Tanning Co., Barrie, and Chairman of the Tanners' Section of the Toronto Board of Trade was in Toronto last week on business.

Leslie McKendry, of Fenelon Falls, Ont., has bought the stock of groceries, boots and shoes, etc., of W. L. Robson, of Lindsay, and has taken possession.

E. E. Hutchison, of J. Eveleigh & Co., Montreal, is spending a few days in Toronto the guest of his brother, L. B. Hutcheson of the Kaufman Rubber Co.

C. E. Fice, of Toronto, representing J. & T. Bell, is in Montreal on business. On March 1st next the firm will celebrate the one hundredth anniversary of its birth.

C. S. Corson, of the Regal Shoe Co., Toronto, left last week on an extended business trip to the West, with a full line of samples. He will go as far as the Coast.

J. D. Palmer, president of the Hartt Boot and Shoe Co., of Fredericton, N.B., was in Toronto for several days last week with a fine, snappy range of samples in men's shoes.

Daniel McNamara, sixty-four years of age, was sentenced to a term in jail at Montreal for stealing nine pairs of shoes from the freight shed at the Place Viger station.

A Pure Food and Style Show will be held in Calgary from October 18th to 29th. The exhibition has been widely advertised and it is expected will be a pronounced success.

J. J. Davis, shoe retailer, 454 Queen street west, Toronto, has sold out to H. B. Ohrt, shoe traveler, who has covered Western Canada for a number of years representing several well known firms.

Alfred Neale, who was married a few days ago to Miss Stevenson, of Fuller avenue, Toronto, is on a wedding trip to New York and other cities. He intends opening a new shoe store at 614 Bloor street west, Toronto.

Guthrie & Risdale, Battleford, Sask., who were burned out some time ago, have opened again in a splendid new store which is well lighted and very commodious. The firm deal extensively in boots, shoes and harness.

Ed. R. Lewis, leather dealer, 50 Front street east, Toronto, will shortly remove into larger and more commodious quarters at 21 Scott street. He represents a number of leading American and Canadian firms and his business has

grown so rapidly that more spacious premises became necessary.

A. B. Gilbert, shoe dealer, of Parkhill, Ont., is advertising retiring sale.

Estey & Co., rubber goods, St. John, N.B., were burned out recently.

W. J. McCauley, dealer in boots and shoes, Moose Jaw, has been succeeded by M. R. Malone.

Harry Thompson, of the Thompson Shoe Co., Montreal, spent a few days in Toronto last week on business.

The Cut-Rate Shoe Store which was opened up at 249 Yonge street, Toronto, a few weeks ago, has discontinued.

J. Jordan, of Port Hope, who has been in the shoe business in that town for many years, intends retiring at the end of the year.

W. F. Eve, dealer in boots and shoes and dry goods, Vancouver, B.C., recently suffered a loss by fire; partially covered by insurance.

Richardson's Big Shoe Store, Calgary, is making extensive improvements by installing an up-to-date front and also enlarging the floor space.

A new shoe store has been started by J. B. McCallum at 322 8th avenue east, Calgary. Mr. McCallum was formerly with Ames-Holden-McCready Co., Limited.

J. D. Cooper & Sons, 49 McCaul street, Toronto, manufacturers of Common Sense slipper soles, made an interesting exhibit at the recent Canadian National Exposition.

Calgary Board of Trade has written to the mayor asking that in future there be fewer holidays, and that none be declared without at least two weeks' notice. They say that holidays work hardship on the merchants.

A. Asshelton Lowe, London, Eng., has been appointed liquidator of the Canadian Rubber Tanned Leather Syndicate, Limited, Port Hope, Ont. Creditors have until November 10th to file their claims with the liquidator.

J. J. Haines, of Belleville, has opened a fine new shoe store in Smith's Falls under the management of W. B. Haines. The J. J. Haines shoe houses are now located in Belleville, Trenton, Napanee and Smith's Falls.

Thomas Rankine, of T. Rankine & Sons, shoe manufacturers, Edinburgh, Scotland, who has been on a business trip to Western Canada, was in Toronto this week on his way east. He reports business in his line as good.

A style show will be held in the Arena rink, Toronto, from October 20th to 25th at which a number of leading firms will exhibit all the latest fashions in garments, millinery, etc. A number of the shoemen of Toronto intend making displays.

The bill of the Hon. Arthur Meighen, Solicitor-General, authorizing the establishment of co-operative credit societies and institutions, will be re-introduced at the incoming session of Parliament. It will be strongly opposed by the Retail Merchants' Association of Canada.

M. P. Johnson, of the firm of Johnson & McCormick, shoe retailers, 591 Talbot street, St. Thomas, Ont., who fell while going downstairs to the basement of the store a few days ago, and received a severe shaking up, has been released from the hospital and is recovering rapidly.

The first annual sale of surplus stock, jobs, seconds, etc., of the Miner Rubber Co., will be held on October 27th and 28th at 146 Wellington street west, Toronto. The sale will be conducted by Suckling & Co. and over five thousand cases of goods will be disposed of by auction.

Felix Forbert, shoe dealer, of Lindsay, has worked out a double display idea in his window. The regular part of the window is devoted to shoes, while below there is a space of about one foot looking into the cellar. On a raised platform trunks and valises are displayed to splendid advantage.

Morton Whitney Murdoff, of W. M. Murdoff & Son,

Trenton, Canadian representatives of the Dorothy Dodd Shoe Co., Boston, was married on October 11th to Miss Theresa Augusta Whittier, eldest daughter of the late A. G. Whittier, of Trenton, the ceremony being performed by Rev. W. T. Wilkins.

There was an advance in the price of sole leather during the past few days, quotations going up two cents a pound. No. 1 hemlock sides, for manufacturing are now quoted at 31 cents and No. 1 oak sides at 34 cents. South American dry hides are selling around 35 cents, which is an abnormally high figure. There has so far not been any increase in the price of tap soles.

The Orillia Shoe Company, who recently opened business in that town have a card in their window which announces that people getting shined at their store and paying ten cents for each shine, will be given a coupon which is really worth ten cents. When forty of these coupons have been secured the customer is entitled to an allowance of four dollars on any pair of shoes purchased.

While returning to his store on a bicycle early in the afternoon of October 7, Charles E. Clements, a leading boot and shoe merchant of Chatham, Ont., was struck by an automobile and dragged 25 feet. Two ribs were broken, in addition to which Mr. Clements sustained painful bruises and contusions. He is making a good recovery, but will be incapacitated from work for several weeks.

Manitoba now has a branch of the Dominion Board of the Retail Merchants' Association. A communication received from the Dominion Secretary, E. M. Trowern, who was in Winnipeg, in the interests of the association, states that it was the unanimous decision of the merchants in that province. This now makes the big chain complete, as Manitoba was the missing link in Provincial Boards.

The Miner Rubber Co. will shortly remove from their warehouse, 93 Spadina avenue, Toronto, to the four top floors of the building recently erected by J. & A. Aziz, Wellington street west, next to the shoe factory of Walker, Parker & Co. The Miner Co. hope to be in their new business home by the first two weeks of November. The premises are in every way well appointed and commodious.

A Berlin despatch says: L. J. Breithaupt, of the Breithaupt Leather Co., returned a few days ago from a two weeks' trip during which he visited Minneapolis, St. Paul, Chicago and Winnipeg. While in the Windy City he established an agency for the firm to sell leather made in Berlin and Penetang. The new United States tariff bill, which became effective recently, allows sole leather to cross the line free of duty, the 5 per cent. duty being wiped out. Mr.

#### PASSING A GOOD THING ALONG

We get your valuable paper twice a month and read it with a great deal of interest, then we pass it on to the clerks in order that they may get some of the pointers contained in each number.

LEPAGE BROS.

Medicine Hat, Alberta.

#### CARRIES IT IN HIS GRIP

Enclosed you will find money order for yearly subscription to the Shoe and Leather Journal, which I am always anxious to receive, and would be very sorry had I to go without it. The Shoe and Leather Journal always travels with me in my grip.

Yours truly,  
GEORGE A. GADBOIS.

56 Piete St., St. Hyacinthe, Que.



Breithaupt stated that quite a number of local industries will be benefitted by the new tariff, signed by President Wilson, and a larger field has been provided. While in the Western cities he secured a number of large orders for early shipment. Mr. Breithaupt spent several days in Winnipeg and states that the depression of the last few months is steadily lifting.

The new shoe store of J. J. Haines, Trenton, has been opened and is one of the finest, best lighted and admirably arranged business places in Eastern Ontario. It will be remembered that the old store was destroyed by fire some months ago and the new establishment is certainly a credit to the business places of the progressive eastern town.

Robert Wesley Allen, city salesman of the United Shoe Machinery Co., Toronto, has joined the ranks of the benedicts. He was married at St. Stephen's Church, Toronto, on October 8th, to Miss Annabel Beatty. Rev. T. G. Wallace, performing the ceremony. Mr. Allen's many friends are congratulating him on the step he has taken. He was presented by the U. S. M. Co.'s staff with a handsome set of cut glass.

George H. Nichol, who has been with the Metropolitan Life Insurance Co. for fourteen years, and superintendent of the London, Ont., district for the past four years, has resigned his position and assumed the duties of secretary-treasurer of the C. N. W. Shoe Company, London, of which he is one of the largest stockholders. Previous to leaving the service of the Metropolitan Insurance Co., Mr. Nichol was presented by the London staff with a fine club bag.

The wedding of George Robinson, son of Ald. James Robinson, wholesale shoes, and Miss Edna Stroud, of 64 Aberdeen avenue, Montreal, took place in that city Oct. 15. Among those in attendance were J. A. McLaren and wife and J. A. Young, of Toronto, and Mr. and Mrs. R. F. Foote, of Merriton, Ont. The many friends in the trade of Mr. Robinson, jr., will wish him and his bride every success and prosperity.

A letter has been received from E. M. Trowern, Provincial and Dominion Secretary of the Retail Merchants' Association, who has visited every important place in the West and has spent nearly three months in the interests of the association. He reports that practically every merchant in the West is becoming a member of the association, making it now without a shadow of doubt the biggest commercial organization in the Dominion.

Business failures in Canada for the first nine months in 1913 show a considerable increase over those of the same period in 1912. According to the statistics provided by Bradstreet's, this increase is almost altogether in the West, failures in Eastern Canada being, with the exception of Nova Scotia, slightly fewer than in 1912. Total failures for the nine months ended September 30th were 1,236, as compared with 962 in 1912. Total liabilities were \$11,467,137, against \$8,702,997.

Teddy Ebbett, who represents Chas. E. Wilson, of Lynn, Mass., was in Montreal and Toronto last week. This firm specializes in slippers, pumps and colonials, as well as high-cuts, in welts and turns. Many of the productions are hand-sewn, a number carrying Spanish-Cuban, kidney, or Louis heel in either wood or leather. Among these excellent showings was the Pompadour, a choice beaded slipper, with lace work effect and the Beverley, a slipper with beaded effect, which came in satins and various leathers.

A new shoe store has been opened in Montreal at 239-241 St. Lawrence Boulevard under the direction of the Manufacturers' Shoe Sale Syndicate. The premises have been fitted up in a very tasteful manner and are bright and interesting. The place is called a "store for the people," and among the special lines handled are "The Hannah," a

custom boot for men; "The Walk for Ever," for both men and women; "Cumming's Special," "Regalia Hi-Art," shoes, "The American," "George H. Rogers," and other lines.

A shoe stand in the entrance of the Blumenthal Building on St. Catherine street, just east of Bleury street, Montreal, was held to be an obstruction by Recorder Semple in a judgment handed down recently. The owners of the building, which is held in the names of Mrs. R. H. Blumenthal and Mrs. I. Blumenthal, were fined \$40, the maximum penalty, Recorder Semple holding that they were well able to pay this amount, having received a rental of \$75 a month since May last for the room the shoe shine artist occupied. I. Pulos was the lessee of the space.

The Boot and Shoe Specialties, Limited, which was recently granted a federal charter, with a capital stock of fifty thousand dollars and headquarters in Toronto, have opened up both sample and stock rooms at 310 Yonge street, Toronto. The company will handle all kinds of footwear specialties, including dancing pumps, hockey boots, rubber sole shoes, nursery shoes, sporting shoes, slippers, oxfords, etc. The company are also selling agents for Lionnes' Patent Leather Varnish and other lines. The Boot and Shoe Specialties will employ a number of travelers. Roscoe Lukey, a widely known Toronto athlete, has charge of the sample and stock room.

A Calgary paper says: A large number of people in Calgary will probably be surprised to learn that there is a modern and thoroughly up-to-date tannery in the city. The only one of its kind in Western Canada, it is equipped in such a manner as to undertake all the branches of leather work; besides being in a position to do a large fur trade. The firm is registered as the Calgary Tannery Company, Limited, and is situated just south of the Twelfth avenue east bridge. Having purchased the old business of the Alberta and the Calgary tanneries, the new company entirely remodelled the old buildings; besides adding extensively to them. New machinery that has cost upwards of \$5,000 has been installed and is of the very latest pattern.

Business in retail shoe circles, especially in Ontario, was rather quiet during the early part of October, but, with the recent advent of cooler weather, accompanied by fall rains, it is expected that an active fall trade will be done. Lines in the cities, which have been selling well, are patent leather button boots for women with cloth tops. Some stores are showing taupe (grey) suede shoes, and others with taupe tops. In the smaller centres the modified toe appears to have the largest call for fall wear, while in the cities the recede toe is taking well with purchasers of the highest class footwear. Travelers report that orders for spring are good although, in certain centres, there has been a disposition to hold back rather later than usual owing to the extremely warm weather which prevailed for some time in many parts of the Dominion.

Ye Booterye Shoppe is being removed from the corner of Yonge and College street, Toronto, to a fine new home at 310 Yonge street. The handsome establishment is being conducted by Ye Craftsman, Limited. The store is 100 feet deep and 25 wide and has double, show-case windows with tiled entrance, presenting a very inviting appearance. The single shelf carton system prevails throughout. The fixtures, which are of mahogany finish, run up about nine feet. The ladies' department is in the form of an L at the rear and back of it are reserve stock and receiving rooms. All the appointments are thoroughly up-to-date. The manager of the store is J. K. Rose, formerly of Toronto, but more recently in charge of the shoe department of the A. E. Rea Co., Ottawa. Mr. Rose has arrived in Toronto to enter upon his new duties. The Tally-Ho and other well known lines of shoes will be handled.

## HAPPENINGS IN FACTORIES

The Slater Shoe Co., Montreal, has been registered in Alberta.

The Rena Footwear Co., Montreal, have installed a new skiving and other machines.

Alex. Brandon, of the Brandon Shoe Co., Brantford, was in Toronto last week on business.

Nap. Tetrault, of the Tetrault Shoe Co., Montreal, was in Boston and other shoe centres last week.

P. Knoll, of the Humberstone Shoe Co., Humberstone, Ont., was in Toronto last week on business.

The Kingsbury Footwear Co., Montreal, have recently installed some new machinery in their factory.

Mr. Willets, foreman for the Hartt Boot and Shoe Co., of Fredericton, N.B., was in Brockton recently on a visit.

Jas. Valentine, of the firm of Valentine & Martin, Waterloo, was in Toronto calling upon the trade last week.

James F. Caton, of the Caton Stain & Blacking Co., Lynn, Mass., has returned from a trip among Canadian shoe manufacturers.

A. C. Bennet, Montreal, who was connected with J. Eveleigh & Co., trunk and bag manufacturers, for nearly thirty years, died recently in Toronto.

S. W. Price, formerly of the U. S. M. Co. of Canada, has been appointed foreman of the lasting department in the factory of Getty & Scott, Galt, Ont.

Mr. Renaud, formerly with Kingsbury Footwear Co., Montreal, has been appointed foreman of the O. B. Shoe Co., sole leather room, at Drummondville.

F. B. Dermody, formerly with A. J. Bates Shoe Co., Webster, Mass., has taken a position in the advertising department of the Slater Shoe Co., Montreal.

Mr. Beland, of Paul Galibert, Montreal, has been appointed liquidator of J. Richer & Co., Montreal, shoe manufacturers, who recently went into liquidation.

Snedicor & Hathaway's shoe factory, recently erected at Tillsonburg, was damaged this week by fire to the extent of \$1,000. Defective wiring is said to have been the cause.

The U. S. M. Co. of Canada, Montreal, recently engaged an expert on their patent leather repairing machine, and state that good results are being shown on the new machine.

Isaac T. Maynard, a former resident of Montreal, but employed as a shoe cutter in Lynn factories since 1888, died at his residence, 33 Belmont avenue, Swampscott, recently. He was 49 years old.

The United Shoe Machinery Co. of Canada, have sent a Goodyear agent to Fredericton to superintend the installation of a new upper stapling machine, Goodyear jointing machine and Universal inseam trimmer in the Hartt boot and shoe factory.

Permission has been granted the United Shoe Machinery Co. of Canada by the town of Maisonneuve, Que., to erect an addition to its present big factory, which employs some twelve hundred men. The extension will cost about \$300,000.

It is expected that the Rice-Hulbert Co., of Courtland, N.Y., who intend establishing a plant in St. Catharines, Ont., as announced some time ago, will give employment to about 100 hands when in operation. The company will erect a two-storey building.

Alex. McPherson, who for the past few years was a crude rubber broker, passed away recently at his home in Toronto. He leaves a wife and three children. He was well known to the rubber industry, having been for a number of years manager of the Canadian Rubber Co. in Toronto,

and later identified with Gutta Percha and Rubber, Limited. Mr. McPherson was born in Kingston and had many friends in the trade.

The Boston Mechanical Co. has made application to Maisonneuve to erect a factory. The company makes a special chemical product used in the manufacture of shoes and the application has been taken into consideration as it is alleged that the chemical process is a rather dangerous one.

Negotiations are under way for the establishment of a rubber factory on the North Arm of the Fraser River, near Main street, South Vancouver. It is proposed to erect a factory at a cost of \$25,000 as soon as the terms of a lease for the necessary site, comprising about five acres, have been finally settled.

James Clark, for some years assistant superintendent of the Craddock-Terry Co., Lynchburg, Va., and a brother of John Clark, superintendent of that company was in Montreal recently buying machinery for a new shoe factory in St. Stephen, N.B. He plans to make McKays exclusively and will begin operations in the near future.

At a meeting of the stockholders of the United States Rubber Co. N. F. and J. C. Brady, sons of the late Anthony N. Brady, were elected directors to succeed their father and Fred M. Shepherd. A quarterly dividend of 2 per cent. on the first preferred stock, 1½ on the second preferred and 1½ per cent. on the common stock was declared.

A recent cable from London, Eng., says: As a consequence of the removal of the American tariff and the remarkable activity in the British boot and shoe trade, British manufacturers are preparing for an invasion of America, and large shipments are expected to be made soon. British boot makers want to secure custom of American middle-class consumer and the American working man.

At a conference of the representatives of the United Shoe Machinery Co. held in Montreal recently Alfred Haire, George F. Hennessey and R. W. Allen, of the Toronto office, Joseph Rogers, of Quebec, and Ed. Palmer, of Amherst, N.S., were in attendance, besides all the members of the staff in Montreal. F. W. Knowlton, Canadian manager, presided at the gathering.

Vancouver is to have another industry. F. Nesler, of Calgary, representing the Calgary Tanning Co., Limited, was in the Pacific Coast city recently arranging details for the erection of a tannery on property on which an option has been held for sometime. The tannery, when started, will give employment to about thirty men but the plans call for a much more extensive establishment in the near future.

Ed. McQuay, of the McQuay Tanning Co., Owen Sound, met with a serious accident a few days ago, breaking a big bone in his right fore-arm while cranking his automobile. The crank flew back hurling Mr. McQuay to the ground. He telephoned for a doctor to come and dress the injury and then demonstrated his grit by driving the auto home with his left hand, while the right hand was limp and useless. Mr. McQuay will be incapacitated for a month.

Work has commenced on the erection of a new felt factory in Berlin by Walter G. Rumpel, a son of Ald. George Rumpel. The factory will be located near the G. T. R. station and will be a brick structure, 60 x 120, and three storeys high. The industry will not make felt shoes, but will manufacture fine felt used for hats and piano material. Mr. Rumpel, jr., has had an extended experience in the felt business and should meet with every success in his new venture.

A shoe factory is being built at Redcliffe, Alta., by the Alberta Shoe Mfg. Co. The factory will be a comparatively large one with all facilities for the manufacture



of men's heavy Goodyear welt boots and shoes. Mr. Young, who is at the head of the enterprise, has been in the East recently in the interests of the concern and placed orders for complete machinery equipment with the U. S. M. Co. of Canada. It is understood that operations will be started in the latter part of November. About 200 or 300 pairs will be turned out at the start, but the output will be increased shortly.

The Canadian Shoe Manufacturing Co., of Montreal, has been granted a federal charter. The share capital of the new organization is \$500,000, and a new factory will be erected in Drummondville, Que., excavation having already started. The factory will have a capacity of 1,500 pairs a day, will employ about 500 hands and expend over \$250,000 a year in wages. The bonds of the company up to a big sum have been guaranteed by the municipality, who also have made certain other concessions. The Canadian Shoe Manufacturing Co. is composed of a number of leading capitalists of Montreal.

#### BY-LAW TO AID SHOE FACTORY QUASHED

A despatch from Orillia, Ont., referring to the by-law to grant the C. N. W. Shoe Co., of London, a loan of \$25,000, repayable in 20 years, without interest, and a fixed assessment of \$2,000 for ten years, which was carried a few weeks ago by the ratepayers of Orillia, tells of the argument heard in the case and how the by-law has been quashed by the courts. The despatch says:

The examination in connection with the motion of Andrew Black to quash the C. N. W. Shoe Company bonus by-law was held in Barrie before Mr. John McCosh, and the evidence obtained from President Cummings and Mayor Goffatt submitted before the High Court at Osgoode Hall, Toronto, and argument heard by Judge Middleton. The town's solicitor, A. B. Thompson, was represented by D. I. Grant, of the firm of Johnson, McKay, Dods & Grant.

W. A. Boys, of Barrie, for Mr. Black, based his plea upon the case of the towns of Markham and Aurora. The latter town bonused a shoe factory already established in Markham to induce them to move to Aurora. When the building had been erected and the plant installed at Aurora, Markham moved to quash the by-law, and although the company urged that they were going to move from Markham in any case and that the bonus had not influenced them to pull up stakes, yet as they were established a number of years, the Courts quashed the by-law. Mr. Black's motion to quash the C. N. W. Shoe Company bonus was argued in his behalf along the same lines as the case quoted.

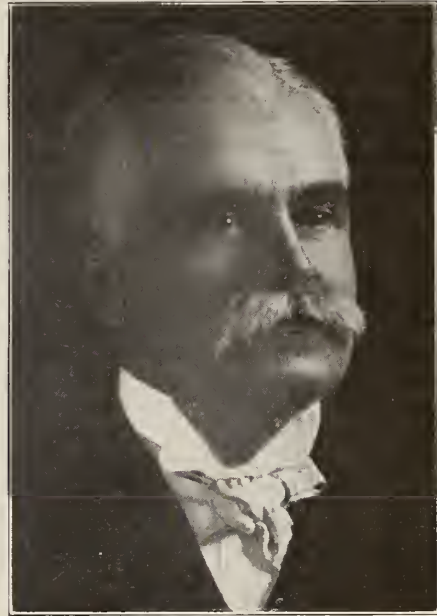
On the other hand, the town of Orillia and the C. N. W. Shoe Company submitted the following facts, and these facts were not questioned. The C. N. W. Shoe Company, when first formed, was organized in St. Thomas, and after soliciting a few orders had some sample boots, etc., manufactured at St. Thomas. They were about to erect a factory there and install machinery, when the city of London made them an offer, including a bonus of \$20,000, if they would locate in London. This offer was accepted by the company, and instead of commencing in St. Thomas as they had intended, the company rented temporary quarters at London, installed machinery and commenced manufacture, awaiting the payment of the bonus, which was being voted on. But the by-law failed to carry, and in this temporary condition the C. N. W. Shoe Company found itself, when Mayor Goffatt, on the lookout for industries, cast his eyes in the direction of London. Negotiations were carried on, the by-law passed and the company was just ready to break ground for their new factory here when Mr. Black stepped up and called a halt. Therefore, as the company was only in temporary quarters at London, the town's argument was that

they were not really established there, and that the act was not intended to prevent a municipality from granting a bonus to a company in this position.

Justice Middleton gave judgment on the case, quashing the by-law, and ordering each party to the case to pay their own costs.

#### DEATH OF A LEADING TANNER

Max Clement, of Max Clement & Sons, the well known tanners and leather merchants, of Quebec, passed away on September 30th from a stroke of paralysis. He has been ailing for some time and although hopes for his recovery were entertained for a while, he sank rapidly at the last. He was born in Montreal sixty-two years ago, but had resided in Quebec nearly forty years. About a quarter of a century ago he established a leather and tanning business and built up a splendid trade. He introduced a number of new methods for curing hides and his establishment became one of the largest and most prosperous in the province. Mr. Clement was one of the pioneers in the tanning trade, and is reported to have been the first one introducing a



machine for splitting leather. The business will be continued under the direction of his two sons, Oscar and Omer. During the regime of Hon. S. N. Parent as Mayor of Quebec, the late Mr. Clement was an alderman for two years for Jacques Cartier Ward. He was a notable figure on the turf and a great lover of horses, who did much to encourage and promote harness racing. He was looked upon as a fine sportsman and a good driver, and greatly enjoyed drawing the reins over his own steeds. Many friends throughout the trade will regret to learn of Mr. Clement's death, as he was a man of kindly disposition and generous instincts.

#### RETAIL MERCHANTS ARE AGGRESSIVE

A branch of the Retail Merchants' Association was formed recently in Orillia, when a large number of business men turned out to a meeting held in the council chamber. The question of the wholesale houses and manufacturers selling to summer resorts, clubs, etc., and ignoring the rights of the retailer, was one of the most important subjects. T. J. Mahar, a representative of the Provincial Board of the Retail Merchants' Association, was present at the meeting.

The officers elected are as follows: President, J. J. Hatley; 1st vice-president, J. Grant; 2nd vice-president, J. H. Wilson; treasurer, T. B. Cramp; secretary, J. T. Ball.

The branch starts off with a membership of 60 and with a good, live executive board, and there is no doubt of its success. The Credit Reporting Department was very highly praised and every member will make use of it.

Other branches are being formed in Bracebridge, Huntsville, Barrie, Meaford and Penetanguishene.

A co-operative store is being started in Bracebridge and the promoters have already collected \$500. This is the result of a member of the Co-operative Stores in Guelph moving to Bracebridge and causing the necessary agitation among the working people to start a store of their own to get rid of the merchants who they think are robbing them. Its formation has already been reported to the provincial office of the Retail Merchants' Association, who are at present taking such matters in hand and intend to put a stop to all such clubs, societies, etc., who are reflecting on the great army of honest retail merchants.

#### WOULD LIKE WORD OF HER FATHER

The following letter which was recently received by Utz & Dunn Co., Rochester, N.Y., explains itself. It is dated New Smyrna, Florida, September 27th:—

"Having gotten your address from McCall's magazine I solicit your aid in locating my father, Mr. C. F. Bott. We were separated in my youth through the dissolution of our home. He was a shoe dealer and a custom shoemaker; nativity, France; was dark; would be quite up in years. Though dead, he may be on your trade list or be remembered by some of the firm. The name is rare. Last heard of in Pittsburg, Pa., when he was searching for me; lost him there twenty years ago; since found no trace of him, but recently I thought out the chain of factory search. It is a feasible one. Since he was a shoeman, surely he would be on some factory trade list. If all rendered assistance, I may locate him this way. He would join me in thanks if this reunites us. Please give the name of other factories in your city.

"Please answer.

"I am gratefully,

"Mrs. H. W. KEATLEY.  
"Box 933."

#### BREEZY HAPPENINGS FROM QUEBEC

J. B. Blouin, shoe manufacturer, of Levis, is very busy with orders.

E. Thivierge, shoe manufacturer, after taking stock has started in full on his fall run.

E. P. Mullarkey, of the Wm. A. Marsh Co., was in Montreal last week on business.

J. Reyer, of Drummondville, has taken a position as foreman on the finishing room of the Louis Gauthier Co.

Duchaine & Perkins have renovated the interior of their factory and installed considerable additional machinery so as to increase their output.

Jos. D. Marier, president of Marier & Trudel, Limited, of this city, is on a trip to Montreal, Toronto, Hamilton, Detroit and New York. He is accompanied by Mrs. Marier.

Among the visitors to town during the past few days were: E. A. Jones, Brockton, Mass.; L. S. O'Dell, of Fisk's Limited, Montreal; A. C. McDonald, Montreal; E. C. Segal, La Tuque; G. W. Ewan, Montreal; T. J. Wagner, New York; M. Anderson, Halifax; T. S. Pierce, Lexington, Mass.; C. W. Swan, Lexington, Mass.; H. C. Matthews, Montreal.

Paul Turcotte, shoe retailer, has just moved into his new store in St. John St. The growth of his business

compelled him to seek larger quarters. He has now one of the best shops in the city.

Business in general has been rather quiet for some time as the weather has been too fine and people have been wearing their summer shoes. Jobbers are sending in some orders to the manufacturers, but nothing for immediate delivery.

Jos. Tanguay, formerly foreman in the Rock Shoe Co., has been promoted to the position of superintendent. He is also a director of the firm in which he has acquired a financial interest. Mr. Tanguay's career has been one of enterprise and push ever since he started in as an apprentice at seventeen years of age to learn shoe making. He worked a few years in the factory and then became foreman in one of the departments of the John Ritchie Co, later going with Lachance & Tanguay. For the last four years he has been identified with the Rock Shoe Co. He has always taken a



deep interest in the work of labor societies to which he has devoted his spare time. He was arbiter for the Labor Societies for the Province of Quebec for four years and president of the Lasters' Union for six. Mr. Tanguay has been at the head of the Papineau Knights of Labor since 1910. Having offered his resignation recently as president of that body because the rules do not allow a boss of a firm to belong to this Union, the members declined to consent to Mr. Tanguay stepping down and out. They consider him one of their number who has given his time, talent and energy to their interests.

#### HOW MARK TWAIN LOST HIS SHOES

R. W. Ashcroft, who has had many years' experience in the advertising field, and who was intimately associated with the well-known humorist, Mark Twain, was recently appointed Manager of Publicity, for the Canadian Consolidated Rubber Company, Limited, makers of the popular "Fleet Foot" Outing and Sporting Shoes, and "Jacques Cartier," "Dominion," "Merchants" and "Anchor" brands of rubbers and rubber boots.

"You will remember our recent advertising campaign in the newspapers on "Fleet Foots," said Mr. Ashcroft, to a representative of the SHOE AND LEATHER JOURNAL. "This was very successful, and is to be supplemented during the winter by further publicity. We will feature our Kumfort Overstocking in the newspaper advertising. This combination of overstocking and rubber, for women and children,



*Blachford, Davies & Co. Limited*  
*Specialty Jobbers in*  
*Fine Boots, Shoes & Rubbers.*

*60 & 62 Front St. West,*

*"Banner Shoes"*  
*"Mother Hubbard Shoes"*

*Toronto* \_\_\_\_\_ **Sept. 26/13.**

Messrs. The Shoe & Leather Journal,  
Toronto, Ont.

Gentlemen:-


We wish to congratulate your Art Department on the splendid showing of our two page advertisement in colors, of Evening Slippers, inserted in your issue of September 1st for which we have received numerous compliments from the general Shoe Trade.

No doubt it will be interesting for you to know that we received direct results from this advertising which brought us orders in one mail from Victoria, Vancouver, Edmonton, Lethbridge, Calgary, Montreal, Halifax and Kentville, N. S., besides numerous points in Ontario, showing conclusively that your Journal as an Advertising Medium is unexcelled for it reaches all of the best buying accounts from coast to coast.

Enclosed please find check in full of account which we would ask you to kindly acknowledge by return mail, and oblige,

Yours very truly,

BLACHFORD DAVIES & COMPANY LIMITED,



Pres. & Gen. Mgr.

is most popular, and we are selling much larger quantities now than ever before."

While Mr. Ashcroft is an Englishman, he is what Kipling would call a "Cosmopolous," having lived and traveled abroad a great deal. He often accompanied Mark Twain on his jaunts to foreign lands.

"Tell us something about the humorist!" was asked Mr. Ashcroft. "Did he use footwear?"

"Only occasionally," was the reply, "for, as a matter of fact, he spent most of his time in later years in bed, getting up only when he felt like it. He was an inveterate smoker, but he used to solemnly assert that he never, never smoked more than *one* cigar at a time. Likewise, he never wore more than one pair of shoes at a time. He is the only



man I ever knew who actually spent a whole night on his hands and knees, searching for his shoes! He tells about it in "A Tramp Abroad," narrating how he got lost in his own bedroom in a German hotel."

"What kind of shoes did he wear?"

"In footwear, as in other clothing," replied Mr. Ashcroft, "he had pronounced likes and dislikes. You may recall his fondness for white suits. Again, he wouldn't wear pyjamas, preferring a sort of double-barrelled night-shirt—a woollen one over a cotton one. As for shoes, he considered laced ones a nuisance and an abomination. Laces always breaking, too much trouble to put on and take off—and all that sort of thing! He would wear nothing but "elastic sides," or Congress gaiters.

"A Mark Twain brand of "elastic sides" would be a good seller for some enterprising manufacturer," continued Mr. Ashcroft. "These could be put out in Canada, but not in the States, as in that country I trademarked his name as applying to everything from cigars to clothes, and the "Mark Twain Company," which has about 900 years yet to live, own the rights in the United States to the use of his name on books and everything else."

## Pointers on How to be a Salesman

(Continued from page 28)

a certain style of shoe, why not show him what you have and try to make him see as you do that the shoe which you have is possibly newer and of better quality than the one he is looking for. It is comparatively easy when you try.

Salesmanship is one of the easiest things in the world,

providing you make up your mind, and a pleasant nature is one of the most important things in approaching a customer. Just judge for yourself—are you not apt to buy when some one with a sunny disposition is serving you? A large number of young men make complete failures of their lives by being discontented with everything. If you are dissatisfied with your employer or with your job, get out of it as quickly as you can. It is impossible to do justice to your work, your employer or yourself if you are a constant grouch. Never run down the institution which gives you your living; get out and then tell what you like about it.

A clerk should have some system about everything he does, even in the smallest store in a small town. If he gets started right he will in all likelihood continue in this direction and will find it getting easier when employed in a larger store or occupying a more important position. There is only one way to get ahead and that is to do the right thing, no matter what it is, and stick to it. Good positions are not handed to you nowadays unless you are deserving of them. A clerk in a small town should have lots of spare time if he is only quick about what he does. It is just as easy to be quick and to get accustomed to doing things promptly. Being slow is one of the greatest handicaps to-day in the world of hustle.

### Learn Something in Spare Hours

Why not try to learn something in your spare time, something which does not require skill, but only will and energy enough to go ahead. I would advise a young man in a small shoe store to take up card-writing. It is not necessary to be able to draw or to be an artist. A few brushes and paint cost very little and by persevering and practice you will be surprised what you can accomplish. My first experience in card-writing was on old pasteboard boxes; anything will do, but just stick to it. A young man who can leave a small town, go to the city and say to the man with whom he seeks a position, "I can make your shoe cards," can command at least two dollars a week more than if he makes application as an ordinary salesman. Study your windows and keep them neat and clean. Never allow dust to accumulate in your windows, store or on your stock. Labor with interest, try to put yourself in your employer's place, and when he is not there work as if you were working for yourself. The man who works only when the boss is around is no good to anyone. Study yourself and try to make yourself fit for a better position.

---

## CLASSIFIED ADVERTISEMENTS

---

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

---

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, Ont.

---

ONE OF THE BEST PAYING BUSINESSES in Western Ontario for sale; turnover, over \$20,000; \$5,000 investment would purchase; good reasons for selling. Box 57, SHOE AND LEATHER JOURNAL, Toronto.

---

FOR SALE—Up-to-date shoe stock; population 1,200; centre fine farming country. Good reasons for selling. Apply Box 59, SHOE AND LEATHER JOURNAL.

---

WANTED—Salesman to represent our line of skivers and fancy leathers among the bag, pocket-book and leather goods trade in Canada. Address, J. Brand & Son, 39 Spruce street, New York, N.Y.





Solid Leather Counters  
 Solid Through Vamps  
 Superior Sole Stock  
 Solid Leather Throughout

The Registered Trade Mark, and some of its leading features shown above, are all put into the best boy's shoe you will see this season.

Our travelers will call on you with the Spring samples. Look them over. If you have a boys' trade you will need them, and remember the "Canadian Boy" Shoe is made only by

**THE RELIANCE SHOE COMPANY**

350 Sorauren Avenue, Toronto

Established Over Half a Century



## TAP SOLES

We are giving our Cut Stock special attention and stand behind every dozen sent out. Regular sizes at regular prices or revised sizes at reduced prices. None better, all cut from long process, vat tanned leather.

Your orders will be appreciated, either through your Jobber or direct.

**THE BREITHAUPF LEATHER CO., LIMITED**

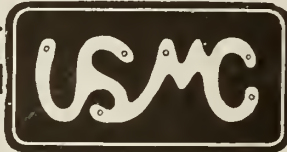
BERLIN - - - ONTARIO

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**

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

United Shoe Machinery  
Company of Canada

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.



Seasonable Goods are always  
found at  
Ames - Holden - McCready's Warehouses



While we are quite pleased the way our Orders are coming in for Spring, as all our travelers are busy selling Fine and Staple Footwear, yet do not forget the next few weeks, our customers all over Canada will find it necessary to sort in WARM LINED GOODS, FELTS, RUBBERS and WINTER FOOTWEAR.

Remember that we are the BIG IN-STOCK HOUSE, and that Shoe Packs, Buckskin Moccasins, Wool Socks, Felt Goods, and all such lines, necessary for the coming trade, are well stocked in everyone of our Warehouses. We want all our customers to make a note that we have the goods in stock that they want. IN COMES YOUR ORDER AND OUT GOES YOUR SHOES.

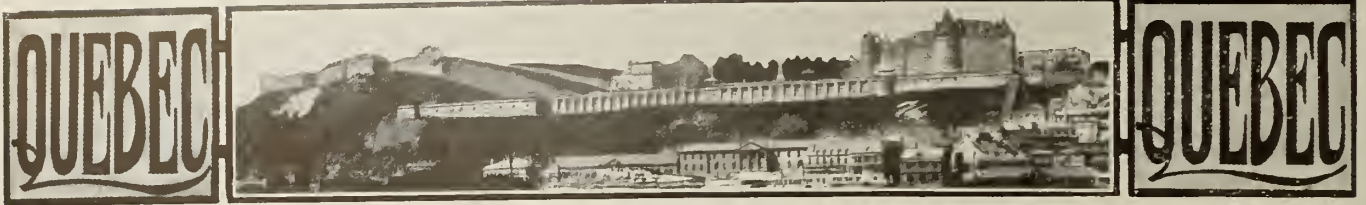
Order from your nearest branch and save time.



Ames - Holden - McCready, Limited

MONTREAL - TORONTO - ST. JOHN - WINNIPEG  
EDMONTON - CALGARY - VANCOUVER

Sole agents for Granby and Maple Leaf  
Rubbers, and a full stock at all branches



John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*

*THE  
Ritchie  
Shoe*

496 St. Valier Street, QUEBEC.

## LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : :

Manufacturer to the Jobbing Trade

ASK FOR SAMPLES

## THE WM. A. MARSH CO. LIMITED

*Manufacturers of*

*Fine Boots and Shoes*

QUEBEC

## Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties: Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC



P. Cleophas Lachance  
Inventor

## The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

## LUCIEN BORNE

MANUFACTURER OF GLAZED KID AND UPPER LEATHERS

491 St. Valier Street, QUEBEC

248 Lemoine Street, MONTREAL



# 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.

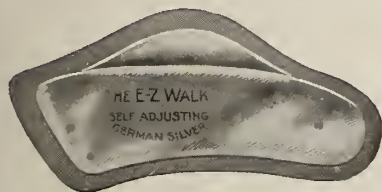


INDEPENDENT BOX TOE COMPANY

MONTREAL

## ARCH SUPPORTS THAT SELL ON MERIT

One of our Winners.  
The Self Adjusting



THE E-Z WALK SPRING ARCH SUPPORTS have helped thousands of people having foot trouble—Flat Foot—Fallen Arches—Callouses and numerous other FOOT AILMENTS. Thousands of people having FOOT Trouble do not know that you, Mr. Shoe Dealer, can help them—YOU CAN—and make it profitable at the same time. Let this put cash in your till. Your duty as a progressive merchant is to talk and sell FOOT COMFORT to your patrons.

THE E-Z WALK SPRING SUPPORTS are made of live spring steel and German Silver. Resilient—Light—Strong and Durable. WE BACK THEM UP WITH A WRITTEN GUARANTEE AGAINST BREAKING DOWN. Magnetize your store by selling the E-Z WALK SPRING ARCH SUPPORTS, which is ammunition in your stock that will bring down to you the biggest trade in the community. Mr. Dealer, you are interested in a proposition that will double your sales and profits. Write NOW for circulars, booklets, signs and trade-getters. Let us show you how to make some E-Z MONEY.

THE E-Z WALK MFG. CO., 33, 35, 37, 39 Sixth Avenue, New York

### Snappy Styles for Spring

The most complete, neat-fitting and attractive at popular prices

REGINA in McKays } For Women  
DINA in Goodyear }

Wait until you see this high-class range in all leathers. A decidedly smart selection in pumps and colonials that will boom your sales

## J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO



MAKERS OF

HIGH-GRADE SHOES FOR  
MEN AND WOMEN

Write us for further particulars

L. GAUTHIER & CO. - Quebec

*The Standard Product*  
**MOHLENE "A"**

Absolutely pure—guaranteed not to contain an ounce of mineral or vegetable oils—absolutely uniform every day in the year.

Mohlene "A" adds the quality that makes your leather a little better than the rest.

If you are not using Mohlene "A" now is a good time to start.

**Marden, Orth & Hastings Co.**

ESTABLISHED 1837

**Oils, Greases, Tannins and Tanning Extracts**

NEW YORK Office, 82 Wall St. 225 Purchase St., BOSTON, U.S.A.  
SAN FRANCISCO, Office and Warerooms, 340 CLAY ST.  
CHICAGO, Branch Store, 1030 NO. BRANCH STREET

**TANNING RESEARCH LABORATORY**

H. C. REED, Manager

**Analysis of Any Material Employed in the Tannery**

OFFICES, LABORATORY AND SAMPLING ROOM  
227-229 FULTON STREET  
NEW YORK, N.Y.



Satisfaction Guaranteed  
by factories using

**Ullathorne's**

ENGLISH-MADE

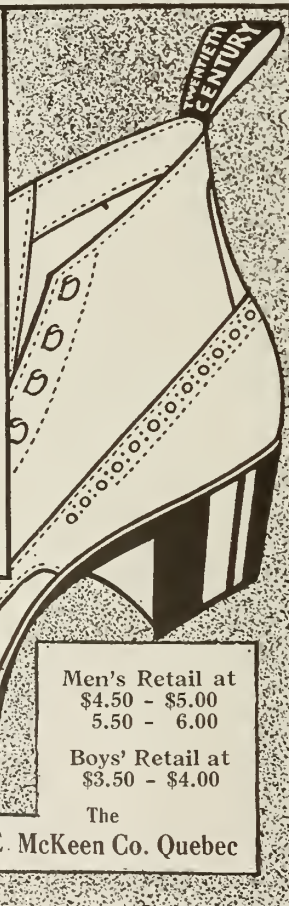
**Shoe Thread**

*Stocked by all Wholesale Dealers*

**The Original HEEL BALL Manufacturers**

**WITH TWENTIETH CENTURY WELTS**

quality has always been a fact—not a promise. You'll find the Spring styles full of quality facts that will "make good" with your best male customers.

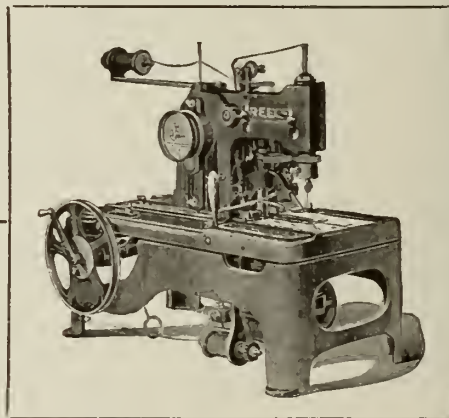


Men's Retail at  
\$4.50 - \$5.00  
5.50 - 6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
**C. E. McKeen Co. Quebec**

Small Cost of Upkeep; Simple in Operation



Little Noise; High Speed In Use

**REECE High Speed Button-Hole Machine**

is AUTOMATIC, which insures you against careless operators; no part of the work on the button hole demands the operator's care Hence the finished button hole is of A1 quality, and it stands wear in use.

WE WILL INSTALL IT ON TRIAL

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**

L. D. Phone Main 5397 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO





**SPHINX**  
**Shoe Cement Paste**

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer

It is a quick, strong and clean adhesive, ready for use.

It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.

It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.

Best for sock linings, as they never loosen.

There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

**THE BARRIE TANNING CO., Limited**

Tanners and Hide Dealers

FACTORY AND HEAD OFFICE: BARRIE, ONT.

Makers of—

STAPLE LEATHERS	CASE LEATHERS
FANCY "	TRUNK "
BAG "	SHOE "
STRAP "	BRIDLE "
COLLAR "	SPLIT "

**BOOKBINDERS' LEATHERS AND SPECIALTIES**

Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:

51 Front St. E., TORONTO, Ont. Phone M. 2818

**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

J. E. DUPRE

A. BAILLARGEON

**THE MONTREAL BOX TOE CO.**

ESTABLISHED 1904

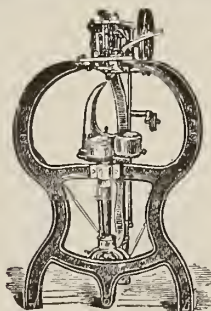
MANUFACTURERS OF HIGH GRADE

**Box Toes and Heels**

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL



**McKay Sewing  
Machine**

ESTABLISHED IN 1869

OLDEST SHOE MACHINERY FIRM  
IN CANADA.

**KIEFFER BROS.**

Dealers and manufacturers of  
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.

96 Prince St.,  
Montreal.

INDEX

	PAGE		PAGE		PAGE
Aird & Son.....	24	E-Z Walk Mfg. Co.....	59	Moenus Mach. Co.....	24
Ames-Holden-McCreedy, Limited...	57	Fisk, Limited.....	25	Montreal Box Toe Co.....	61
Arabol Mfg. Co.....	61	Frank & Bryce.....	59	Moore Shafer Shoe Mfg. Co...	21
Barrie Tanning Co.....	61	Gauthier, The Louis Co., Limited...	59	Packard & Co. Limited.....	16
Beal, The R. M., Leather Co., Ltd...	55	Getty & Scott, Limited.....	7	Perth Shoe Co.....	19
Bonner Leather Co.....	61	Harney, P. J., & Co.....	8	Quaker Shoe Co.....	61
Boot & Shoe Workers' Union.....	Inside	Heffering, J.....	59	Reliance Shoe Co.....	55
	Front Cover	Independent Box Toe Co.....	59	Ritchie, Jno., & Co.....	58
Borne, Luciene.....	58	Independent Rubber Co.....	4	Robinson, James.....	18
Brandon Shoe Co.....	11	Keith, Geo. E., Co.....	9	Routier, Luc.....	58
Breithaupt Leather Co.....	55	Kieffer Bros.....	61	Slater Shoe Co., Limited.....	26
Canadian Consolidated Rubber Co...	12	Kingsbury Footwear Co., Limited...	13	Solid Leather Shoe Co.....	10
Clarke, A. R., & Co.....	3	Lachance & Tanguay.....	58	Staynes, W. H. & Smith.....	62
Cook-Fitzgerald Co., Limited.....	17	Lionne Varnish and Leather Co.....	24	Tanning Research Laboratory...	60
Davis Leather Co., Limited.....	5	Logan Tanneries.....	62	Tebbutt Shoe & Leather Co...	6
Dayfoot, C. B. & Co.....	61	Marden, Orth & Hastings.....	60	Tourigny & Marois.....	58
Dominion Die Co.....	61	March, Wm. A., & Co.....	58	Trickett, Sir H. W.....	23
Dorothy Dodd.....	20	McDermott Shoe Co.....	24	United Shoe Machinery Co., of Can- ada...14, 22, 56, and Inside Back Cover	
Doyle, Thos. C. (reg'd)...	60	McKeen Co., C. E.....	60	Williams Shoe Co.....	15
Duclos & Payan.....	60	Miner Rubber Co.....	Outside Back Cover		

**LOGAN'S**

☞ That means quality when you're talking about Slaughter and Sweat Sole Leathers.

**LOGAN TANNERIES LIMITED**  
PICTOU, N. S.

**W. H. Staynes & Smith, HIDE and LEATHER FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS.

**Leicester, Eng.**

and at Kettering, Northampton  
Frankfort-on-Maine.

Cable "HIDES," Leicester.

—KEEP POSTED ON STYLE PROBLEMS—

You can do so by reading the Shoe and Leather Journal. Published on the 1st and 15th of each month. \$1.00 per year in advance.



# 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.

---

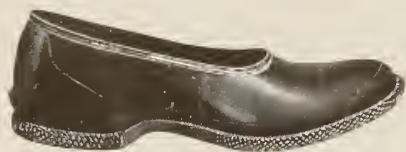
---

**UNITED SHOE MACHINERY CO. OF CANADA**

MONTREAL = = QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



## It does not matter who your customers are

No matter whether the bulk of your business is done with people who require plain overs, or with those who require heavy lumberman's, or with those who require anything between, you will best satisfy your customers with Miner and Sheffords.

Miner and Sheffords are always up-to-date in shape, always first-class in quality, always fair in price. You will find in them all the latest improvements. Every pair will fit and wear, as only *real* rubbers can.

Ask any of the branches or selling agencies to help keep your stock in good order.

## The Miner Rubber Co. Limited

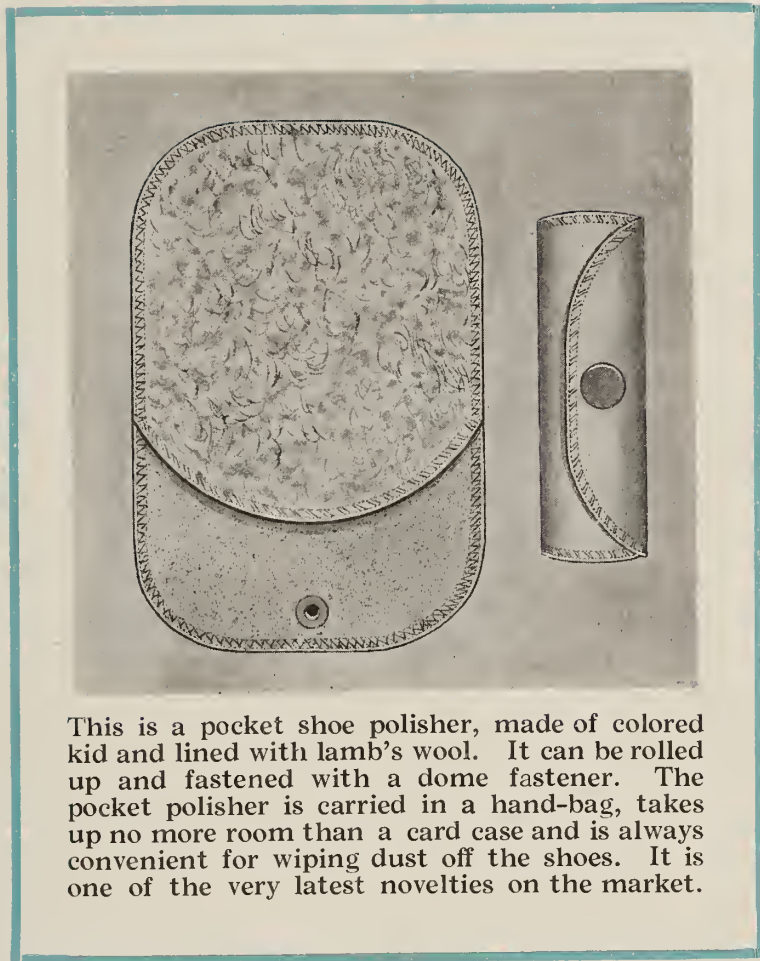
Granby - Montreal - Toronto - Quebec

### SELLING AGENCIES:

Jaekson & Savage, Limited, Montreal. R. B. Griffith & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B. F. Maranda, Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London. Dowling & Creelman, Brandon  
Blaehford, Davies & Co., Limited, Toronto



# THE SHOE & LEATHER JOURNAL



This is a pocket shoe polisher, made of colored kid and lined with lamb's wool. It can be rolled up and fastened with a dome fastener. The pocket polisher is carried in a hand-bag, takes up no more room than a card case and is always convenient for wiping dust off the shoes. It is one of the very latest novelties on the market.

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

United Shoe Machinery  
Company of Canada

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.



**B**OSTON  
AARGAINS  
EST

**C**ANADA  
USTOM  
ONFIRMS

**D**ESIGNED  
EVELOPED  
ELIVERED

# BOSTON LAST CO.

*Last Makers to the World*

BOSTON, Mass.

RICHMOND, Que.



Revolving Rush



Rambling Rose



## Boston Last Company

MANUFACTURERS OF

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

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

Canadian Factory: **RICHMOND, QUE.**

Charles Campbell, Manager

Factories : BOSTON, Mass., 44 Binford St., Phone Main 107 RICHMOND, Que., Phone 82

*Specialization puts salability into every Perth Shoe*

**P**

**Perth Shoe Co., Limited  
Perth, Ont.**

*Women's  
Goodyear Welts  
Exclusively*



**E**VERY Perth Shoe is a perfect shoe. Perfect in its representation of a prevailing style, perfect in fit, perfect in every detail of workmanship. And you know the extra salability of the perfect shoe.

Perth perfection is the direct result of specialization. In fact, it was the desire for perfection that led to its specialization, it being an acknowledged fact that better shoes could thus be made.

Your best women customers will discover in Perth Shoes all the little extra bits of satisfaction that women look for and appreciate. They will discover, even if they do not know the reason, that specialization adds value to Perth shoes.

Added value means salability.



**2****Colors**

**Brown  
and  
Tan**

*A Chrome  
Russia Colored  
Calf that  
requires no  
matching*

**3****Finishes**

**Best Yet  
Glazed  
G.-M.**

*A Davis Chrome Russia Colored Calf Skin is uniform in color from head to butt, and from skirt to skirt. And, what's more, every skin of every lot is uniform. If you order tan you get it—and you get it the same in every skin. It's the same way if you order Brown. In the Davis Tannery there are no varying shades—Tan is Tan, and Brown is Brown—there are no intermediate shades.*

*Thus that old bug-bear "matching" is overcome, with a consequent saving in your packing room. You need not worry about color, for every shoe runs true to the desired shade.*

*This leather comes in Brown, and in Tan, and in three finishes, Best Yet, Glazed, and G.-M. Best Yet is a bright finish, dirtproof and washable; Glazed is a waterproof finish of very high lustre; G.-M. is a dull finish resembling in appearance a combination tan-nage yet having all the quality of a pure chrome.*

*When ordering state color and finish wanted. We have some sample cuttings we would like to send you. Will you write for them?*

**DAVIS LEATHER CO., LIMITED**  
NEWMARKET, ONTARIO



# WHY NOT STOCK SOME “NUGGET” OUTFITS ?

Put  
up in  
handy  
cardboard  
and metal  
boxes to retail  
at 40c. and 50c.

Consisting of pure  
bristle brush, “Selvyt”  
polishing pad and tin of  
polish.

A very attractive line.

Brushes and pads can be obtain-  
ed separately.

The “Nuggett” Polish Co.  
Limited

9, 11 & 13 Davenport Road

TORONTO, - - - - - ONT.



They show you a good  
margin of profit.

ORDER  
SOME  
NOW





# Why "Leader" \$4.00 Men's Welts are such Splendid Value



First, because our big production enables us to buy large quantities of the highest grade leathers at the lowest possible market price. We get this price because we buy heavily. The customer naturally gets the benefit of the increased quality at this price.

We have also the most up-to-date factory equipment and the most skilled and specialized workmen that money can procure, which accounts for the workmanship in these shoes.

For wear, style and comfort buy our "Leader" Brand. It gets you big profits and satisfied customers.

Don't forget our "Bench-Made" shoe at \$5.00 for your most critical customers.

## Corbeil Limited

Manufacturers of Good Shoes to Retail at \$3.50, \$4.00 and \$5.00  
Makers of "BENCH-MADE" and "LEADER" Brands



**MONTREAL,  
P.Q.**

Stock "Leader"  
and "Bench-  
Made" Shoes.  
Every Shoe  
makes a Per-  
manent Cus-  
tomer. :: ::



# Do you want to use my buying knowledge?

When you buy you see only the manufacturers' salesman. Most likely he's the only member of the establishment you ever know.

When I buy, I and my buyers see the manufacturer himself. We see the superintendent, and the foremen, and the men. We know working conditions in each factory. We know why a certain shoe commands a certain price, and we know whether we're being offered a bargain, or merely a cheap shoe.

We know all this because it's our business to buy for merchants. just as it's your business to buy for wearers.

You may use this knowledge of buying to make your sales bigger and more profitable. You may turn your buying problems over to me. I'll be glad to show you that I know conditions as they really are, and I'll be glad to give you real buying service.

Tell my salesman you would like to be relieved of your buying troubles, or write direct.

James Robinson  
182-186 McGill St.  
Montreal



# Kant Krack



## B-r-r-r-h! It's cold!

Better be getting ready for Wintry winds and deep snow. Better be looking over your stock of overshoes and storm rubbers. Soon the snow will be deep enough and the winds cold enough to focus the minds of your patrons on the needs of their feet. Then will come a rush for Independent brands of overshoes and rubbers. Better be ready for it now.

Independent brands offer you an exceptionally good choice of worthy foot coverings. You can have any style of overshoe and rubber at prices that mean sales and profits. As for quality---you know what Independent quality is.

Be ready for the cold.

**Independent Rubber Co.**  
LIMITED  
MERRITTON - - ONT.



# Dainty Mode

**Independent Rubber Co. Brands are sold by**

- |  |                        |
|--|------------------------|
| The Amherst Boot & Shoe Co., Limited,  | Amherst, N. S.         |
| The Amherst Central Shoe Co., Limited, | Regina, Sask.          |
| A. W. Ault Co., Limited                | - - - Ottawa, Ont.     |
| Garside and 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.   |



## MR.      RETAILER

- ☞ Some of the biggest and best accounts in Canada have come to us unsolicited.
- ☞ If our product didn't please them, no argument we could employ would win their favor
- ☞ Astoria and Liberty shoes win their way strictly on their merits—Get the habit—It will pay you.

The Cook-Fitzgerald Co. Limited  
LONDON



# Send Us Your Sorting Orders



Are you prepared to meet the heavy demand for Sporting Shoes?

You will have more calls for



Sporting Shoes this fall and winter than ever before, and will want to sort up your stock in a hurry.

Our branches are carrying large stocks of new goods for **immediate shipment.** Just when you want them.

Mail your order to-day to our nearest branch.

## Canadian Consolidated Rubber Co. LIMITED

MONTREAL, QUE.

QUEBEC, QUE.

GRANBY, QUE.

OTTAWA, ONT.

KINGSTON, ONT.

**TORONTO, ONT.**

BELLEVILLE, ONT.

PORT DALHOUSIE, ONT.

HAMILTON, ONT.

BRANTFORD, ONT.

BERLIN, ONT.

LONDON, ONT.

NORTH BAY, ONT.

**ST. JOHN, N.B.**

MONCTON, N.B.

HALIFAX, N.S.

SYDNEY, N.S.

YARMOUTH, N.S.

PICTOU, N.S.

CHARLOTTETOWN, P.E.I.

**WINNIPEG, MAN.**

REGINA, SASK.

SASKATOON, SASK.

CALGARY, ALTA.

EDMONTON, ALTA.

**VANCOUVER, B.C.**

VICTORIA, B.C.

# THE MOST POPULAR BRANDS IN CANADA

AMES HOLDEN

McCREADY

Mr. Retailer :—

If you are not handling one of these Brands, we would advise you to start in and try a few pairs at once. The Public are asking for Ames-Holden-McCready shoes.

The efforts that we are putting forth in producing as good shoes as can be made, in our three large factories, with our experienced workmen, is showing itself and our shoes are giving general satisfaction from one end of the Dominion to the other.

Remember, we carry a large stock in all our Branches and we are known as "The Big IN-STOCK House."

Our goods catch the eye and open the pocket-book. Styles are right, quality right and prices right.

Send in your orders for immediate wants and see how promptly we fill them.

**Ames - Holden - McCready, Limited**

Montreal    St. John    Toronto    Winnipeg    Edmonton    Calgary    Vancouver





## Hand in hand with your sales people

The Doctor's Shoe is, first of all, a remarkably good example of expert shoemaking. In every detail that goes to make a shoe comfortable, good to look at, long wearing, it is perfect.

But, it is more than an expertly made shoe.

It has individuality. And that means sales-pull in advance of the ordinary shoe.

In the hands of an expert shoe clerk the Doctor's is a sure sales-getter. It works hand in hand with him, emphasizing each point he makes, and backing up each argument.



The Doctor's turns a mediocre clerk into a good one because it gives him selling points that no other shoe can give. It allows him to make statements he can readily prove, but which cannot be even made in reference to other shoes.

Working hand in hand with your staff the Doctor's will bring you customers you never knew before. It will make two sales where was only one before. It will boost your turnover and your profits—and it will never “fall down” on you. Always it will be as good as you paint it—and better.

There's a shoe for you.

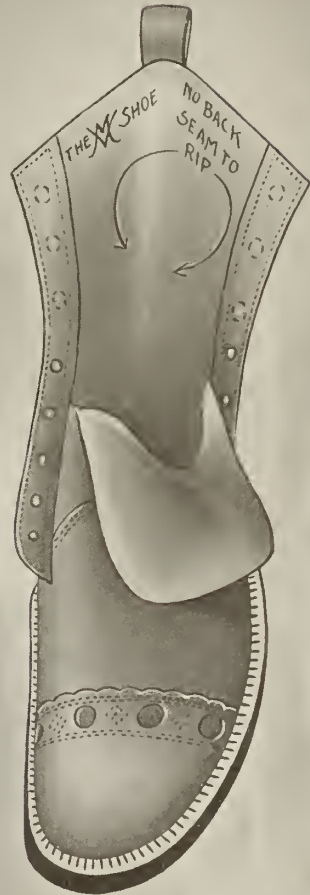
Ask your jobber.

**The Tebbutt Shoe & Leather Co., Limited**  
Three Rivers, Quebec

THE M SHOE

THE M SHOE

THE M SHOE



Special Features of This Boot  
 Absolutely Smooth Inside  
 No Counter Lining to Irritate the Foot  
 No Back Seam to Rip

PATENTED 1913. MADE BY

Valentine & Martin

Manufacturers of  
Boots and Shoes

Waterloo, Ont.



Above All Others



## VALENTINE & MARTIN'S BOOTS AND SHOES

Every man looks for wear, style, strength and finish in his shoes. All of these qualities are embodied in the Valentine & Martin range of samples.

The really sensible styles, which are neat in appearance and suitable for sale every day in the year, create the steady increase in your business—not freak styles that are here to-day and gone to-morrow.

**See Illustration on page opposite of  
our Special Feature Boot.**

## VALENTINE & MARTIN

Manufacturers of Boots and Shoes



Waterloo

Ontario



**A FEW  
INSIDE FACTS  
ABOUT  
EYELETS**

**B**ETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and nickel non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

You will readily realize the importance of establishing the identity of these two classes of eyelets and there is a sure way.—Fast Color eyelets have a small diamond  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



# Queen Quality



A. H. GEUTING & CO., Philadelphia, Pa.

Did you ever hear how Geuting of Philadelphia made good? It's a story worth knowing.

The A. H. Geuting Company started amid unanimous predictions of failure.

The shoe trade agreed that everything was against the Company's success.

How could a man be so foolish as to attempt to establish a shoe business in Philadelphia—the city noted for supporting established institutions and always reluctant to trade with new and unknown firms?

Worst of all, how could any one expect to succeed in a store located among six other established retail shoe houses, at a rental probably the highest per square foot in the city—a store which, so the critics said, looked more like a bowling alley than a shoe shop?

That was five years ago.

To-day A. H. Geuting and his two brothers are dominating influences in the retail shoe business in Philadelphia, and the Geuting Company probably does the biggest business per square foot of floor space in the history of shoe retailing.

What are the causes which led to such success under such adverse conditions?

"We started this business," said Mr. A. H. Geuting, recently, "on the assumption that, notwithstanding Barnum's famous remark, people do not like to be humbugged, even if there is no particular harm in it.

"At that time, shoe retailing in Philadelphia was divided into two classes—stores which carried the lines of a single manufacturer, and stores which purported to manufacture their own shoes by having their name marked on the sole.

for men, have been from the first the very keystones of this business.

"I have always been enthusiastic over QUEEN QUALITY Shoes. They are better 'fitters' and embrace better patterns and lasts than any other shoes made in America.

"Then, too, their glove-like flexibility is a big feature.

"The value of the shoe, its wide reputation, and the splendid co-operation of the Thomas G. Plant Company, have combined to help us win an important place in the retail shoe trade of this city."

There are two other things which Mr. Geuting did that are worth notice.

He turned the handicap of an unusual store name into an advantage by showing, in his advertising, how to pronounce it, thus doubly impressing it.

And he arranged that long, narrow "bowling alley" of a store so that to-day it looks as though it were built for a shoe shop. Every inch of space is earning. If it were five feet wider the extra space would only mean that much extra cost without adequate return.

But here is the crux of the whole situation:

If the QUEEN QUALITY could be the main arch of such a splendid bridge across a universally-predicted failure, would it not draw trade and help swell your shoe profits, if properly featured?

Think it over. Meantime, write for details of other shoe departments which have done a bigger trade at better profits by featuring QUEEN QUALITY as one of their big lines.

A post card will bring catalog, trunk of samples, or salesman.

## THOMAS G. PLANT COMPANY

101 Bickford St., BOSTON, MASS.

NEW YORK CITY

Branch "In-Stock" Departments

CHICAGO

248 Duane St. W. M. MURDOFF & SON, Box 478, Trenton, Ontario, Canadian Representatives 308-312 S. Jefferson St.

# 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**

# PACKARD'S BOUDOIR SLIPPERS IN ALL SIZES



Place a few pairs in your show window. They help to draw attention and not only are they splendid sellers, but perfect fitters and are cozy and comfortable to wear.

Made up in all the latest, daintiest shades of leather and with a handsome pompon on the front.

**ORDER EARLY—ORDER NOW**

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





**MADE IN THE UNITED STATES**

DISTRIBUTED BY  
**D. D. HAWTHORNE & CO. OF TORONTO**

**“Restshu”**  
**FOR WOMEN WITH TENDER FEET**  
REGISTERED U. S. PATENT OFFICE



“It Stands Supreme.”  
The Best Flexible Ladies’ Shoe in the World

Wear Restshu. Now in Stock in all Leathers for Immediate Delivery

IT BENDS WITH EASE.

MANUFACTURED BY  
**THE RAMSFELDER-ERLICK CO.**  
CINCINNATI, OHIO.

**ALL LIVE DEALERS HAVE THEM. WHY NOT YOU?**

**THE ORIENT IS ABSOLUTELY THE BEST SHOE LACE EVER MADE**

BEST IN WEAR, STRENGTH AND APPEARANCE, MOST PROFITABLE TO WHOLESALER AND RETAILER

A Soft Silk Finish Lace for Boots  
Also Wide Flat for Oxfords—Black, Tan and White

Orient Laces are made of best Egyptian Cotton, strong and supple, soft, lustrous silk finish, and always fast color 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

Made in England by

**BROUGH, NICHOLSON & HALL, LIMITED, Leeks, Staffs. 112 Wood Street, London, E.C.**

Complete Line now In Stock by Canadian Agents:

**WALTER WILLIAMS & CO.** 20 WELLINGTON STREET WEST, TORONTO - Telephone M. 2994  
517-525 ST. PAUL STREET, MONTREAL - Telephones M. 7012, 7013



One Gros Box

**FOR MEN  
FOR WOMEN  
FOR BOYS  
FOR GIRLS  
FOR BOOTS  
FOR LOW SHOES  
NARROW SHOE TIES  
WIDE SHOE TIES**

Watch for our Single Pair Carton to Retail at 10c.

New Style Heavy Orient Lace

It's going to be the newest, most salable package ever put out.

We'll tell you more about it next issue.

**YOUR CUSTOMERS WANT ORIENT LACES**

# YOUR Jobber has samples of these British-made pumps

Black  
Satin

Colored  
Satin

Brocaded  
Satin

Canvas

Gunmetal

Patent

Suede

Your Jobber can now show you a full line of samples of our celebrated British-made medium priced pumps. To better serve our Canadian friends we have appointed

**H. Dallas, 23 Scott St., Toronto**  
Sole Canadian Agent

He has already supplied the larger jobbing houses, and we would urge you to get prices, and, if possible, see samples. If your jobber does not carry our line, Mr. Dallas will be pleased to tell you of one who does.

**A. & W. Flatau & Co., Limited**  
Hale Shoe Works  
Tottenham, London, N.

## 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.



Our New Palatine Peerless Stationary Heel in Grey and Tan Rubber. Full Line of Ladies' and Gents' sizes. An extra thick Heel of A-1 quality.

### The Palatine Sole Protectors (Rubber)

An ideal protection for Soles. Suitable for Boots, Shoes or Clogs. Non-Slip-ping, 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.

Write for Prices and Samples—To-day. A full stock carried in our Canadian office. Prompt delivery assured.

## THE PALATINE HEEL BRANCH

of the Leyland and Birmingham Rubber Co., Limited, Preston and London, Eng.

New Canadian Office and Warerooms - 339 St. Antoine St., Montreal, Que.



# Stop those kicks about Patent Leather Shoes

You can't blame a man for kicking if his Patent Leather Shoes crack and chip after a few days' wear. But you can't help it—even the best of them will do it. However, you can appease his wrath by selling him a bottle of Lionne Patent Leather Repairer which will re-enamel the damaged part and make them as good as ever. This should prove the most active seller in your findings department—certainly none will be more practical. If 50 per cent. profit looks good to you, you'll order a dozen bottles right now.

**Lionne Varnish & Leather Co., Limited**  
531 St. Catherine Street E. - - Montreal

Selling Agents for Ontario  
**THE BOOT SHOE SPECIALTIES**  
310 Yonge Street - - Toronto

Costs you \$2.00  
per dozen bottles.  
Sells at 25c. per  
bottle.

## THE UTMOST IN GLOVE LEATHER

*This is the reputation Pfister & Vogel Glove Horsehides have earned. For softness of finish, evenness of color and toughness of fibre P. & F. Horsehide is unequalled.*

*The manufacturer who cuts these leathers cuts the BEST!*

**PFISTER & VOGEL CO.**  
85-87 South St. Boston, Mass.

“Freaks may come and  
freaks may go, but  
Aird's go on forever”

## AIRD & SON

Turns and McKays for Men,  
Women, Boys and Youths.

MONTREAL P.Q.

Day after day, week after week, in season and out, steadily, soberly, without fuss, and without undue expense, Aird shoes keep moving off your shelves. And as they move your bank account grows. Every pair carries its goodly profit—and every pair sells. “Freaks” may be all right in their places, but they're not in the same money-making class as Aird Turns and McKays. They get you business every day.



## Get some of this good Christmas business

Because B.T. & B. Club Bags make exceptionally good gifts you should soon have many Christmas shoppers in your store. No gift could possibly be more acceptable, or more useful, and, certainly, there is no reason why all the Christmas money should pass your door.

We have bags just right in size, appearance and price to suit the gift season, and will be only too pleased to give you full particulars.

### Berlin Trunk & Bag Co., Limited

BERLIN - ONTARIO



Your order to any of these selling agencies will receive immediate attention

C. H. Griffiths & Co., Calgary, Alta.; Thompson & Henselwood, Saskatoon, Sask.; H. T. Johnson, 253 St. James St., Montreal, Que.; Harry Magee, St. John, N.B.; H. McLeod, Sudbury, Ont.





**Exclusive  
Manufacturers of  
Women's  
Fine Footwear**

**O**UR SPRING line of Pumps and Low Shoes embodies all the details of finish and style that characterize a fine bench made shoe, at popular prices. **U** Salesmen now on the road.

**RELINDO  
SHOE CO.**

126 Wellington Street West  
**TORONTO**



**The Tennis Placing Season is  
Now Open**

WE WANT YOUR PLACING ORDER FOR

**Kaufman's Lifebuoy  
Tennis and Outing Shoes**

FOR 1914 SPRING DELIVERY

Carefully examine the Superior Quality of Duck and Linings in our Shoes, also note the well shaped and good fitting lasts.

The rubber toecap on our WHITECAP prevents soiling of the canvas upper and saves the foot from dampness.



**Whitecap Balmoral**

A Shoe that will bring you splendid results.

Our salesman will call on you and we ask that you reserve your Spring Order until he sees you. Our prices are no higher than others.

Large sorting stocks carried throughout the season at all principal distributing centres, giving you prompt and efficient service.

**The Kaufman Rubber Co.  
LIMITED**

Head Office & Factory—BERLIN, CANADA  
VANCOUVER, WINNIPEG, LONDON, TORONTO,  
OTTAWA, MONTREAL, TRURO, FREDERICTON,  
CHARLOTTETOWN



THE *So-Cosy*  
**BOUDOIR SLIPPER**  
 For "Women Who Know"

They do not slip nor lose their shape. Made of "MUSTANG NEVER-SLIP" Soles.



Made in all fashionable colors. Glossy Kid or Suede Leather with Pom-Poms.

**PHILIP JACOBI**

SOLE MANUFACTURER OF

"Tailor-Made"  
REGISTERED

**OVERGAITERS AND LEGGINGS**

Headquarters for Shoe Store Supplies

5 Wellington Street East : : TORONTO



Do you know  
 our New  
 Cush'on Sole  
 Shoe?

**She couldn't be more particular**

The most particular woman who comes into your store is not more particular about the shoe she wears than we are about the shoes we make. McDermott Shoes attract particular women for just that reason—they've been made so carefully.

You cannot get a better "best" than McDermott's. Put them into your stock to please those particular customers whom you are so anxious to retain. They'll stay for McDermott's.

**The McDermott Shoe Company**  
 Women's Shoe Specialists MONTREAL



# WOOD-MILNE RUBBER HEELS

## STATIONARY SHAPES

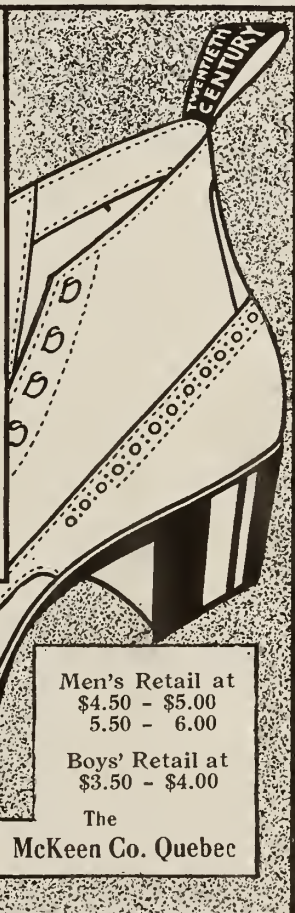


**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

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

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

There is no "comeback" to sales of the Twentieth Century Welts. The longer your male customers know them the better they'll like them. Quality tells.

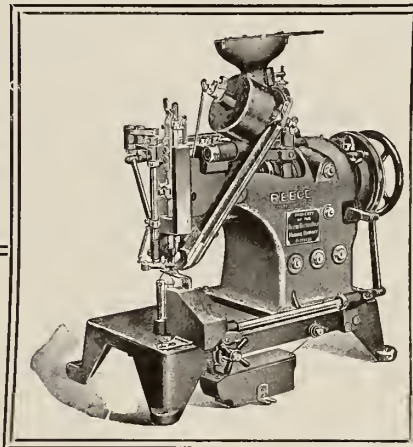


Men's Retail at  
\$4.50 - \$5.00  
5.50 - 6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
C. E. McKeen Co. Quebec

Every Shoe Manufacturer should have this machine on the floor



Write or Phone us to get the Whole story.

**This is The REECE Button-Sewing Machine.**  
**Note Some of its Features.**

It has a non-vibrating needle bar, a quickly emptied button reservoir.

It does twice the work with one-third less thread than any other machine on the market.

It is easy to operate, and the cost of upkeep is very small.

May we install one of these Machines on Trial?

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**

L. D. Phone Main 5397 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.



## This in your Findings Department

Put the Featherweight Ice Creepers into your Findings Department. They will pick up money for you.

They are not a novelty, but a real necessity on slippery pavements. They are made in men's and women's sizes, and can be worn over either shoes or rubbers.

The first slippery day on which you display them will prove to you that the public wants them.

P. E. BOIVIN Granby, Que.  
and Troy, N.Y.



## So-Cosy TRADE MARK Shoes for Baby



## A made-in-Canada Patent Strap

which you can purchase from any Jobber in any quantity you please for \$4.75 per dozen. This line has the finest of cowhide soles which costs us 30c per dozen more

than sheepskin, besides the upper is made of Patent chrome tanned side leather which costs 5c per foot more than the Patent bark tanned tipping used in all foreign makes of Soft Soles, and will wear twice as long.

THE HURLBUT CO. LIMITED  
PRESTON, CANADA

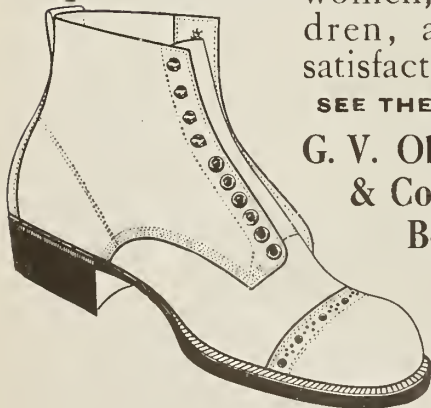
## Why you'll sell more

He who handles Oberholtzer shoes will sell more this year than he did last. That's certain because the shoes he sold last year fit perfectly, and wore wonderfully well. They advertised, as nothing else could, the fact that Oberholtzer Shoes for men,

women, and children, are most satisfactory.

SEE THE SAMPLES

G. V. Oberholtzer  
& Co.,  
Berlin,  
Ontario



## FOUR STRONG POINTS Giving Conclusive Reasons Why Tanners Should Buy M. O. H. MOELLONS

1. High Quality. 2. Uniformity. 3. Works Satisfactorily—  
(Goes into leather clean.) 4. Economy (Lowest Prices.)

If the Moellon you are now using is satisfactory, perhaps we can furnish a brand working equally as satisfactorily at a lower price.

If the Moellon you are now using is not working satisfactorily, let us supply one that will.

*Samples gladly sent to any tanner on request.*

## Marden, Orth & Hastings Co.

ESTABLISHED 1837

Oils, Greases, Tannins and Tanning Extracts

NEW YORK Office, 82 Wall St. 225 Purchase St., BOSTON, U.S.A.  
SAN FRANCISCO, Office and Warehouse, 340 CLAY ST.  
CHICAGO, Branch Store, 1030 NO. BRANCH STREET





## Have You Seen Our Splendid Line of Boys', Youths' and Little Gents' Shoes?

In these lines we make 'quality' our watchword because we realize that it is even more important to put the best materials and workmanship into shoes worn by hustling, energetic boys who are naturally 'hard on shoes' than is the case with our men's lines—and this says a lot.

For an extra quality line for BOYS and YOUTHS buy our Goodyear Welts. For a medium priced line for BOYS, YOUTHS and LITTLE GENTS ask to see our McKay Shoes.

And remember, that no matter what line you buy, you get a line where quality is made paramount. The surest road to increased custom among these three classes of future men is to stock our "LEADER BRAND" Shoes for Boys, Youths and Little Gents.

Watch for our traveler or write to us direct if you prefer.

# Corbeil Limited

Manufacturers of Good Shoes to Retail at \$3.50, \$4.00 and \$5.00

Makers of "BENCH-MADE" and "LEADER" Brands

Warehouse and Office  
71 St. Paul St.

Montreal, P.Q. 63-71½ St. Paul St.

Factory

# Have You Seen Those Rideau Samples Yet?

If you have not, you have missed something well worth seeing.

Every shoe is as snappy and up-to-date as possible, and the line is very complete both in Men's and Women's styles.

These samples are being shown by the men who have always sold them.

Do not order until you see the samples. It will pay you to wait.



# SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can

London (Eng.) Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 21

TORONTO, NOVEMBER 1st, 1913

\$1.00 per Year —In—  
Advance

## How You Can Make a Children's Department Pay

Some Lines That May be Profitably Stocked—The Initial Investment Should be About \$500—Importance of Quality and Efficient Service—Make the Department Attractive—How Novelties Please the Little Ones

*If properly operated, the children's department is a paying branch in the retail shoe line.*

*You may probably have heard assertions to the contrary, Mr. Shoeman, but did you ever take the trouble to investigate the source of such information? If you had you would likely have heard a different story.*

*Perhaps you have a children's department in your own establishment, and find that its value as an investment is not causing you to congratulate yourself. If this is the case, then it is time for you to devote a little extra attention to the sale of children's shoes.*

There are many reasons why this department does not pay as it should. The first of them, as said before, is lack of attention. The merchant can no longer afford to stock a certain line of goods, and expect the purchaser to come into the store and buy on sight. Nowadays the man who succeeds is the one who can serve the public just a little better than his competitors. To do this, attention must be devoted towards making the store's goods desired. As regards the children's shoe department, this is the reason why it very often fails where it should succeed.

"Another reason," says a large Eastern manufacturer who has gone into the question thoroughly, "is that nine dealers out of ten, when installing a children's department, do not make a proper initial investment." This can be said to be the chief reason why more shoemen do not make a "go" of it. They are always anxious to add something to their line that will make more money, but are not willing to make any real sacrifice towards bringing about this state of affairs. It is with them a case of "penny wise and pound foolish."

Shoemen will say, "Well, what is the proper initial investment?" For the average Canadian shoe dealer about \$500 is the least that should be invested. At the same time this amount allows for a very fair initial stock. This figure is the estimate of a large manufacturer of children's footwear. Care should be taken in securing the right assort-

ment. The same manufacturer gives the following sample order, each line containing twelve pairs:

Babies'—2 lines, slippers.

1 line, Roman sandals.

4 lines, boots.

Investing \$60, average cost per pair about 70c. or 75c.

Infants'—2 lines, slippers.

1 line, Roman sandals.

7 lines, boots.



Investing \$100, average cost per pair about 85c.

Childs'—2 lines, slippers.

1 line, sandals.

7 lines, boots.

Investing \$125, average cost per pair about \$1.05.

Misses' and Youths'—2 lines, slippers.

1 line, sandals.

7 lines, boots.

Investing \$150, average cost per pair about \$1.20.

Boys'—3 lines, boots.

Investing \$60, average cost per pair about \$1.70.

This, of course, is only a rough estimate, as shoemen best know their own locality and class of custom.

It is useless for a shoe dealer to attempt a children's department if he does not make quality his slogan. The shoes are bought for the children, but the parents buy and



pay for them. The children look more for style or for footwear which catches their fancy, but parents when buying pedal furnishings for the boy or girl are concerned chiefly about the quality of the purchase. Therefore, they will buy what appears to them to be the best for the money they expend, and can be relied upon to return to the same store if the investment proves a paying one, just as they will steer clear of the same place if disappointed. You are after their trade, and should not be concerned merely about the pair of children's shoes you sell to-day, but rather about the fifteen or twenty pairs which this family will purchase during the balance of the year. For this reason, it will pay you to buy a good staple line from a reputable house. You may be able to secure a job lot from some wholesaler, but for the man who is building up a trade in juvenile footgear, this is the worst move possible to make. If you are to make a success of this department, you must be able to give a guarantee for every pair of shoes sold.

#### The Price-Cutting Evil

"I don't know why it is," says a Toronto dealer, "but it seems to be a universal inclination on the part of the Canadian shoeman to sell children's footwear with as little profit as possible. There does not seem to be any reason or explanation as to why this state of affairs exists, but, nevertheless, it does."

Speaking further, this retailer told the SHOE AND LEATHER JOURNAL representative that this phase of the question proved of no little difficulty to him, but that he had overcome it by impressing upon his customers the extra value they were receiving, and that the twenty-five or thirty-five cents extra being charged was on account of the extra quality of the shoe. This plan, he said, always worked. This is another factor which works for or against the well-being of the new department. The manufacturer, when he sells a pair of shoes to the retailer, allows a fair profit, but the retailer is cutting his own throat when he reduces prices.

Everyone knows the value of influence. A child generally insists on the parents buying at a certain store; and

always have a reason for this. Make the appointments of the children's department pleasing to the kiddies' eyes when fitting up a certain part of the store for the sale of footwear for the younger folk. It is just as easy as not to make it as desirable a place in the eyes of children as possible. For instance, among other bright ideas, a Western shoeman has low chairs, especially made for the children, which are exact copies of those used by adult customers. This catches the fancy of the children, as well as the mother and father, saving as it does the awkwardness of trying to fit a child's foot when it is dangling or when sitting in the mother's lap.

#### Advertising Essential

This is a branch of the retail shoe business which has to be advertised if success is desired. In fact, a very large trade can be built up if a merchant uses quality as a talking point for his children's footwear department. Start off on the quality of the shoe—emphasize quality and keep talking "quality, quality, quality" all the time. In order to do this you must be sincere yourself regarding the wear of your goods. There is absolutely no use advertising the lasting value of your stock if it has no durability. Your customer will soon find this out. But advertising will attract the attention of a father or mother with whom the shoe question is an important one, as it is bound to be in a family with five or six children.

Newspaper publicity is about the best way of securing the attention of parents, although circulars, posters, and other like methods will be found helpful. Then, the children have to be considered when advertising their own department. Distribution of novelties with each sale will be found a very strong trade-puller. A Montreal dealer, a year or two ago, advertised a free pair of doll's rubbers with every sale of girl's shoes. While the rubbers lasted the store was literally packed. This shoeman obtained the rubbers free, as they were advertising one of the large rubber companies, but the dealer is able to secure them and other such pleasing novelties from any of the notion houses at a cost of five or six cents each. Such plans as these stimulate trade, increasing the store's customers, and it is a poor shoeman who is unable to keep the family trade one he gets it.

Service is essential. With good service much is possible. The store with the best service is the one that makes the most profit. As regards profit, on a \$500 investment,



stock should be turned over three or four times a year. This, as you will see, allows for a very neat margin and the shoeman should use every means in his power to increase his profits, and with the right attention and a little brainwork the dealer has in the children's department one of his best sources of revenue.



# The Effective Use of Suggestion in Salesmanship

There is a Knack in Showing Footwear so as to Overcome the Most Frequent Objections—How Well it Can be Done by a Gentle Hint, an Appropriate Word or Timely Presentation of Certain Points

Written expressly for "The Shoe and Leather Journal" by A. E. EDGAR, author of "How to Advertise a Retail Store"

*The salesman, who makes the greatest use of suggestion in selling, makes the largest sales, and also the greatest number of friends among his customers. A few minutes given to the study of suggestion will suggest a means of systematizing the selling so that a great amount of efficiency can be gained in disposing of all lines of footwear.*

It is, perhaps, safe to say that not many of our thoughts arise from within our own minds. Suggestions from outside forces are at work all the time upon our minds through the five senses, viz., the sense of smell, the sense of taste, the sense of hearing, the sense of feeling, and the sense of sight. It is sometimes a very hard task to trace our thoughts to the source of their conception. It is positively certain that we are influenced more through sight than through any other sense. It is likely that the sense of hearing has the next greatest influence upon our thoughts.

As far as selling footwear is concerned we can eliminate the senses of smell and taste from consideration and find we can influence our customers at will, by making an intelligent and systematic use of the senses of hearing, feeling and sight.

For the purposes of discussion, let us suppose a case. Mrs. A. sees an advertisement in the local paper that influences her thought by suggesting a new pair of shoes. She may not have had any idea that she desired, or required, a new pair of shoes until she read the advertisement. The argument and description were too strong for her mind to resist. They created a desire of possession. She decides to go to the shoe store and purchase a pair.

On her way to the shoe store she glanced into the window of a local jeweler and was smitten with a desire for a watch that was shown therein. Her desires were aroused by a sight of the watch. This being a later desire it was stronger than the first and the suggestion that she purchase the watch now, and later buy the shoes, dominated her mind and she bought the watch.

At a later period she purchased the shoes. Mrs. B., her neighbor, sees the shoes on Mrs. A.'s feet and admiring them decides to have a pair, which she later purchases.

From the above instance we deduce the fact that the human desires are aroused by the sight, not only of the article itself, but from a printed description of the article. If it was not for the advertising done by the manufacturer and the retailer there would not be so much business done. Some men unthinkingly might suggest that there are just so many pairs of shoes to be worn by just so many feet, and that they will be purchased even if all the advertising of shoes was to be cancelled to-morrow. This is not so. Many a pair of shoes is sold through advertising that should not be sold otherwise. They are sold because a desire has been created that did not exist before, and which might not have come into existence for weeks after.

The shoe store strongly suggests in many ways to the public that it is time to purchase shoes. This is done in every advertisement, in every window trim. The suggestion is stronger on the inside than on the out. Inside the store the salesman stands ready to serve, to suggest. The power of the suggestion of the clerk is the strongest of all, and he has the means of backing up his suggestions with the goods.

## Do Not Be a Figurehead

The clerk in a shoe store, who merely hands out what the customer demands will never become head salesman,

## Finds it Easy to Sell Good Shoes

Herein is shown a section of the shoe store of Freeman Hiltz, of Dartmouth, N.S. Mr. Hiltz was born in that town in 1876 and, when thirteen years of age, started to learn the shoe business. His first job was with the late John Allen and he stayed with him until he bought out the business in June, 1911. His sales have steadily increased and he expects that his volume of trade this year will be a record one. Mr. Hiltz handles high-class footwear and says that he finds it easier to sell a four-fifty and five dollar shoe than one at half that figure. He has always believed in keeping quality to the forefront and has built up a fine connection. The present view of his store was taken in the summer time when the stock was rather low and a part of the staff away on holidays.



because he does not use his head. He has not the ambition to succeed, he merely draws his pay, he does not earn it. He is a figure-head, a non-producer. But the fellow that is right on his job is the one who will study the requirements of his customers and in a few well directed questions will find out just what is needed. He will not be blunt and ask pointed questions that are embarrassing to answer. The customer must be put at ease, not on a cross-examination.

By making the customer feel at home, and that he is not going to be imposed upon the clerk has to use the power of suggestion by his actions and his speech. The slightest movement of muscle will create a suggestion, as will the most trivial and insignificant tremor of the voice. Hence the action of the clerk is the strongest on the customer, and is sometimes stronger than the establishment in which he works. Sometimes the actions of the clerks will overcome the prejudices of the mind, prejudices that have been formed against the store. In other cases the action is the reverse, and the store suffers.

There is a knack of showing shoes in such a way that the shoes and the manner in which they are shown, combined, create the desired impression in the customer's mind. The whole is a gentle hint, or suggestion that this is the proper thing. Shoes can be shown in such a way that they will suggest that they have in an eminent degree the very things the customer desires. They may also be shown so that the things most desired are overshadowed by those that are not desired, rendering them wholly undesirable.

The shoe salesman should make a study of the most frequent objections to the shoes he has to offer the customer. He must not give up the effort to sell because so many customers say the ones offered are not what is wanted. It should be his whole aim to so show them in such a way that the customer will think they are what is wanted.

Some of the most frequent objections are in the following—To light or too heavy. May be shown up in a more favorable light by comparisons. When a light shoe is desired and there is likely to be an objection made to the weight, try placing a heavy shoe in such a way that the one being offered appears lighter in comparison, and vice versa.

Toe too narrow, too wide, too flat, too high, too receding, etc.

Heel too high, too low, too heavy, too wide, set too far in, etc.

The last is too straight, too crooked, too much swing.

Sole too light, too heavy, too much extension, not enough extension, etc.

All of the above objections can be partly met by suggestion. One way to secure the suggestion is in comparison, either by word of mouth, or by ocular demonstration. Very often a word slipped in at an opportune time will turn the trick. Often a mere shrug of the shoulders is all that is required to start the suggestion necessary to a happy termination of the sale.

In many of the above cases the salesman might emphasize comfort, or quality, or suitability, or seasonableness, or style, or even price. The one outweighs the other and overshadows the undesirable points.

#### Boy's Mother Took Two Pairs

The writer has room for just one instance of suggestion that came under his notice only a few days ago. A salesman was serving a woman who had a strong, healthy boy with her. The boy was being fitted with a pair of light shoes, which were intended for school wear. The mother complained about the shoes she was getting not wearing, but the clerk did not suggest heavier shoes, because she had said: "I do not want a heavy pair because Willie is not very strong and he cannot wear heavy shoes like other boys." The clerk knew this was all imagination, and that the boy was as

healthy as most boys. He fitted the lad with a pair of light-soled, vici kid shoes and sold them. Before putting the lad's shoes on he brought out a heavy box calf, high cut, strap at the top, blucher and the boy said, "Oh, mamma, get me a pair of these, I'd just love to have a pair like these."

The salesman said: "You have bought a pair of shoes that are all right for this kind of weather, but a delicate boy like that ought to have a pair of shoes that will keep his feet dry in wet weather. These are just the thing for the wet days to come. Wet feet frequently result in colds, croup and often in a lasting sickness." She became at once interested and purchased the two pairs of shoes. Here was a psychological suggestion. The suggestion of harm to the child overcame the prejudice of her pride in the looks of the shoes on the boy's feet, and the imagination that a heavy shoe was unsuited for her son.

## Some Foolish Prejudices

Many of us have hobbies that we carry too far. In business it does not pay to discriminate because of hobbies, but all of us, or at least most of us, do allow foolish prejudices to interfere.

As, for instance, the man who will employ no person who use their middle name and an initial for their first name, as for instance, J. Lincoln Mitchell, thinking such a person a fop. In this case perhaps there is another J. L. Mitchell, and not to cause confusion, the second name was used.

Sometimes these foolish vagaries are only amusing and sometimes annoying, and again really troublesome. They may also be expensive, as witness a case of which I had personal knowledge 15 years ago while on the road.

Getting into a small town, selling a certain line of goods to the retailer I saw an advertisement in a saloon window of a certain cigar that I had heard much about, but had never tried, and decided to get one. I got it and put it in my pocket and went across the street to the shoe dealer to try and sell him my goods. Now, it should be understood that I never drank intoxicants, not because of any scruples against them, but because I did not like them.

Before I could introduce myself to the dealer, he opened up on me with, "Young man, will you please leave my store? Saloon patrons are not welcome here." I left without trying to explain. I know it was not sensible, as I was there to sell goods and should have explained, but when trade is good, a traveling man often does things that are not to the best interests of his house, so I left. Getting into another town, I found a letter from the house saying that Mr. Blank (the man who had turned me down) wanted to see our line. I phoned him and when he asked me to come to see him. I told him I had been there and he would not look. When he told me why, I told him my reason for entering a saloon, and the upshot of the matter was that he came to the town I was in, as he was anxious to see my line, and I could not go back. His railroad fare over and back cost him \$1.25, and he lost the time of the trip.

I have always had a pet aversion to any man who carried his loose change in a pocket-book, so that he had to get out his pocket-book to pay his 5-cent carfare. That was my only reason for not taking a position with a certain house after I had seen the sales manager pay his carfare one day by getting his nickel out of his pocket-book. I figured the house must be niggardly. That I was wrong I know now, as the man who did take the position has advanced faster than I have, and his rise is mainly due to the firm's liberality.

There are many people who will object to doing business with a person who is a strict church member. Why this should be the case is beyond my comprehension. This is met with oftener than any other hobby, I do believe. A man who is not a good church member himself will invariably say: "Deliver me from a good church member. Their viewpoint on business is too narrow. They want the proverbial pound of flesh." Does not such talk sound foolish? But just watch for it and you will hear it often.



# The Aggression of the Modern Shoe Repair Shop

One Skilled Operator Can To-day Sole and Heel Four Pairs of Shoes in the Time His Predecessor Took to do One  
How Cry for Brains, Speed and Skill is Revolutionizing Old Time Conditions in Boot Mending Trade

Here are the impressions of a man, not in the trade, on the passing procession of the cobbler. He declares that the old-time shoe repairer is vanishing, giving way to the skilled operator with the modern, complete repair outfit. This is particularly the case in cities where quick shoe repair establishments are springing up on all sides and the repair business is assuming large proportions. In the smaller cities and towns the repair outfits are making their way.

The disappearance is to be regretted, but it marks the approach of an era in which a new type of worker will arise, with his powers trained on other lines than those of to-day, lines demanded by the power of machinery. Man's work will not be dispensed with, but he will be called upon to work in a very different, in probably a very much easier and healthful manner, than at present. The cry will be for brains and skill more than for thw and sinew.

## Modern Mechanical Methods

This attack of moralising had its origin in a visit paid to one of these lightning repair shops, many of which are to be found on leading streets, which had all the latest in the way of mechanical cobblers, and where four men would have been required in old days, one man to-day with his steel and-iron assistants can turn out better work at a greater speed.

By the courtesy of the management, the working of the machines was explained to the writer. It must first of all be mentioned that there are certain departments of the work which must still be done by hand, such as stripping the shoe

and building the heels, but for the rest all that is needed is a skilled machine feeder.

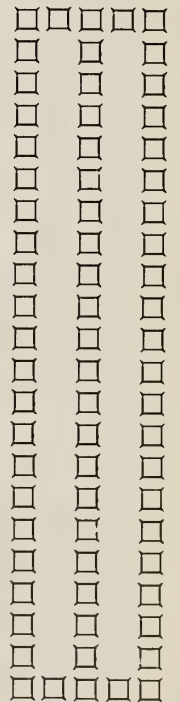
On entering this shoe hospital, the shoe is first of all "lasted" and "stripped," that is, the old sole is removed and the shoe is made ready for its new sole. The operator then cuts the half sole to the required size, fixes it on the shoe with a few pegs and then "channels" it ready for the sewing. The "channel," it may be explained, is a groove cut about a quarter of an inch from the edge all around the sole. Some repairers do not make a channel, but stitch aloft, or in other words the stitches show plainly through the outsole.

The next proceeding is to build up the heel. As has already been stated, that is done by hand. Bit by bit until the required height is reached, pieces of leather are laid on, and then the heel is ready for trimming.

Now comes the most interesting part of the work for the outsider. The shoe goes to the stitcher. It is a curious looking machine, having the appearance of something like a cross between a linotype machine and an electric turbine, although, beyond the motive power (and that need not be electricity) there is nothing electric about it. Oh, yes, there is. There is the speed.

## Hocus Pocus—It is Done

The sewing is done by a curved needle with a point something like that of a fish hook and by a curved awl. The thread used passes through a pot of melted wax kept in the proper condition by means of a steam generator. The operator rests the shoe on a table which is held in position



## HE SPECIALIZES IN MEN'S SHOES

The accompanying illustration shows a section of the shoe store of J. Trick, 146 Cordova street west, Vancouver, B.C. He has been in business in the Pacific Coast city about ten years. Previous to that he was employed in

London, Ont., with William Morrison. He conducts an exclusive men's store and does a very large business. He specializes in shoes for loggers and miners. Mr. Trick is the gentleman sitting down fitting a shoe on a customer.

by the presser foot. This brings the sole and welt together while it is being penetrated by the awl. As soon as the needle passes through, the presser foot is released and the shoe is carried along to the next stitch. The stitch is known as a lock-stitch and can be regulated so that the lock is done at the top, bottom or midway. The thread is usually locked about a third of the way down.

It is now the turn of the edge trimmer. This machine consists of a rapidly revolving, sharp-edged bevel which takes the place of the old laborious scraping with glass which was the method employed by the old cobbler. This operation also takes but a few seconds.

Then off to another machine. This time it is the heel scourer, designed to remove all the rough edges left in building up. The sandpaper machine is the next process invoked. This finishes off the "bottoms," otherwise the surface of the soles, leaving them smooth and ready for the final finish.

#### Behold the Finished Work

Very little now remains to be done to complete the work. The sole is inked all over, including the edges, and the shoe goes to the edge setter. There are two methods by which this operation can be performed. One is a development of the old gas heated bolt of the cobbler, the other is by a polishing machine. With either the process is completed in a fraction of time necessary with the old method. Revolving brushes, first of rubber, then of hair, apply a polish to the sole, and the work is done.

What the new process of repairing means may be understood when it is stated that a skilled operator can turn out on an average four pairs of shoes soled and heeled in one hour.

### Insist on a Proper Fitting

After all the expense to which the manufacturer goes, preparing new lasts, patterns, etc., to produce shoes in one-sixth inch lengths and from 6 to 8 widths in order that shoes may be provided to fit every foot perfectly, it seems a shame that many of the smaller stores are unable to convince customers that all shoes should be fitted in the store.

In some places there are as high as twenty per cent. of sales which are made without fitting shoes. In rural districts, especially, customers will call for a certain size and width, and in some instances omit the width, carrying shoes home to other members of the family whom they are expected to fit.

Dealers and clerks are not altogether to blame for this condition, and each year the general public seem to decrease the percentage of shoes fitted outside the store. Perhaps there always will be the bashful 16-year old country girl who insists on wearing a No. 4 shoe and will insist that this size fits her, regardless of the fact that the ball of her foot is sometimes an inch forward of the ball of the shoe. Then, there is the mother who purchases shoes for her children at home, stating her age to the shoe clerk or bringing with her a small stick which has been placed inside the old shoe. As long as these conditions exist, there will be a market for arch supports, bunion protectors, heel treads and corn plasters.

The clerk in the city store seldom has this condition to contend with, as, in the majority of cases, the customers bring their feet to the store to be fitted and do not question the size or width of the shoe, leaving this matter entirely in the hands of the clerk, who is rightly supposed to understand the fitting of feet much better than patrons.

Clerks in the smaller stores are not only handicapped in the size of the stock, which limits the number of lasts and widths from which to make sales, but must contend with the accustomed practices of the people in his community. Time after time he meets a man who never wore anything

but an 8. This same man doesn't even know that there are different widths. Other customers call for a No. 7 for someone at home and the best that the clerk can give them is a No. 7½E and trust to luck. In some communities there are 20 to 25 per cent of the shoes exchanged on Mondays and Tuesdays after a busy Saturday. Clerks in these stores find it the best policy to give a person a half size or size larger than they call for and the widest width in stock, as shoes are returned 90 times out of a 100, on account of being too small. Very seldom are they returned owing to being too large.

A shoe man located in a town of this character, must contend with this condition indefinitely unless he educates his customers to have their shoes fitted on in his store—in fact insists upon it.

### How to Hold Your Trade

It has been said that salesmen are born, not made, and that is very likely true. It is also true that many a born salesman has never fully developed his selling powers; and it is a question whether he makes as great a success as the average salesman who makes a study of his profession.

Salesmanship is almost wholly a natural gift, a hidden quality, as it were, until properly developed, and when developed enables the one so gifted to induce others to buy the particular goods he happens to be selling.

We hear much about being a student of human nature in order to become a salesman. The man who has but little talent for selling merchandise probably has to study a long time before he acquires that ability, but the natural born salesman knows soon after approaching a customer just what he can do with them.

Appearance has much to go in making a good impression, but the tone of voice and convincing manner, with a fair knowledge of the goods handled, will do more toward making a sale than everything else combined. This is particularly true in shoes, as shoes will not sell themselves. And though the style may please a purchaser, it takes a salesman to see that while the patron is pleased he also is properly fitted with a shoe that is suited to his feet and for the service to which it will be subjected. A good salesman would not send a bricklayer out of his store with a pair of patent leathers to work in if he could possibly induce him to buy a more serviceable shoe that would be more adapted to his work. This thing has been done many times, and while the salesman is not always to blame, there are some cases where a little extra effort on his part would save money for the patron and make customers for the house. A little tact in most cases is all that is necessary to turn the trick.

What a customer asks for is not always what he should have in the way of shoes, and although the salesman makes a sale quicker by giving him what he asks for, it always pays to suggest a better shape or leather where he sees that it will be of value to the buyer. In this way much personal trade will be built up to the salesman that may prove valuable to him in more ways than one, and, at least, it makes him more valuable to his employer and perhaps the means of placing him in a responsible position sooner or later.

The window may bring the customers in and it may sell some shoes, but will it satisfy a customer? Will the customer come back for the next pair? What the customer saw in the window may not be at all suited to his needs, and right there is where our clever salesman gets in his work. After showing him the shoe asked for he then proceeds to switch him to a more suitable last or a more serviceable leather, always striving to keep his customer's interest at heart, and by this means only can he make sure of another visit by the patron when a new pair may be needed.



# Chiropodist and Shoe Store Work Together

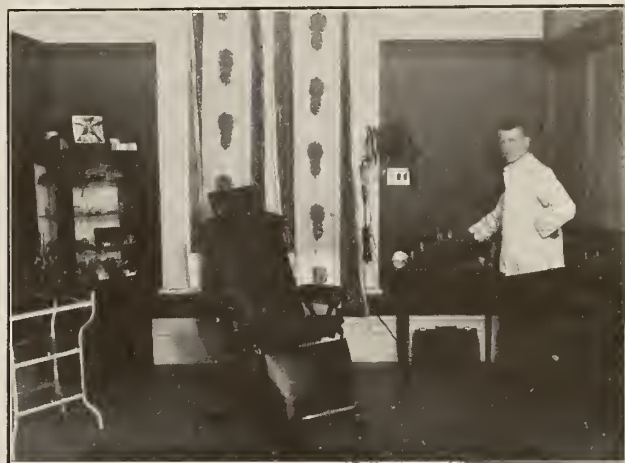
The chiropodist in a shoe store appears to be the logical sequence of events. In the past, these men have been linked up with dry goods stores, hair goods parlors, barber shops, and other lines of business, but more recently, the presence of those skilled in the art of alleviating foot ailments, is seen in a number of leading boot establishments in both Canada and the United States. When all is said and done, what place is better or more suitable for the chiropodist to follow his calling than in a shoe shop, where people complain so frequently of corns, bunions, ingrowing toe nails, callouses, hammer toes, swollen joints.

Shoe dealers may know how to fit each customer perfectly when they have the necessary lines and widths to do so. The trouble is the complaints referred to may have been caused by ill-fitting shoes, where the caller has been fitted too narrow or too short, too full or too tight, or he may have sought to cramp his feet in various ways just to get them inside some particular shoe, trusting to the "breaking in" process to give comfort and ease in the end.

It must be remembered that the human foot contains 26 bones, which are all properly joined and articulated, and as these have to carry the weight of the body, it is very important that great care and attention should be given the feet. In the march through life, if one is not properly shod and does not enjoy walking, the burden of existence be-

built on a particular last, which was never intended to find a home on their feet.

Recently, the Brockton Shoe Co., under the management of A. R. Trudeau, opened a second store at 264 Yonge street,



THE CHIROPODIC PARLORS OVER THE STORE

Toronto. The new shop, which has been occupied only a few weeks, is 130 feet deep and 14 wide. It is one of the most imposing footwear establishments with a tiled receding entrance, hanging electric sign and two windows each 13 feet deep. The single shelf carton system prevails up to the mezzanine floor and above that, the double carton system. The interior is of spotless white and the chairs are of oxidized wire with hardwood arms. Along the walls are several British plate glass mirrors and rich heavy rugs cover the hardwood floor. The electric fixtures are very handsome and, by means of a stairway at the left of entrance, the parlors of Dr. J. C. Johnson, chiropodist, are reached. One is the consultation room and the other the operating room, fitted with all the latest instruments and equipment, including an X ray machine and a high frequency electric machine, for the treatment of skin diseases and foot ills.

The accompanying views give an excellent idea of the neat interior of the new Brockton store, of which D. J. Lynch is the manager and also the offices of Dr. Johnson, who is a thoroughly experienced chiropodist



INTERIOR OF THE NEW BROCKTON STORE, TORONTO

comes rather painful. How often people suffer from pedal ailments in an attempt to wear a stylish and supposedly attractive foot covering in a certain type of shoe or one

## Looking to the Larger Market

Regarding the possibility of shipping sole leather to the American market a leading representative of a widely known leather firm stated that they expect to do a larger business on the other side now that the duty was removed. The quantity of sole leather turned out in Canada was in excess of the domestic demand and the United States furnished the nearest and most natural market for the surplus. He thought the outlook for export was promising and that Canadian firms would be in a position to compete with those across the border. The foreign demand for bottom stock was fair and, during the past few weeks, buyers had been in Toronto from England and even as far away as New Zealand making inquiries regarding prices and deliveries.

# How Leather for Shoes is Manufactured To-day

(Concluded from last month)

To twentieth century inventive genius, the consolidation of the makers of shoe machinery, and the vice of the leasing system, is this evolution largely due. Supplanting the dingy cobbler's shop, establishments with their wonderful machinery to the number of one hundred and eighty are now operating in Canada. With a capital of over \$24,000,000 invested in the business, eighteen thousand operatives produce finished goods to the value of over thirty-five million dollars as a proof of the importance of Canada's boot and shoe industry.

## Departments of Manufacture

No branch of manufacturing shows a more complete separation of processes than that of making boots and shoes. In order to understand the hazard of these factories as insurance risks, it is necessary for us to know what the processes are and the manner in which they are conducted. This series of articles will deal in detail with the shoe factory in a limited sense, i. e., as an assembling shop, touching in a general way only upon the manufacture of the various parts.

The principal methods of manufacturing shoes are the following: The Goodyear welt; McKay; turned; standard screw; pegged and nailed soles. The simplest and clearest way of explaining the methods of manufacture is to, first of all, consider the most important, the Goodyear welt, and afterwards, if necessary, point out the differences distinguishing this method from others.

A modern shoe factory is divided into several departments each usually kept separate from the rest. These are the cutting department, the stitching department, the sole leather department, the making department and the finishing department. We will consider the subject in this order, explaining the processes of each department and later any hazards peculiar to them.

## The Cutting Department

In the cutting room there are three classes of work done, the cutting of quarters, vamps, tops, tips, etc., for the outside of the upper; the cutting of lace stays top facings, back stays, tongues, etc., called trimmings; and the cutting of cloth linings. The shoe uppers are made from light flexible leather stock of various kinds and grades. On high class footwear the several parts are cut out by a workman who runs a sharp knife around a properly shaped pattern. On cheaper grade shoes, linings, leather and trimmings are all stamped out with dies in a "clicking machine." Cutting boards on which the hand cutting is done are usually of soft pine or basswood, and in order that the continuous cutting may not form ridges and spoil the board, its surface is treated with linseed oil mixed with glycerine. After the tops, vamps, quarters, etc., are cut their edges are colored by being brushed with naphtha black and they are then matched, strapped together and passed to the stitching department.

## The Stitching Department

In this department the edges of the parts that form the shoe upper are skived and bevelled on a machine called the "skiving machine." These edges are then folded by a small machine so that they present a finished appearance. The ornamentations to the toe-tip are then stamped out by a power tip-press and the various parts are sewed together by power sewing machines. The seams are usually cemented

together with rubber cement and after stitching are pounded down by a machine. The linings are pasted together and stitched, and then fastened to the leather part of the upper and the whole passed on to workers operating eyelet machines, which place the hooks and eyes with a speed and precision that is marvellous. The vamp, tongues, tips, etc., are then put together, rubber cement being used where necessary, the vamp is stitched on, and the heel straps attached. The upper is then complete except for stretching, called "crimping," which consists in wetting and stretching the upper parts by machine and afterwards drying them, either in small boxes heated by lamps, gas or steam, or in the large dry rooms which are to be found in some factories. In the stitching department is done all work of assembling necessary to make a perfect upper and when it leaves that department it is ready to be put upon the last.

## The Sole Leather Department

The soles of boots and shoes are roughly cut out by means of dies. The leather, after being softened in water is placed on die blocks and a heavy steel pattern is forced down, cutting the shape desired. After being thus pressed out, they are made to conform to the exact shape by "rounding." The roughly stamped piece of leather is held between clamps, one of which is the exact pattern of the sole, and a sharp knife, operated by machinery, follows around this pattern cutting the sole into conformity with it. The out-sole is now passed to a heavy rolling machine, where it is pressed between heavy rolls. This takes the place of the hammering which the old time shoemaker gave his leather to bring its fibres closer together and increase its durability. The inner sole is roughly stamped out in the same way as the outer sole and is brought to the desired shape on the "rounding machine," after which it passes through a splitting machine which reduces it to an even thickness. The inner sole is then "channelled" on a special machine which cuts a slit around its edge and another along its surface. The little lip which is formed in this way is turned on another machine to form the shoulder against which the welt is sewed. The pieces forming the heels are stamped out in the same way as the soles and are then roughened and cemented together. They are next placed under great pressure, giving them their exact form.

The soles are sometimes water-proofed if that is a regular process of the factory.

## The Making or Assembling Department

In this article we shall attempt to give in brief outline the processes by which the Goodyear welt shoe is brought to completion. All other modern methods employed, such as the McKay, follow along the same lines, but often have some of the details simplified or omitted altogether.

The various parts of the shoe, the upper, soles, heels, rand, together with the box toe, counter and shank, all meet in the assembling room. A wonderfully ingenious machine, the Ensign lacing machine, passes strong twine through the eyelet holes and ties it automatically. This is done so that all parts of the shoe upper may be held in their normal positions while the shoe is being made. Between the lining and leather of the upper is placed the toe stiffener or box toe, and cemented there with shellac, dextrine or glue, according to the grade of shoe. The counter is also placed at the heel and fastened by cement. The inner sole



is then tacked to the wodoen last, which is placed inside the prepared shoe upper and fastened to a spindle on the Rex assembling machine which centres and tacks the upper to the last. The lasting machine is one of the most important in the work of the boot and shoe making, for if the parts are to conform exactly with the last, and upon this the beauty and comfort of the shoe depends, it is necessary that this operation should be done with care. The machine itself is almost human in the way it performs its task, as it draws the leather evenly and tightly around the last, at each pull of the pincers automatically driving a tack partly in to hold the upper exactly in place, and stretch it equally in all directions. The trimming machine rapidly trims off any surplus parts of the upper and the pounder, in which there is a little hammer, pounds the leather and counter at the heel until that stiffer portion of the shoe conforms to the last. The welt is then sewed in place by the Goodyear stitcher, the stitches passing through the lip of the inner sole, the upper and the welt, which extends around the shoe from the heel seat on each side. This stitching machine has been the leading factor in the revolution that has taken place in shoe manufacturing. The work it accomplishes was, at one time, a difficult and laborious task.

After this process the surplus portions of the lip, upper and welt, are trimmed off by an in-seam trimming machine and the seam is flattened and the welt made to stand out at right angles by a welt-beater. The tracks which held the insole in place are now removed, and the outsole is placed in position, after a liberal coating of rubber cement mixed with a filler such as leather dust, ground cork, etc., has been applied to both soles. The outside is pressed firmly into position by the sole laying machine, and the sole and welt are then trimmed on the round-rounding machine so that they protrude a uniform distance all around the shoe. At the same time, the machine cuts a channel in the sole in much the same manner that the work was done upon the insole. A channel opening machine then turns up in the lip of the channel and the sole is ready to be stitched to the welt. This is done by the Goodyear Outside Rapid Lock-

stitch machine, after which the channel is cemented down with rubber cement and pressed smooth against the wheel of the channel-layer, so that the stitches are entirely hidden when one looks at the bottom of the sole. The automatic sole leveling machine now rolls over the sole, smoothing any unevenness, and that portion of the sole which is to serve as a heel seat is trimmed and nailed down.

The shoe now receives its heel, which, with the exception of the top lift, has already been prepared as previously described. This is done automatically, by the lightning heeling machine, all the nails being forced in at the same time, leaving about one-eighth of an inch protruding. On these outstanding nails, the top lift is pressed down, and the small ornamental brass nails, called "slugs" in the vernacular of the shop, are driven in by the slugging machine. The heel is then trimmed and scoured with revolving rolls on which the sandpaper is made to conform to the shape of the heel desired, while blowers carry away all dust resulting from the operation. The mechanically complete shoe has now only a certain amount of "finishing" to go through to put it in a saleable condition, and this it receives in another department.

These processes are mainly directed toward smoothing and polishing the shoe. First the breast of the heel, or the part which faces the forepart of the shoe is trimmed and scoured by the breasting machine and the sole edges are "set" or trimmed and smoothed by the edge-setting machine. The edges are then coated with blacking, hot wax rubbed into the heel, and the stitches around the welt are made to stand out by the separating machine, a little tool which makes a series of indentations between the stitches. The edges are now finished on a special machine in which a rapidly oscillating piece of steel constantly heated passes over the surface, bringing it to a brilliant and lasting finish. The heel is coated with a special ink and burnished in the same way. Any surplus ink or stains that may have gathered on the shoe are frequently removed by rapidly revolving cloth wheels.

For the final finishing of the sole sandpaper wheels and



INTERIOR OF DUPERE & GARANT'S LEATHER AND SHOE FACTORY SUPPLY ESTABLISHMENT IN QUEBEC



Naumkeag buffers (emery covered rubber wheels) are used upon the bottoms, giving them a soft velvety appearance and making possible the most desirable sole finish. Drying boxes consisting of enclosed steam pipes moderately heated are sometimes used before the final finishing process to dry out any moisture retained in the leather. The bottoms are then stained and brought to a high gloss by numerous rapidly revolving brushes. If a trade mark or the maker's name is to be placed on the sole this is next done by a heated die and the shoe uppers are ready to receive attention.

The shoe is placed on a treeing machine and the form expanded so that the upper can be ironed out. The irons are heated and dipped in alcoline and dye before being applied, although the process is often done by a machine. If the uppers are calf they are first soaked in water, and then covered with blacking composed by lampblack, gum tragacanth and soap. They are then oiled with neatsfoot or cottonseed oil, dried for twenty-four hours, and then after successive applications of various dressings, finally polished. The linings, if soiled, are cleaned, and defects or roughness in the soles or heels filled and smoothed by the application of wax, naphtha and black stain. The laces are then inserted and with a final dusting the shoes are ready for inspection and packing.

This rapid sketch of the processes employed in the manufacture of boots and shoes, while sufficiently detailed for our purpose, gives but a bare impression of the vast conglomeration of machinery contributory to the activities of a large shoe factory. When the reader is told that over one hundred distinct processes each demanding its own machine, and that one hundred and forty operators handle each shoe from the leather to the packing case, he begins to realize that here is a system of small mechanical units working in harmony to produce the finished whole. None of the machinery used in these processes is of a type that can be called hazardous from an insurance point of view, notwithstanding which it is only too true that the losses upon boot and shoe factories have in recent years become increasingly serious.

## Direct Your Selling Force

Early in September a shoe salesman hurried into a little town. His idea was to hurry out again so that he could spend the evening in the city, but, in true shoeman style, his eye was caught by an attractive display of shoes in a strange window. It was a new store.

Salesmen generally "look up" a new store before trying to sell to it, but one of the fixtures stuck up bare and empty and gave him a happy thought—his stock department.

Entering the store and glancing over the array of clerks, he spotted one of them who seemed to be the person in authority.

"I see you are running shy on oxfords. Thought perhaps you might like to size up from our stock department. We've got a corker and I can have any shoe you order in here Thursday morning."

Well! The man was the buyer all right, and he was a surprised buyer. Here was a salesman who didn't stop to introduce himself or his house, but hit right off the bat onto something the buyer was interested in.

"How do you know I am running shy on oxfords?" was a very natural query for him to make.

"Easy enough," said the salesman.

"I saw that you had taken a shoe out of the window and if you had a lot of them inside you wouldn't have done it. Now here is our In-Stock catalog —" and before the salesman left he had a good order for the in-stock department, and subsequent happenings show that he opened a new and good account for his house.

All of which is a demonstration that the average salesman goes off half-cocked. Why hadn't this salesman been tipped

before he left for his territory that there was a new store in this particular town. If the sales-manager had been onto his job, this store would have been the chief objective point of the trip. Fortunately the salesman was a good one, and he compensated for a weakness in the organization.

Just why a salesman should be turned loose into a given territory with a trunk to get the most out of it merely because he is in it, is more than can be figured out.

When a salesman goes into a territory he should have his trip and side trips routed, he should have a complete list of who to call on and who not to call on and why. He should know how much each firm should be expected to buy and what lines they are likely to be most interested in. He always has new buyers to meet, and he should be told something about their business history and their personal peculiarities. It is the work of the salesmanager to find all these things so that his salesman can work most intelligently and efficiently.

Even the experienced salesmen can benefit by such service from "the office" and if more of this service were rendered to the man on the road there would be more good salesmen. Probably you know of at least a dozen salesmen who drifted from house to house for several seasons and then suddenly blossomed into a star for some other house.

Nothing to it. These were good men all the time, but nobody had put any intelligent effort into discovering them. They had to discover themselves at the expense of their own time and through earning small salaries when they should have been earning larger ones, and at the expense of the several houses with which they did not make good, just because they were not steered right. If you want a salesman to sell all he ought to sell, steer him, but don't go so far with the work that you destroy his personality.—Shoe and Leather Reporter.

## Tell Clerk Quietly of His Faults

When you find a clerk in your store who has pretty badly mixed things up for you in making a sale or handling a complaint, don't get mad and bluster around. Keep cool. Get the clerk into your private office or take him out for a walk and talk it over with him. Tell him how it should have been handled, and then give him a chance to do it again. If he continues to show lack of judgment, he is hopeless, and you may as well let someone else train him. But in the majority of cases, you will be able to make a grand-stand finish out of a bad start. Of course, there are a lot of fellows who will not be shown, but still, there are those who would appreciate and profit by a kindly word of advice. Clerks brought up in this manner, will become your most trusted and best men, and this is the route for those who wish to build their organization from the inside, out. A clerk is not supposed to know everything about selling or store management, and simply because he claims to be a clerk, he cannot be held responsible for all the details of a clerkship. If he were as capable as you, he would likely become a manager or proprietor.

### FINDS IT A VALUABLE PAPER

I am enclosing my cheque for one dollar to cover a year's subscription to the "Shoe and Leather Journal." I do not see how you can issue such a valuable paper twice a month for such a small amount.

Fenelon Falls, Ont.

M. H. McCallum.

### IS HELPFUL AND PROGRESSIVE

"The Shoe and Leather Journal" is a splendid and progressive paper. The articles are good and I have received many pointers from them.

Port Coquitlam, B.C.,

R. C. Galer.



# Don't Work Clerks on the Commission Basis

This System is a Losing Instead of a Gaining One for Up-to-Date Shoe Dealer—Neither Clerks nor Employers Favor it—Sometimes Pays in Sale of Findings—Suggested Substitution for the p.m. System

Does it pay the retail shoe merchant to give his clerks a commission on all or certain goods sold by them? By most people it is popularly known as the p.m. system.

From a canvass of a large number of shoe dealers it is very quickly seen that this system of selling is not regarded with much favor.

Every retailer is anxious and only too willing to increase his turnover, and any systems or methods which aid sales always merit attention.

On the face of it, the p.m. system appears to be a business getting one, an incentive for salespeople, and a scheme which results in ultimate profits to both employer and employee. But, after one has tested the method he generally finds that, like everything else, it has its drawbacks. In this case, the drawbacks seem to more than balance the advantages obtained.

Chief among them is that ninety per cent. of shoe clerks are inclined to make "too much of a good thing" in the p.m. system. Shoemen to-day are not merely interested in drawing a buyer into the store and making a single sale. Little profit results in one of any temporary transactions. Keeping a customer is far more important, and if the store's clientele is to grow, service is necessary. The customer must be kept satisfied if his steady patronage is expected.

## Wherein the Fault Lies

Now, old lines, shelf-warmers, etc., must be sold, but this can be accomplished in a diplomatic way. When Blank, whose foot-comfort happens to be his special hobby, comes into the store, it is not wisdom for the clerk to think of shoving off on this man a line which is plainly unsuitable, making a sale which results in profit to the clerk, dissatisfaction to Blank, and ultimately, loss of patronage to the store. Sad to say, the salesman working on the p. m. or commission basis, is more inclined to think of profits ahead for himself than he does of building up trade for the store. In other words, he will nearly always pull out an old line, and when met with an objection by the customer, extract another shoe which is liable to prove just as undesirable, or even more so, giving the purchaser an impression that these goods are the best that the establishment carries. Even supposing the sale is made, when a customer has worn the shoes a few days, and compares them with those worn by others around him, which are built on 1913 style lines and then looks down at his own, which carry all the ear-marks of a 1910 vintage, his feelings towards the dealer are sure to undergo a change to the benefit of the rival shoe store. This is the chief objection to the p.m. system. A clerk working on the commission basis loses sight of his employers' interests in the furtherance of his own.

Some persons will say, "Oh, yes, that is very true, but why cannot the dealer himself keep a strict eye on his help, and see that more tact is used by his assistants in handling this stock." The futility of this plan is instanced in the experience of a Quebec dealer, who, when reproaching a clerk for being too eager to make old goods on which he netted 10% commission disappear, was met with the reply, "Well, you told us to get rid of old stock, didn't you. That is all I was trying to do." This effectually blocked anything further the employer had to say on the subject, as, strictly speaking, the clerk was merely following out his instructions.

## Creates Jealousy Among Clerks

"I made five dollars this week on p.m.'s, and put it all over you fellows," says clerk No. 1.

This remark opens up another phase of the question, and a very important one. One clerk inclined to be a little boastful on account of his success during the week in making sales of obsolete stock, very often gets on the nerves of his fellows to such an extent that the inner workings of the establishment are seriously affected. It is only natural for the spirit of competition to enter into the thing, but it is not always a friendly rivalry. It causes very little to start a series of quarrels that can create a noticeable falling-off in sales. Frequently it narrows down to two of the clerks, and they are wrangling, not only on the subject of commission, but about every little piece of work which falls to their lot. This not only affects their own work, but is detrimental to the team work of the entire staff. Nothing is accomplished in a shoe store where this state of affairs exists. When the proprietor is absent or in some distant part of the shop, all work ceases, everybody pausing to take in a wordy war which is being engaged in by two of the clerks, and they are continually at it, not losing a single opportunity, which means that the head of the establishment must be on hand in order to get through any work.

At best, the retail shoe business is a difficult one. To make a success of it, co-operation is necessary. The whole staff must pull together and there is no place for these small, petty disagreements. The merchant should have his sales force trained so that the machinery will run smoothly at all times, whether he is present or not. The p.m. system encourages friction and dissatisfaction, and for this reason alone, it is undesirable and decreases instead of increases sales.

## Service is the Watchword

Service is one of the important assets in the shoe business. Every customer of the store should be given plenty of time to make his or her purchase. But the amount of time taken by a purchaser when buying a pair of shoes depends largely on the shoe itself. It is comparatively easy to satisfy the average customer with a pair when he is shown exactly what he is after, but consider the amount of time spent in trying to make a sale of a pair three seasons old. If clerks would desist when it is seen that the customer is not likely to buy this shoe, nothing could be said against the p.m. system, but this is rarely the case. The salesman will often spend fifteen minutes or half an hour trying to sell p. m. footwear, when he could ordinarily make the sale in ten minutes or less. During this time, three or four customers may have walked in and out again, or if they did remain, received a bad impression of the store service, and when buying shoes in the future time will remember the length of time it took them to make a purchase at this shop.

The public to-day will not wait for anyone. The merchant with the best service gets the business. Speed is one of the essentials to good service. Then, again, the customer himself generally has a pretty fair idea of what he wants, although the behavior of some callers causes a certain amount of doubt as to the veracity of this statement. It is one thing to spend a certain amount of time convincing a customer of the benefits accrued from a pair of shoes when there really are benefits, and it is another to try and convince him that he is making a wise purchase when he is not. Persistence is a valuable asset in business, but it is a virtue that can at times be converted into a fault, and working a clerk on the commission basis is an encouragement to that end. He knows that it is not wise to persist but for the sake of five or ten per cent., he often earns the displeasure of the customer.

The field for the sale of findings is a first-class one if

worked right. Instead of giving each clerk a commission on all findings sales, as many shoe dealers do, it is much better to put one clerk who can be relied on in charge of this department, and give him a p.m. More sales will be made in this way than if an all-round commission basis was worked on, making mention to each customer of the exceptional value of the store's findings department is commendable on the part of clerks, but when working on the "spiff" system, they are apt to carry it too far, and prove annoying to patrons. If one salesman has charge of the findings department, he will boost it properly, if he is of the right kind, and can look after this branch more adequately than can half a dozen persons.

#### The Substitute of P. M.'s

As a clerk in a Winnipeg store put it, when giving his views on the subject, "Let the employer pay a good wage to his clerks and he has no need of commissions. An efficient clerk does not need to be spurred on by p.m.'s. But to secure a good clerk, the dealer will have to pay him what he is worth. An underpaid man will not usually overstrain himself to increase his employer's revenue, but a well paid, satisfied employee will." There is wisdom in what the clerk says, and it is the general state of feeling among them. Another clerk suggested a sensible substitute for p.m.'s in bonuses. These should be given not alone to the clerk making the largest number of sales, but distributed proportionately, giving each clerk a certain amount, according to the amount of his entire sales or his sales of old stock and his length of service.

### Cutting Down Prices; Increasing Profits

If you go to a "business doctor" or "efficiency expert" and ask him what you can do to increase your shoe business or profits, he will probably advise you to place a few additional salesmen on your force and reach out after new business. He will outline a plan for handling a new line of goods to work in with the range you now carry. He will probably give you all sorts of new ideas which will, undoubtedly, work out right if you are willing to take a chance and try them. But the facts prove that this is not an absolute necessity and this point can, perhaps best be seen from the following true story:

Into the office of a large manufacturing business came a young man who said he could handle the work placed before him. He impressed the new firm agreeably, but after he had been engaged, his new employer took the trouble to find out why he had left his former position. Inquiry brought to light the fact that he had been considered "lazy" and you may imagine the new employer mused a bit over this but determined to stand by his decision and watch results closely. For a few days the new man made a number of inquiries about methods, expenses and miscellaneous matters, but these grew fewer and fewer as the length of his service increased. In order to make sure that the new fellow did not relax into the indolent habits which his former employer had indicated, he made regular daily visits to this man's department and, strange to say, he found him frequently absent. Finally, in the belief that there might have been some truth in the suggestions he had received of the man's ability, he called him to his office and asked for his showing in the department.

In an hour the new man was back, having explained that his plan called for a statement each Monday morning for the previous week, and this being mid-week, it would take a few minutes to tabulate it properly. As the proprietor read, he pondered. For there it was as plain as day \$100 profit against loss of \$188 for the same period of time a year previously under the old manager.

It was but natural that this called for an explanation and the new man replied that he had let several of the less

competent persons go and had slightly increased the salary of some of the others. By this method he secured more work and reduced expenses materially. Not only that, but his letters and advertisements had been better trade pullers and the business had shown a nice little increase in volume over that of a year ago. It was true that the new man was not obliged to devote all his time to the work and it was not long before he took another department and placed it on a better paying basis and received a nice increase in salary for his efforts. Then a third department was added to his duties and his salary was again boosted and each time the new manager found new economies and novel methods that surprised even the old timers in the business. The secret of his ability was that he improved the material and the service at hand rather than added to it. The additional salesmen and the new lines might have helped temporarily, but his idea was to remove the deadwood. By making each member of the present force a producer he secured co-operation and definite results which told in the weekly business.

In the retail field there are great possibilities for this kind of a man. Do not fire a man because he does not seem to do the work rightly, but first ascertain if his energies are being spent economically. Last week I interviewed a man who said it was impossible for him to apply himself when he was obliged to wait on trade. In trimming windows or working up sales ideas he excelled, but when he was taken from these, he just "moped" until he was relieved again from this disagreeable work.

Study your sales force to-day. Have you a man doing a boy's work and have you some other man where he ought not to be? If you should increase the salary of your best salesman or salesmen and let one of the poorer ones go, would it not be possible for you to do even more business than you are now doing? If you got a boy to attend to the sizing up of stock and then allow your salesmen to do nothing but handle trade, could you not work economies over your present system of doing things? These are pertinent questions which you should ask yourself. Business economists generally agree that the effort should be to get more out of the present material and workmen than to increase the output and thus decrease the overhead charges.

#### FINDS IT A GOOD "STIMULATOR"

*Enclosed find \$1.00 for the "Stimulator." You call it the "Shoe and Leather Journal," but I find in every copy something to stimulate me in the shoe business. Yours very truly,*

*A. E. Blois.*

*102½ Agricola street, Halifax, N.S.*

#### HOW SHOE FIRMS BECOME KNOWN

*"I have noticed in the "Shoe and Leather Journal" a number of firms manufacturing boots and shoes that I knew nothing of previously. I like your pointers on styles and the articles on cost and stock keeping are also lively and bright.*

*J. Levingston."*

*Victoria Harbor, Ont.,*

#### SHOULD NOT BE WITHOUT IT

*"I have received a great many helps and suggestions from the "Shoe and Leather Journal" from time to time. I consider that no up-to-date shoe merchant should be without such a paper. Wishing you every success, I remain,*

*Sincerely yours,  
George A. Meloney."*

*North Sydney, C.B.*



# How to Keep Your Show Windows Clear of Frost

**Practical Methods Which May be Applied With Effective Results—The Value of Window Displays and Their Power to Pull Trade—Keep Temperature on Both Sides of Glass as Nearly the Same as Possible**

The most valuable thing that you have about your premises, next to your stock, is your show windows. You possibly do not realize what an asset windows are. The rent that you pay for your store or its assessed value is practically gauged on two considerations—desirability and centrality of location and the width of your frontage. In all large real estate transactions, values are generally based at so much per foot frontage. Therefore, you can see how you should make every inch of display room at the front of your premises tally. So much has been written on this subject that it is hard to present any thing new.

Another fact which cannot be too forcibly driven home is that your windows are the cheapest and most effective medium of publicity that you possibly possess. In view of this, it is surprising that more attention is not given to elaborate trims and frequency of change by the average retailer. In a few months the cold weather will be coming on. There will be frost, snow, slush, ice and strong winds. The problem of keeping windows free of frost in cold weather has proved a troublesome one with many a dealer. It is just as necessary that the window should have as clear a surface in the frigid months as during the summer time, if not more, for as many shoes, and more, are disposed of during the winter season than at any other period. The condition of your windows has a large bearing on the success or failure in selling goods. If you keep your windows clear, arrange your displays nicely, have a suitable background and striking store cards, you are encouraging trade in as forcible a way as in any other kind of advertising. Frosted or opaque windows are an awful handicap.

## A Formula for General Use

Talking to a business man the other day, he gave the following suggestion for general use in keeping his windows clear.

Where windows do not frost over very heavily it is possible to keep the glass clear by throwing a strong current of air over the inside with an electric fan. It is best to conceal the fan with merchandise or a show card. The current of air should strike the glass from one side and sweep over the entire surface. In large windows two fans should be used.

The windows frost over because of the difference in temperature in front and back of the glass. If the air in the window is warmer than that outside, there will be condensation of moisture when it strikes the glass. Thus the point is to make the temperature on both sides of the glass as nearly the same as possible.

The window should be enclosed, the back, the sides and floor being practically air-tight so that none of the warm, moisture-laden air of the store or basement will find its way in. Sometimes this will be all that is necessary, but in most cases you will have to go further and have some form of an opening just below the glass to admit cold air into the window, and openings in the top to let out the warm air. This circulation of air from outside is expected to keep the temperature of the inside of the pane much the same as that outside. However, it lets dust into the windows at times, unless the opening is covered with cheesecloth or a fine screen.

There are several ways of ventilating the windows you already have. First, be sure that the floor and background are thoroughly air-tight and then arrange for the ventilation of your windows by means of any of the following plans

which adapts itself to the construction of your particular window.

## Another Good Method

One method is to bore holes through the window moulding in which the glass rests, about one inch in diameter, also bore corresponding holes in the upper sash of the window, these holes to be six to twelve inches apart. There is a metal tube with screened ends that can be procured that fits into these holes.

If the glass is so set that there is no wooden sash to bore through, it will be necessary to overcome this by installing air ducts from the base of the window up through the floor. These openings can be connected with the tin pipe, such as is used in heating plants. In the top of the window is an opening of the same size.

These openings can be covered with small iron grills, such as are used in floors and walls of houses that have a hot air heating system. A similar plan would be to use the elbow of the stove pipe, opening into the floor of the window and opening out into the street, in the bulkhead of the window; the openings should be of just such size that the stove pipe would fit into them. These openings could be covered with a layer of fine wire screen and then a layer of coarse screen, which will serve to protect the finer wire. Almost any kind of opening in the top of the window, of sufficient size to carry off the amount of air which is let into the window, is all that is necessary.

There are some show windows that are built in what might be termed "bay window style," protruding out over the sidewalk. All that is necessary is to bore holes through the floor which overhangs the sidewalk, with corresponding holes in the ceiling of the window. This provides for the ventilation. It will be necessary, however, to put a little tin cover over the holes in the roof, so that rain will not get into the window through the holes. One method of arranging is for a slide that will close up the openings in the base of the window. This is particularly desirable in the summer time, when ventilation is not needed, and when dust is likely to get into the window. The device is very simple, being nothing more nor less than a frame of mouldings around the holes or other opening, with a slide cover that works back and forth in the moulding.

## For Open Back Windows

There are many windows that are not enclosed, commonly known as "open back windows." With this type of window it is impossible to use a ventilating system as a preventive of frost. About the only thing that can be done in a window of this kind is to get enough heat next to the glass so that it is too warm for the frost to accumulate. Some stores use electric heaters in the windows, while others burn oil heaters. About the best method we know of is the one wherein a gas pipe is run along the lower edge of the glass, the upper surface of the pipe having tiny holes pierced in it about one inch apart.

When the gas is turned on and a match applied to these openings, you have a series of tiny gas jets that throw an even amount of heat up over the entire surface of the glass.

These methods are not very sightly and there is the additional danger of certain goods catching fire, or damage to shoes by the heat. Really, the only practical method is to close up the back of the window and ventilate with cold air from the outside.

a b c d e f c h i j k l m n  
 a b c d e f g h i j k l m n  
 c p q r s t u v w x y z Z  
 o p q r s t u v w x y z &  
 1 2 3 4 5 6 7 8 9 0 \$ ¢  
 One Stroke Roman 1913  
*One Stroke Slant Italic: Single Stroke Skeleton*

*Music Pen Lettering*

A B C D E F G H I J K L M N O P  
 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 & F E T P  
 Q R S T U V W X v 7 & R S R +  
 a b c c d d e e f f g h h i j j k k l l m m  
 n n o p p q q r r s t t u u v v w x x y y z -  
 1 2 3 4 5 6 7 7 8 9 0 \$ ¢ % ? ! ( - ) " "  
 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 & %  
 1 2 3 4 5 6 7 8 9 0  
 a b c d e f g h h i i j k l m n o p q r s s t u v w x y z b d Quality

Charts used by Mr. Hess for card writing



# How to Become a Proficient Store Card Writer

But Do Not Stop There, Add Window Trimming and Advertising—Care and Intelligence Must be Coupled With Practice—  
Able Address Delivered by Leading Exponent of the Art—The Proper Materials

## SOME GINGER FOR WRITERS

*You've got to come to pen lettering to hold a job to-day.*

*Don't stick to card writing alone; add to it window trimming and advertising.*

*"Amateur" on a show card is not only a disgrace to the writer, but an injury to the store.*

*Card writers in the big stores stick to "lower case" letters like people get in the newspapers.*

*No man who uses "ain't" has a right to teach another man advertising. Seek to improve your English.*

*Show card writing came to New York from England forty years ago. You can't touch the air-brush work of London.*

*There is no more reason why a man should become a skilled card writer than a great surgeon or anything else. The "law of average" applies.*

*"Careful and intelligent" practice, not practice alone, makes perfect. You've got to use your head.*

*Sign painting and card writing do not necessarily go together. I loathe the odor of turpentine.*

Wallace G. Hess, of Chicago, who is a recognized authority on card writing, being a card writer of note himself, gave an able, helpful address before the convention of the Canadian Window Trimmers' Association.

In opening he remarked that he intended, through the course of his lecture, to criticize any cards of those exhibited which he thought were worthy of mention, and stated that he hoped no one would feel hurt by any remarks he should make as it was a question whether a constructive or destructive critic does the most good.

A successful publicity man, he continued, must first obtain a good grasp of the English language. This was one of the prime essentials and no man could afford to neglect it; no matter how much he thought he knew, he would still have something to learn. He referred to the "Correct English" magazine which was published in the United States, and said that it was an excellent thing for the brushing-up of anyone's English.

### Masters of the Air Brush

Mr. Hess states that show card writing came from England, and about forty years ago it first made its appearance in New York. The English are masters of the air-brush and for the greater part are superior at pen and brush lettering.

He states that throughout France, and the Republic to our south, they are almost without exception demanding the small lettering. No person wants a card that may be read across the street. The windows on one side of the street are enough for passers-by to observe at one time. The small pen lettering is therefore by far the most popular, both for sale or high-class display cards.

For small lettering, Mr. Hess pointed out the advantages of the Leeman music pen over all others. This pen derives its name, not as some people thought because it made a noise when in use, but because it is used by music writers. The music pen may be swung around a corner which is almost an impossibility with a Soenecken pen. The speaker also drew the attention of those present to the fact that the music pen must be pulled down and not up. The Soenecken pens for some purposes are preferred to the music pens. In order to get a Soenecken pen flexible it should be very carefully handled and this method was thoroughly explained.

Mr. Hess thoroughly explained the work of suit case lettering and advised for the purpose the use of the Soenecken pen for the smaller, and camel hair brushes for the larger letters, with a waterproof ink. These brushes, he ex-

plained, should be well cared for and washed off with turpentine. Great care should be taken with the cloths that are used for drying these. They should be kept in a galvanized iron box, because if they are left lying around in contact with wood or paper they are liable to cause a fire.

### How to Lay Out the Work

To the beginner of card writing the speaker gave good advice upon how to go about his work, and in this he brought out many points which, while intended for the beginner, ere of great value indeed to many who had had long experience.

The card should be laid out in neat form, long words should be substituted for short ones, and vice versa where it is necessary to give lines a neat or uniform appearance.

Much time is saved by the use of stencils for laying out the card. An assortment of these will always come in handy to the card-writer.

Large price cards are not necessary, nor should a great deal of reading matter be put on a card, but care should be taken to give sufficient wording that it may have body.

Lower case letters are used considerably the most by the best card writers. Much advertising is done in lower case type, and the show card is to a great extent in conformity with it.

Letterine is the best coloring to us, although distemper colors are excellent.

Mr. Hess strongly recommended the use of guide lines when more than one letter was necessary for a card. In the accompanying cuts, which he discussed at considerable length, it will be noticed that along the margin are marks which are intended to be joined to form guide-lines.

Fancy decorations add considerably to the appearance of a card and particularly a small corner decoration. Germany manufactures many of these and a number of American and Canadian card-writers use them, but there are American firms who manufacture these and which are a great deal more satisfactory than those from over the water.

Air-brushes, to give good results, should be clean. It is in this that many air-brush workers fail to produce the best results from their efforts.

Ideas for cards should be sought for in many sources, they may be copied from any source, except the opposition store windows.

Diploma lettering is productive of good returns, and a card-writer who has some idea of really artistic lettering would get a great deal to do.

# STRAY SHOTS FROM "SOLOMON."



It is not a disgrace for a man to fall, but it is a shame for him to lie in the mud. The sin of failure is staying down. If you have failed seventy times seven, get up on your feet and start for the goal again. "A just man falleth seven times but riseth up again, but the wicked falleth into mischief." There is no guarantee that a good man will not sometimes make sorry blunders and commit grievous sin, but you can tell a good man from a bad one by how he takes his tumbles. When a man makes his bed in the muck, he is fond of soft dirt. The man who gets up, brushes it off and makes off again is sure of better things ahead. If you have become discouraged either with your "luck" or with your evil habits, don't give up. Have another go at it. The best men will tell you they have been ready to give up in despair, but having persevered, have at last come through like the gold through the fire—the better for the ordeal.

"Prepare thy work without and make it fit for thyself in the field; and afterwards build thine house." There are plenty of houses built where the barns should be, and vice versa. At the start in housebuilding, as in many other things a great deal more depends than on some other things. There are men losing brain, nerve and muscular force every day in propositions that do not give adequate results for the expenditure because they started wrong. Most of the trouble in life, and especially business life, is brought about by misfits—round pegs in square holes. Make sure you are in the right place—on the right job, and then hammer away night and day until success comes. But if you are spending time and money at something you are not adapted for or that does not give you the chance your abilities call for, try and get where you can swing them. Life without a plan is like running a ship without equipment.

Keep your eyes in front. Look where you are going. Leaps into the dark are dangerous and often fatal. But above all, look well to your moral going. It is not necessary that you should make money or be successful in your calling, but it is absolutely necessary that you should be true to those divine instincts that have been placed within you. "Ponder the path of thy feet, and let thy ways be established." Life is no hit or miss venture, it is a tremendous issue. How you come out of it at the end is infinitely more important than how much money you will leave your family. "Ponder the path of thy feet." Think out every step in the sense that every one may lead you farther away from that which is true or bring you nearer the goal of true manhood. "I did not think" is the excuse of the schoolboy. These days a man has to think or he finds his feet in bogs and quicksands before he knows where he is.

The man with the sneer is no good to the world. People may smile at your smart criticisms and may give your sayings credit for brightness, but will leave you alone if you have a sharp tongue. "The scorner is an abomination to men." You show your contempt of your fellows and they will not be slow to show their feeling for you. It is astonishing how many people there are who think it is smart to criticize, and yet how cheap and easy a thing

it is to find fault. Those who have never lifted a little finger to ease the burdens of humanity will tell you glibly of the mistakes of Christianity or the follies of philanthropy. Before you find fault ask yourself what right you have by what you have ever done yourself to overhaul the work of others. Above all, steer clear of that poison of asp's, the spirit of the sneerer, the caviller, who sees no good in anybody nor anything. It is a sure and certain sign of moral crookedness for "as a man thinketh in his heart so is he."

Don't be a "know-it-all." There are thousands of things you can learn from those around you, no matter how humble they may be. Go to the "ant" or anything else that will give you an idea and don't be ashamed to let people know you are a learner. The world has patience and sympathy for the man who has the "open mind" and lays traps for the fellow who goes about with the "see-what-a-wonderful-fellow-I-am" air. "Smart Alecs" never get very far. They shut doors of opportunity in their own faces. "Be not wise in thine own eyes." Don't think you are such a wonderful fellow. There is some quiet man around the corner who has done what you are cackling about a dozen times and never thought it was worth the telling. Give yourself a chance by taking it for granted that one head can't hold all the ideas of a community.

## Many New Branches Being Formed

The Retail Merchants' Association is making fine progress throughout the province of Ontario and during the past few weeks several new branches have been organized. At a meeting held at Collingwood on October 6th, which was well attended, the following officers were elected: President, M. Patterson; 1st vice-president, Charles E. Begg; second vice-president, John Orr; treasurer, John Darroch; secretary, Charles McDonald. All the officers are now well in harness and it is the intention of the Collingwood merchants to hold a retail picnic next summer. The proposal has met with hearty endorsement.

Another branch has been organized at Shelburne. At the meeting held on October 7th Mr. Best, M.P., was in attendance and spoke strongly in favor of business men getting together, for in unity there was strength. He also spoke against the peddling system, remarking that the government should put a stop to all pedlars as they were a nuisance as well as a danger to any community. The Credit Reporting and Collection system of the Retail Merchants' Association was much praised. The officers elected were: President, R. A. Rickey; first vice-president, S. M. O'Flynn; second vice-president, J. Chalmers; treasurer, G. Bretz. The position of secretary was left for the executive to fill.

At Grand Valley another branch was formed recently and practically every merchant in the town has joined. The officers are: President, Thomas Watson; first vice-president, M. H. Mutrie; second vice-president, M. A. Britton; treasurer, George Gough; secretary, W. R. Hamilton.

At Meaford the following officers have been installed for the year: President, M. M. Stephens; first vice-president, C. F. Rumsey; second vice-president, M. C. Boyes; treasurer, E. E. Ellis; secretary, J. C. Jay.



## An Enterprising Eastern Firm

One of the best known firms in Quebec in the leather and shoe factory supply line is Dupere & Garant, 610-612 Rue St. Valiere. They represent the Bonner Leather Co., manufacturers of glazed kid leather, Montreal; Cotton Threads, Limited, Montreal; the O. K. Shank Co., Montreal; E. A. Jones Co., (shoe blacking and dressing manufacturers), Brockton, Mass.; Yankee Mfg. Co., manufacturers of shoe paste, New York; La Cie des Cuir et Chaussures, Plessisville, Que.; Herman, Behr & Co. (Carborundum paper manufacturers), New York; Peerless Rubber Heel Co., Preston, Eng.; Dominion Supply Co., Montreal, and Paul Paulin, tanner, of St. Claude, France. They import supplies from France, Belgium, England, Norway and



United States, and are jobbers and importers of upper leather of all kinds, sole leather for cobblers, rubber cement, leather laces, cork insoles, etc.

Alfred Dupere, senior member of the firm, is well and favorably known to the shoe trade of Quebec. He was born in the town of Levis, Quebec, on April 20th, 1870, and received his education at Levis College. He then entered as an apprentice at shoemaking, and worked several years in a factory. In the year 1899 he became manager of the shoe and rubber department of the Campbell Shoe Co., and after remaining with that house for five years, took a position with the W. A. Marsh Co. His next post was manager of the rubber department of Jobin & Rochette and later he was employed as salesman for Fisk, Limited. Three years ago Mr. Dupere started in business for himself with a few agencies and later took in partnership Mr. Garant. They have developed a very large and satisfactory trade.

Alfred Garant is a native of Quebec City, where he was born in 1881. After taking a commercial course in one of

the colleges of the ancient capital, he spent twelve months in Haverhill and Brockton as a shoe cutter. He later took charge of the cutting room of Goulet & Garant, where he was for some time. Afterwards he was with the Louis Gauthier Co., as assistant superintendent and about a year and a half ago joined forces with Mr. Dupere. They have met with success, and this spring extended their place of business.

## Do Fall Fairs Interrupt Trade?

A correspondent from St. John, N.B., writes interestingly of business conditions in the Maritime Provinces. He says: Throughout the Maritime Provinces conditions in the shoe and leather business seem most pleasing for a successful fall trade. At present the rush of fall business has not commenced to any appreciative extent in the retail trade, but the wholesale houses report that orders thus far have been very satisfactory, considering certain matters which have interfered somewhat, but only temporarily. In different parts of the provinces the annual fall exhibitions and fairs have been in progress in some of the towns, and this has attracted many of the smaller dealers from their places of business with the result that orders have been lighter than usual. The business is bound to come, however, for crop and industrial conditions during the summer have been ideal, and there is every reason to believe that this will be one of the most successful years in boot and shoe history in these parts. Of course the advance in prices of leather has retarded sales to a certain extent, but dealers think that it will not be very noticeable, as the comments heard some time ago when there was much agitation concerning the increase, are unuttered now.

Whether it is because of most dealers having been away from their place of business or not could not be definitely said, but a local wholesale manager said this week that his men in the North Shore district had not found business so good as formerly on their first fall trip, and they attributed this fact to the attendance and interest at an exhibition in one of the larger towns. The weather, of course, may have something to do with it, because it has been almost like June during the month of September, and there has been absolutely no demand for rubber goods or heavier lines in leather.

## Carrying Heavier Lines

Dealers in the retail trade seem to be stocking more particularly this fall heavy leather lines which they say are each year replacing orders in overshoes and rubbers. "We do not sell so many pairs of men's rubbers or overshoes now as we used to," said one retailer this week when asked concerning the matter, "but we can notice a keener demand for men's waterproof leathers and both tan and black are selling well. The tendency is noticeable to a certain degree among women-folk as well but not nearly so much. The request is being made more frequently, 'Let me have something with which I shall not have to wear a rubber unless the weather is more than ordinarily disagreeable.' We do not mean by this, however, that the sale for rubbers is not satisfactory; on the contrary, it is very good, but we are merely making a comparison with what used to be a few years ago. I think possibly the condition of the streets and the fact that they are kept cleaner, even in the depths of winter, is largely responsible. Thus far this season there has been no run on winter lines in leather or rubber goods, probably because of the fine weather we have been having about here."



## Will Canadian Tanners Enter the U.S. Market?

Writing to the *SHOE AND LEATHER JOURNAL* regarding the outlook of the leather industry, since the American Tariff Bill, recently passed at Washington, admits leather into that country free of duty, a leading tanner in Western Ontario says, "We have no doubt that a very satisfactory trade can be done over there in nearly all kinds, the principal trouble being to supply the quantity required. We do not, of course, intend to neglect our Canadian trade. By the way, the present situation is very complex from the tanner's standpoint, hides having advanced enormously, as you know. The best dry South American hides have now reached a limit of nearly four or five cents a pound higher than last year's prices which, at that time, were unprecedented. It will simply mean that higher prices for leather and shoes will have to be obtained.

Beardmore & Co., of Toronto, write:—"Conditions are very much the same as they are here, and there is very little difference in the ruling prices. The trade is equally unsatisfactory in both places. The price of hides, as you know, has advanced enormously, and owing to the bad trade leather has not kept pace; consequently it has to be sold to-day at little or no profit, even an actual loss. In some lines trade has been so bad in Canada that very little

leather can be sold, particularly to the harness manufacturing trade, but the other market being so much larger than ours, there is probably a better chance to dispose of surplus stocks. It certainly is a great advantage for our trade in having that market, although normally there is not much more leather produced in Canada than is required, and the Canadian trade should, under ordinary circumstances, take it all, except some lines of sole leather which are at present exported to England. Prophesying is very poor business, and it is impossible for us to give you any information about the future. We have had a good crop in the West and trade ought to improve pretty soon, and we hope will do so. The trouble in this country is that there has been too much speculating, and people have been extravagant, and only a period of entrenchment can put things into proper shape."

A. R. Clarke & Co., Toronto, say:—"In reference to the tariff being taken off leather entering the American market, so far as we are concerned practically all our output is placed in Canada, and only possibly during three or four months in the year would we be able to sell in the States. But our prices are a little above the prices that the patent leather tanners get in the States, still it would only



THIS IS AN ATTRACTIVE SPRING WINDOW WHICH WAS PUT IN BY AN ENTERPRISING EASTERN SHOE HOUSE. THE SAME IDEA MAY BE CARRIED OUT FOR AN AUTUMN DISPLAY BY USING COLORED LEAVES, FALL PRODUCE, CHRYSANTHEMUMS AND DAFFODILS



be at certain times in the year when we accumulate stock that we could sell it in quantities. We understand some of the sole leather tanners are able to place their stock in the States, but in the patent leather business the rush comes and during the period it is on it keeps us going, running full, to keep our trade supplied."

James P. Donald, of the Logan Tanneries, Limited, Pictou, N.S., writes: "In our opinion, we believe that the new tariff bill of the United States will help the producer here and hurt the consumer. In the case of leather, especially sole leather, it gives us a splendid market for our surplus, so that when things get slack around shoe factories in Canada, as they have been this summer, our tanners will simply ship to Boston and sell there. We will thus be enabled to keep the price up here—not that we are getting too much now, but we will not be tempted to unnecessarily cut, as has been done during this season. We can tan just as cheaply and just as good as the Americans, and we would not be surprised to find that some of our larger tanners would work up quite a large extra trade across the line. The only fear we have is that they may be tempted to so enlarge their plants that they will be out of all reason for Canada alone, and when the Protectionists come back to power (as they undoubtedly will some day), a duty of 5 per cent. is all that will be necessary to keep us out, and we in Canada will have tanning capacity for twice or three times our population. That state of affairs would hurt us.

"As regards hides, we would not be surprised to see them go to any price. The demand is greater than the supply and always will be. We can safely assume that hides will not go below 32 for dry and 18 for packers, unless for specific reasons, and they will gradually forge upwards as the years roll on, unless the different governments step in and take hold of the cattle raising business, both for the sake of the meat and the hide.

"Leather prices, will of course, have to follow hides, but it seems to take the tanners months instead of weeks, as is all it ought to take, to get the prices properly adjusted. Speaking of sole leather we may say we are only getting to-day, prices based on those paid for hides six months ago. Even if we were getting prices, based on the figure paid for hides two months ago, we would be getting at least 10 per cent. more than to-day. Tanners are wonderful men, they seem to be mortally afraid of one another."

C. O. Shaw, of the Anglo-Canadian Leather Co., states that his views were pretty well expressed some months ago, when this matter was discussed in the *SHOE AND LEATHER JOURNAL*. He says: "I do not know that I can add anything further to what I then wrote you, which was to the effect that, while Canadian tanners would be at some disadvantage in competing with the United States tanners on an equal basis, yet, at the same time the removal of duty would no doubt be beneficial to leather manufacturers in the Dominion, giving them a larger field in which to dispose of their surplus output, even if at close prices. Undoubtedly some of the Canadian leathers will find a sale in American markets—in fact they are already now doing so, although, of course, in a comparatively small way. It is not likely that Canadian tanners will attempt to make use of that market, except for the disposition of part of their surplus production, which will be insignificant in quantity in such a large market."

Duclos & Payan, St. Hyacinthe, Que., report that so far as they are concerned, they do not see much chance of business with the American market as a result of the elimination of the tariff. This firm say they can sell all their product very easily in this country. American tanners now enter Canada and do business in spite of the duty that prevails against them in the Dominion. The American market is so large that it enables tanners over there to specialize and thus easily meet competition from the smaller market. The

firm conclude: "Leather being now free, may in time enable us also to specialize. That, however, is doubtful as the new tariff is an experiment and only time and experience will show what the result will be."

The Robson Leather Co., of Oshawa, observe: "Relative to the prospects of Canadian tanners finding sale for their product in the United States, now that the duty has been abolished, would say that as far as we are concerned we have given the matter very little consideration. We look upon United States tanners as being quite capable of taking care of the requirements of their own country. Duty or no duty, United States shoe manufacturers are not going to show much interest in foreign leather until such times as the supply in their own country is inadequate to meet the demand and should that time ever come we probably could, if we have it, sell some leather in the United States. To be true we have had a number of enquiries already from the United States, but then they have come from leather dealers, who are always scouting for bargains, but no inquiries from shoe manufacturers direct. Canadian tanners are not likely to extend their plants and build up a large trade on a market as uncertain as that of the United States, for goodness knows how long it would last. So long as the tariff of any country remains in the hands of politicians it will be liable to radical changes, and having once developed a trade in the United States, it would indeed be a serious matter to the Canadian tanner to have the duty restored."

Nazaire Fortier & Co., Quebec, declare that the only good they expect from the removal of the tariff is that, should they have an accumulation of stock in their tannery during any dull season in Canada, they might find a market on the other side of the line. For the present, however, it is not their intention to enter the American market for ordinary production, unless they could secure regular customers in the shape of shoe manufacturers.

John Sinclair, manager of the Barrie Tanning Co., and Chairman of the Tanners' Section of the Toronto Board of Trade, says: "Regarding the removal of the duty on leather under the new Tariff Bill, I would say that, no doubt, considerable leather will find its way into the United States market. With respect to our own particular lines, there is really no change in the tariff, being subject to the same duty as formerly. The writer is of the opinion that the least publicity given to leather going into the United States, the better it will be for Canadian tanners. "I believe if Canadian tanners entered the United States market haphazard it would result in the Americans turning around and dumping on the Canadian market; while if done quietly, there would be little or no notice taken of it. We are, however, receiving a great many enquiries from American buyers with a view to purchasing cheaper than they can secure leather at home."

The Bonner Leather Co., Montreal, believe that owing to the scarcity of leather of all kinds in the United States, it is quite logical that Canadian tanners will take advantage of this market.

C. S. Hyman Co., Limited, of London, in reference to the prospects of Canadian leather manufacturers entering United States, now that the tariff has been abolished, and securing a certain percentage of business, say it is too early to tell what effect the new condition of affairs will bring about.

King Bros. Co., of Whitby, Ont., add: "We have had several inquiries for leather from the United States market, but at the present time it is too early to know what effect it will have on our market.

James Stewart & Son, Pugwash, N. S., says that they do not think there is any prospect of doing any leather business across the border, when wages and raw material are as high as they are in Nova Scotia.

## SHOE NEWS IN PARAGRAPH

The American Shoe Store of Calgary, is now open for business.

J. Friedman has erected a new shoe store in Bloomingdale, Ont.

J. W. Farleum is opening a boot and shoe store in Redcliff, Alta.

James Robinson, Montreal, was in Toronto this week on business.

F. Coleman, of London, has opened a shoe shop in Bothwell, Ont.

A. L. Dupont, Dupont & Frere, Montreal, was in Toronto last week.

C. E. Slater, of Boston, was in Winnipeg and Vancouver recently.

C. H. Reilly, of Welland, was in Toronto recently calling on the trade.

The Schwartz Shoe Store has opened out at 727 Queen street east, Toronto.

The Anglo-American Shoe Co., Limited, has started business in Winnipeg.

R. Watson, shoe dealer, of Victoria, spent a few days recently in Vancouver.

P. A. Doig, of Fisk, Limited, Montreal, was in Quebec for a few days last week.

Frank Slater, of the Eagle Shoe Co., Montreal, was in Toronto on business this week.

J. B. Hurteau, of the Star Shoe Co., Montreal, was in Toronto last week on business.

Robson & Son, Fenelon Falls, Ont., have sold out their footwear end of their business.

Mr. Rankin, of Hunt, Rankin & Co., Boston, recently visited Canadian manufacturers.

Erb Snider, of the Pingree Shoe Co., Detroit, has been spending his holidays in Drayton.

H. H. Lightford, of the Perth Shoe Co., of Perth, was in Toronto last week on business.

A. Willet, late of Brockton, is visiting the shoe factories of Ontario demonstrating Lionne's patent leather varnish.

W. E. Halpin, shoe retailer, of Smith's Falls, Ont., was in Toronto last week for a few days.

The Peerless Rubber Co., Limited, of Guelph, has been granted a charter. The capital stock is \$160,000.

Geo. P. Balfre, Canadian manager of Chicago Tanning Co., was in Quebec during week of October 20th.

H. Mines, late of the Regal Shoe Store, Boston, has joined the staff of the Regal Shoe Store, Toronto.

R. B. Gravlin, of Garside & White, Toronto, is spending a few days among the trade in Montreal and Quebec.

J. Cornett, manager for J. Rae, shoe retailer, Vancouver, has returned from a holiday trip in the east.

G. J. Murdock, president of Snedcor & Hathaway Co., Tillsonburg, Ont., was in Toronto last week on business.

Harry Thompson, of Thompson Shoe Co., Montreal, has returned from a trip to Boston and other American cities.

P. Cramer, of North Battleford, Sask., is putting in a stock of shoes in connection with his men's furnishing store.

G. J. Trudeau, Montreal, was in Toronto and Hamilton this week. Mr. Trudeau also called on the trade in Quebec recently.

R. E. White, of Victoria, has purchased the stock of Burris Bros., Kamloops, dealers in boots and shoes, and clothing.

J. Roston, Montreal shoe retailer, whose store is located at 235 St. Catherine street west, will shortly remove to

Bleury street, within a few doors of his present establishment.

Mr. Bacon, formerly with W. E. Tait & Co., Kamloops, has opened a shoe store in Kamloops, known as Bacon's shoe store.

The stock of Rutherford Bros., of Ogden, Alta., men's furnishings and boots and shoes, was slightly damaged by fire recently.

S. L. Sneider, of the Independent Button Fastener Co., Boston, was recently in Toronto, Montreal and Quebec on a business trip.

L. E. Rowen, of Rowen & Ogg Co., Limited, Guelph, who has been suffering from nervous prostration, is now able to be around.

Alf. Neale has opened a new shoe store at 614 Bloor street west, Toronto, and has put in a representative stock of footwear.

R. D. Taylor, of the Robt. Taylor Co., of Halifax, N.S., was in Toronto this week showing a fine range of samples to the trade.

J. H. Macey, Granville street, Vancouver, has purchased the boot and shoe stock of J. Powe, of East Colliwood, B. C.

M. A. Beach has closed his South Vancouver shoe store and is continuing his Main street store of clothing, boots and shoes.

D. H. Musselman, representing Chas. A. Ahrens, Limited, Berlin, is working branch lines in Manitoba, Alberta and Saskatchewan.

It is reported that the boot and shoe business of Richardson & Hunkin, of Brandon, has been disposed of to George W. Forbes.

Russell Splan, late of the Blachford Shoe Store, Yonge street, Toronto, has gone to Peterborough, where he has taken a position with Robert Neill.

C. H. Richardson, manager of the in-stock department of L. B. Evans & Co., Wakefield, Mass., recently made his first trip through Canada in the interests of his firm.

The store of John Runge, dealer in harness, trunks, etc., at Clifford, Ont., was burned to the ground last week. The loss which is heavy is only partly covered by insurance.

At the Fashion Show in the Arena, Toronto, very creditable exhibits of all kinds of traveling goods were made by the Adams Leather Goods Co. and the Julian Sale Co.

Hon. E. J. Davis and E. J. Davis, jr., of Newmarket, and Elmer Davis, of Kingston, are members of a large hunting party which is spending a few days in camp in the Haliburton district.

Stanley Larke, for some time on the staff of the Blachford Shoe Store, Yonge street, Toronto, has gone to Ottawa, where he has taken a position in the shoe department of the A. E. Rae Co., under J. L. Chisholm.

Many friends of George Chambers, manager of the Regal Shoe Store, Toronto, will sympathize with him in the loss of his youngest son who died a few days ago from black diphtheria. The child was seven years old.

The M. B. Young Shoe Company, which has a store on Danforth avenue, Toronto, has taken the lease on a store from J. E. Wainwright, near Greenwood on Queen east, and will establish there within the next few weeks.

J. D. Campbell, maritime representative of the Kingsbury Footwear Co., Montreal, is temporarily covering Ontario province in the interests of his firm. He is replacing R. B. Chalue, who is no longer with the Kingsbury Co.

The sum of \$7,533 is claimed by four salesmen in separate cases entered against the Rideau Shoe Co., Montreal, John P. Duggan, Fred Hull, W. C. Myers and F. Power, the respective plaintiffs, claim they were traveling salesmen for the defendant company, ready, with samples packed,



to start out for their season's trip, when they received, they allege, a bolt from the blue, in the way of notice from the firm to return their samples, and that their services were no longer required, as the company was going out of business.

A. R. Clarke & Co., leather manufacturers, Toronto, are presenting to the trade interesting souvenirs in the way of a neat pen-knife with a glove-shaped handle and also an artistic desk thermometer containing a picture of their factory with its recent extensions.

E. T. Jacobi, 5 Front street east, Toronto, has returned from a business trip to Rochester and other points. G. J. Scott, representing P. Jacobi, shoe store supplies, Toronto, has returned from an extended and successful business trip throughout Western Canada, going as far as Vancouver.

John Godfrey, former Postmaster of Elora, Ont., died a few days ago. Previous to his appointment in 1885 he was engaged in the shoe business for many years. He held many important positions, being at one time reeve of Elora.

E. A. Chalk, of Toronto, who represents the Kaufman Rubber Co. of Berlin, and James Linton & Co. of Montreal, in Northern Ontario, is confined to his home with an attack of typhoid fever. His many friends will be pleased to learn that he is making as good progress as could be expected.

Ye Booterye Shoppe has been removed from the corner of College and Yonge streets, Toronto, to 310 Yonge street, which is a handsome and decidedly attractive store. W. J. Jones, of Toronto, a shoeman of several years' experience, is manager of the store.

The Hudson's Bay Co. are making extensive alterations to their large store in Edmonton and when completed the present shoe department will be doubled in space. The renovation and extension of the company's premises will be finished about the first of February.

Clarence F. Smith, general manager, and W. S. Louson, general sales manager, of the Ames-Holden-McCready Co., Limited, of Montreal, have returned from an extended visit to the Western Provinces. They inspected all the branches of the company and report that business in all lines appears to be improving as a result of a bountiful harvest throughout the West.

S. J. Bowles, who was for sometime head salesman with S. G. Vance, shoe dealer, of Tillsonburg, Ont., has returned to Midland, where he has resumed his old position. He has been appointed leader of the Midland town band. R. D. Bauslaugh has succeeded him at Mr. Vance's store.

J. George Robinson, son of Ald. James Robinson, of Montreal, who was married recently in the Olivet Baptist Church in that city to Miss Edna Stroud, daughter of John Stroud, is spending some time with his bride in Salt Lake City and Los Angeles, California. On their return to Montreal this month they will reside on Mackay street.

The Royal Shoe Store, Toronto, made an artistic and impressive display at the Fashion Show which was held in the Arena last month. All the latest was seen in high class shoes, both in high and low cuts for men and women. The new Tango pump was shown and much admired. The exhibit was tastefully arranged and certainly compared most favorably with the other imposing booths.

A new western shoe store is that of the C. E. McKeen Shoe Co., Limited, of Victoria, B.C., which was opened a few weeks ago. R. B. McPherson is the manager, and is very clever in designing and carrying out attractive window displays. His designs are first carefully worked out in the basement before being set up for public inspection. The firm in addition to these premises, operate three high-class stores in Vancouver.

Among the shoe retailers who were in Toronto the last few days calling upon the trade was E. Topp of Meaford (who is opening a new store in Collingwood); Frank Hill,

Mardale; F. J. Reynolds, Beeton; Mr. Foster, manager for Gillies & Co., of Elmvale; T. Mulcahy, Orillia; John Good, Orillia; F. J. Hapgood, Niagara Falls; J. D. McArthur, Guelph; C. N. Oke, St. Catharines; C. E. Coles, Brantford; E. Vinnick, Hamilton.

At the Fashion Show which was held in the Arena, Toronto, a fine display of men's shoes was made by The Owl Shoe Store, Ed. Cook, proprietor. The exhibit showed all the latest lines in fall footwear and a number of samples of women's shoes in patent gun metal and other lines were on view. The Owl Shoe Store is adding a women's department and expect to carry a very snappy and artistic range of footwear in this new branch.

H. Dallas, manufacturers' agent, Toronto, has been appointed sole Canadian agent of A. & W. Flatau & Co., Limited, of London, England. Mr. Dallas is showing a fine line of pumps and slippers in satins, patents, gummetals, suedes and canvas. Already most of the prominent jobbers have taken up the range, which they expect will enjoy a wide measure of popularity.

Ernest Williamson, of the traveling staff of Garside & White, Toronto, who has been seriously ill with pneumonia, is able to be around again, but it will be some time before he is feeling well enough to resume his duties. His ground in Eastern Ontario between Toronto and Kingston is being looked after by L. Fingland, late of Moose Jaw, who is a son of John Fingland, shoe retailer, of Brampton, Ont.

Some five thousand cases of rubbers were disposed of by Suckling & Co., at 146 Wellington street west, Toronto, on October 27th and 28th. It was the first annual sale of surplus stock, jobs and seconds of the Miner Rubber Co. There was a fairly large attendance at the sale which aroused considerable interest. Rubber footwear of all kinds was disposed of and some very good bargains were secured by the trade.

Morton Whitney Murdoff, who is the Canadian representative of the Dorothy Dodd and Queen Quality shoes, Boston, was married recently in Trenton, Ont., to Miss Theresa Augusta Whittier, eldest daughter of the late A. G. Whittier. The ceremony was performed by Rev. W. T. Wilkins. Mr. and Mrs. Murdoff left for Winnipeg and Vancouver and on their return will reside in Trenton. The many friends of Mr. Murdoff will wish him and his bride every happiness and prosperity.

Among the shoe travelers who were recently in Vancouver were:—W. E. Short, Kingsbury Footwear Co., Montreal; H. E. Wettlaufer, Chas. A. Ahrens, Limited, Berlin; R. M. Smith, Slater Shoe Co., Montreal; P. Frye, Smardon Shoes, Montreal; L. Godbolt, J. & T. Bell, Limited, Montreal; J. Dunbar, Corbel's, Limited, Montreal; Geo. Ferguson, Hartt Boot & Shoe Co., Fredericton, N. B.; H. A. Graham, Jackson & Savage, Montreal; G. Wardsworth, L. H. Packard & Co., Montreal; J. Davidson, McFarlane Shoe Co., Montreal; Wm. McLean, Geo. A. Slater, Limited, Montreal; J. Scott, Eagle Shoe Co., Montreal; F. J. Lashbrook, Galt Shoe Co., Galt; W. G. Fallen, Getty & Scott, Galt; Geo. Scott, P. Jacobi, Toronto; J. G. McDiarmid, Cook-Fitzgerald Co., London, and others.

The J. J. Haines Shoe House, who recently opened a store in Smith's Falls, celebrated the event by giving 20 per cent. discount off regular selling prices for a couple of weeks. This discount applied to all the boots, shoes, trunks and valises purchased from the Smith's Falls Shoe Co. The Haines Shoe Houses, which are now located in Smith's Falls, Belleville, Napanee and Trenton, buy for cash and sell for cash. Their stores close at six o'clock every evening, except Saturday, and one of the mottoes of the firm is "Money is cheerfully refunded if patrons are not suited." There is no haggling or unpleasantness about the

matter—the cash being very promptly returned. W. B. Haines, son of J. J. Haines, the veteran founder of the business, who first started his career as a merchant in Belleville in 1864, is the manager of the new branch in Smith's Falls.

When a pair of shoes is sold, the empty carton should be left on the shelf with the lid removed and placed on the bottom. The stock should be gone over frequently and missing sizes replaced. If a certain size is all sold, the carton should be inverted. This will be evidence that the size is exhausted. In a well ordered store the stock should be gone over at least once a week, and each carton dusted. Broken lids and cartons should be replaced with good ones.

The SHOE AND LEATHER JOURNAL received from the National Cash Register Company, of Dayton, Ohio, a most interesting book entitled "There is Money in Your Show Window." Frankly, it tells more of the practical side of window dressing than any book of a like kind we have ever seen. The National Cash Register Company will send a copy of this book free of charge to any reader of this publication who writes for it. The man who values his show window for what it is worth should send for a copy, as it is full of valuable suggestions.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, spent a few days in Toronto this week. He reports that the new warehouses which the company are erecting at Edmonton and Calgary are rapidly nearing completion. Each building is 75 by 120 feet in dimensions, five storeys high with basement, and constructed of concrete and red pressed brick. The structures are well lighted and possess all the latest facilities and appointments. The one at Calgary will be occupied early this month and the one in Edmonton will be finished before the end of the year.

An attractive Hallowe'en window has been installed by Walter Burnill, 75 Queen street east, Toronto. The floor was covered with orange crepe paper with border and panels of black. The same idea was carried out at the back of the window with a wide streamer showing witches stirring lustily at the cauldrons. Over this was a picture of a bulldog with the admonition for persons to protect their feet during the winter by wearing Dreadnought shoes. On a shelf was a huge pumpkin head resting on a pedestal, while in several shoes were miniature false faces which, when lighted, presented a weird appearance. Tiny figures of black cats and witches with brooms were placed at various points amid the display. The color scheme and decorations were suggestive of the season of All Hallows and reminded one of black art, sorcery and witchcraft. The window attracted a great deal of favorable attention and was the work of W. E. Smith, who has an enviable reputation as an expert window dresser.

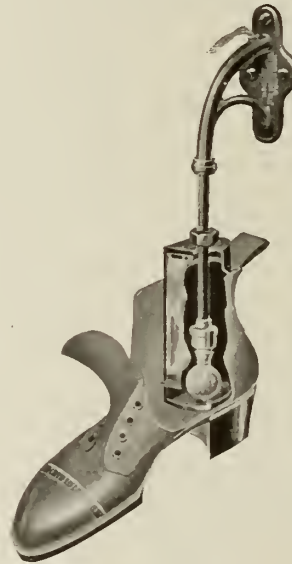
#### SPEAKS HIGHLY OF WESTERN STORES



E. M. Trowern, Secretary of the Dominion Board of Retail Merchants' Association of Canada, has returned to Toronto from an extended trip throughout the western provinces. He was instrumental in establishing a number of branches of the Association in various cities and towns. Provincial secretaries and organizers have been appointed in Vancouver for British Columbia, in Calgary for Alberta, Saskatoon for Saskatchewan, and Winnipeg for Manitoba. Mr. Trowern addressed meetings of retail merchants in fifty-six of the cities and towns in these Provinces, and made a close study of local trade conditions. He gathered some useful information regarding the character and class of stocks carried by the retail mer-

chants, and was surprised to find the high quality of goods carried in the stores, with prices no higher than lines of a similar quality in the eastern provinces. He examined into the various systems of taxation that are in operation, and the various plans they adopt to collect their accounts, and states that a large number of cities owe their rapid growth to the manner in which they co-operate with the railway companies. With enormous crops and ideal harvesting weather the merchants are looking for better payments this fall than ever before. The chief complaint is the over-inflation of real estate in certain places, and this, together with certain municipal experiments, and the rapid development of the country generally, which was out of proportion to the currency in circulation, caused a temporary depression. But the money which the harvest is bringing in is lifting the mist, and they are beginning to see light and hope ahead.

#### DETECTING TACKS BY ELECTRIC LIGHT



Of especial interest to every shoe manufacturer in Canada is a new device which has been recently patented in the United States and which consists of a searchlight and accompanying mirror apparatus that can be placed inside the shoe and which will instantly show any tack that may project through the inner sole.

No one familiar with the old method of groping at random with the hands to find these tacks and the resultant lacerated fingers received by the factory workers in the process—which frequently results in bad cases of blood poison—can fail to realize the importance of this new searchlight tack detector.

The illustration shown herewith gives an adequate idea of how this device works out in use, but it does not show the shadow box to which the machine is attached, and which concentrates the light still more upon the shoes. The device takes up very little room and it is claimed for it that one operator can examine from 1,500 to 1,800 pairs of shoes per day and positively locate every tack without allowing a single shoe to pass out of the factory with a tack projecting through the inner sole. Naturally this not only saves the operator's fingers, but also saves the future wearer's foot, which means a great deal of trouble avoided, not only with the consumer but also for the retailer.

The shadow box in which this instrument is packed is 21 ins. x 32 ins. x 6 ins. and contains as well a voltage reducing coil allowing lamps of 6 volts or 8 candle power to be used with either direct or alternating current. This coil will take care of any current from 110 up to 220 volts which covers the complete range likely to be found in any factory. The lamp that goes with the outfit is an 8-candle power, 6-volt Tungsten, which gives a good volume of light and which also gives long service, being easily replaced when necessary. The description of this device should be interesting not only to Canadian manufacturers but also to the retailer, for when it comes into universal use, as it surely will in time, it will greatly lessen his troubles. The demand so far for these machines has been so great that the manufacturers are away behind in their orders, which shows that this new departure has "caught on" with a vengeance.



## HAPPENINGS IN FACTORIES

It is reported that a tannery will be erected in Regina. Dufresne & Locke, Maisonneuve, have recently installed some new machinery in their factory.

A. C. Loveys, of Boston, representing Pfister & Vogel Co., was in Toronto last week on business.

The assets of Rowen & Ogg Co., Limited, Guelph, will be sold by auction on or about November 12th.

The Canadian Shoe Manufacturing Co., Limited, and the Apex Shoe Co., have registered in Montreal.

M. Plamondin, of the shoe department, Paquet Co., Quebec, was on a buying trip to Montreal recently.

Mr. Dupre, of Montreal Box Toe Co., was in Quebec last week. He reports conditions in that city as "looking up."

F. L. Wagner, of the Aylmer Shoe Co., Aylmer, Ont., was in Toronto this week on his way north on a hunting expedition.

Charles E. Clarke, of Clarke & Clarke, Toronto, was among the recent visitors to Boston and other New England leather centres.

Jas. Ogg, late of the Rowen-Ogg Co., Guelph, has taken a position in the cutting room of the Galt Shoe Manufacturing Co., Galt.

The Hide and Skin Co., Limited, of Victoriaville, Que., has been granted a federal charter. The capital stock of the company is \$99,000.

George Fex, manager of the Louis Gauthier Co., Quebec, was in Toronto last week on business and called upon several members of the trade.

Building operations have been commenced on the addition to the United Shoe Machinery Co.'s factory in Maisonneuve, and its rapid completion is expected.

Montreal shoe manufacturers report trade conditions in that city as improving every day, and predict a busy season. Quebec makers also state that orders are coming in pretty freely.

William Edwards, salesman for the A. C. Lawrence Leather Co., Boston, has been calling upon the leading shoe manufacturers of Toronto, Quebec and Montreal and other centres.

Allan Meyers, of the Meyers Shoe Co., Montreal, was in Toronto this week on his way back from an extended business trip throughout the Western Provinces, going as far as the Coast.

Montreal reports are to the effect that the leather trade is brisk and that an export business is being done at an advanced rate. Cattle have been selling freely for shipment to the United States.

L. L. Lincoln, foreman of the in-sole department of Ames-Holden-McCready Co., No. 1 factory, Montreal, has severed his connection with the company. He has been replaced by E. F. Keene.

J. M. Humphrey & Co. have doubled the capacity of their shoe factory at St. John, N.B., and expect very soon to be turning out four hundred pairs per day, giving employment to 60 or more persons.

Mr. Sobilsky has started the manufacture of children's shoes at 64 Robinson street, Toronto, under the name of the Children's Shoe Co. He has also installed a twelve foot shoe repair outfit and other machines.

C. S. Sutherland, general manager of the Amherst Boot and Shoe Co., Amherst, N.S., was in Toronto last week and attended a meeting in Merritt of the Independent Rubber Co., of which he is a director.

The new shoe factory at St. Stephen, N.B., has been completed so far as the walls are concerned. The structure

is a substantial one and well lighted in every way. It is expected that manufacture of shoes will begin about December 1st.

Frank Power and others living near the Rideau Shoe Company factory at Maisonneuve, burned a few months ago, have entered legal action against that company, claiming it is responsible for damages they suffered through the blaze.

A meeting of the Tanners' Section of the Toronto Board of Trade was held last week at which there was a fair attendance. Some important matters were discussed and the annual meeting of the Association will be held early in December.

The Montreal Box Toe Co. installed the latest modern equipment for the manufacture of heels and toes in their factory in Maisonneuve. This move will entail a heavy expenditure, but the company finds it necessary owing to the heavy increase in their business.

A despatch from Vancouver says: Frankly delighted with everything that he has seen during his trip west, the first one that he has ever made, C. J. Fitzgerald, shoe manufacturer of London, Ont., is in the city. Business, he says, appears to be picking up at a rapid rate.

The Thompson Shoe Co., Limited, of Montreal, have taken out a license to do business in Ontario and have George E. Boulter of Toronto, as their representative. The company under the terms of the license are empowered to expend forty thousand dollars in carrying on business in Ontario.

The United Shoe Machinery Co. of Canada are putting out a number of machines recently, among them being the foot-power hook and eyelet re-setting machine, model "A," new model "K" welt sewing machines, Goodyear jointing machines, and Pyramid heel building machine, model "D." These have all been placed in Canadian factories recently.

J. A. Adams, formerly of the Rideau Shoe Co., Montreal, which factory was completely wiped out by fire a few weeks ago, has gone to London, where he has entered upon his new duties as superintendent of the Murray Shoe Co. Mr. Adams is a thoroughly experienced shoemaker in all its branches and his long connection with the trade has won him many friends who will wish him every success, in his new position.

The Superintendents' and Foremen's Association of Montreal, have secured new rooms in the Commercial Travelers' Club House, 145 Alexander street, in that city, and the future of the Association in their new and well appointed surroundings looks promising. At the first meeting held in these quarters there was a large attendance. President E. F. Leonard presided. The initiation fee has been raised to ten dollars. The officers are leaving no stone unturned to increase the membership in their luxurious new home.

The O. B. Shoe Co., of Drummondville, Que., have been making considerable alterations to their plant of late. New machinery has been added in the fitting room, in the making room and a rearrangement of the cutting room has made more room for cutting uppers. The motors and dynamos which were formerly on the floor taking up valuable space, have been elevated to the ceiling and in various ways such as this the company has been able to increase their capacity from 1,000 to 1,200 pairs per day. A complete change in the personnel of the company officials has been brought about. C. E. Lepine, formerly with Kingsbury Footwear Co., has been appointed general manager and the foremen under his management are as follows: Cutting room, G. H. Labrecque; sole leather department, G. A. Marsen; treeing room, Joseph Noury; shipping room, Eug. Michaud; office manager, Elz. Deschamps; all of whom were previously

with Montreal firms. The following travelers represent this company: P. M. Goff, who is also sales manager, Ontario and the West; G. L. Tanner, Maritime Provinces; Aug. Martineau, Montreal, and Messrs. Taschereau and Reid, Toronto and Eastern Ontario, respectively. Mr. Lepine himself is first vice-president of the Superintendents' and Foremen's Association of Montreal.

The Snedcor & Hathaway Co., Limited, with a share capital of fifty thousand dollars and headquarters in Tillsonburg has been granted a provincial charter to manufacture, sell and deal in boots, shoes and leather goods of all kinds. The incorporators are George J. Murdoch, Harriet H. Murdoch, Leonard C. von Geel, William C. Coloff and Victor A. Sinclair.

The W. J. Gibson Harness Co., Limited, with a capital of \$99,000 and head office in Gananoque, has been granted a federal charter. The incorporators are Wm. J. Gibson, Cedric A. Gibson, and E. R. Gibson, of Gananoque, Robert W. Gibson, of Montreal, and Lewis B. Wood, of Toronto. The company is empowered to carry on the business of manufacturing harness in all its branches and of all articles used in the manufacture thereof.

The annual meeting of the National Association of Tanners was held this week at the Hotel La Salle, Chicago, and there was a representative attendance. A fine programme was carried out and addresses were given by a number of able speakers on the line of the hide men co-operating with the tanner, the tanner co-operating with the tanning material man, the tanning machinery man, and how the tanner could best co-operate with his customers.

Brockton, Mass., has 33 shoe factories and 135 establishments making shoe manufacturers' goods. Lynn, Mass., has 13,000 of the most skilled shoemakers in the world. It

has 110 boot and shoe manufacturing concerns, and manufactures \$55,000,000 worth of shoes, etc., annually. Haverhill, Mass., has 100 boot and shoe establishments and manufactures 30,000,000 pairs of men's and women's slippers annually. It has been a leather manufacturing centre since 1643, which was before King Charles I. of England was beheaded.

Work has commenced on the new factory and warehouse of W. G. Downing, Limited, in Regina, and it is expected that the structure will be ready for occupancy about January next. The building is 50 feet wide by 113 feet long, four storeys and basement and will be a very substantial edifice. It is the intention of the company to manufacture high-grade, staple goods only at the start and the output at the beginning of operations will average about 400 pairs per day, for all of which there is an established trade in the Western Provinces.

W. J. Ellingwood, superintendent and manager of the Dunford's Elk Shoes, Limited, Stratford, Ont., has been putting forth his best efforts to getting a new, high grade and finer line of men's and boys' shoes ready for the market, as well as the Elk shoes. The firm are turning out a new line known as the "Superba" shoe, which, by several innovations, is designed to be more pliable and durable than other footwear in the same class. These shoes are water proof welts, some of the innovations being a cork sole, felt cork sole and "Superba" cushion sole.

A serious fire occurred in Brantford on October 19th, when the building occupied by Thorntons, Limited, was gutted. The stock of hides, tallow and wool was heavy and was a total loss. The firemen fought the blaze for several hours. The damage was about \$60,000, but was covered by insurance. It is thought that defective wiring was the cause



### ANOTHER EXTENSION TO LARGE LEATHER PLANT COMPLETED

A. R. Clarke & Co., who are the largest tanners of patent leather in the British Empire, have about completed construction work on a spacious extension to their factory on Eastern avenue, Toronto. The new building which is located to the west of the present one, is of white brick, four storeys high and in dimensions 120 x 57 feet. The first floor will be used for general offices and shipping purposes, the second for the glove making department, the third for the shirt factory, while the fourth floor will be devoted to storage purposes and a well equipped dining room fitted

up for the employees. This makes the fourth addition to the buildings of the firm within the last three years, so rapid has been the progress and expansion for all their various lines of wet proof and cold excluding clothing, patent leather, moccasins, etc. One extension was to the rear, another to the west, while the patent leather department was another. The new addition replaces the old enamelling plant, the latter department now being 204 x 110 feet in dimension. The firm of A. R. Clarke & Co. have been established fifty-one years.



of the fire. The firm will rebuild on a larger site and have about completed a deal with the Hamilton Oak Tanning Co. at Woodstock, which will enable them to handle a great deal more business. Thorntons, Limited, have plants in Ottawa and Hamilton.

#### AN INKLING ON 1914 FALL STYLES

"What styles will prevail next season?"

This question was recently put to a representative of the Boston Last Co., whose Canadian office is located at Richmond, Que.

"The great demand," he replied, "will still be for a rolling toe of medium height and medium width, which style is proving very popular this year. Its continued success next season is assured. The height of heels will be according to the width of toes, ranging from  $\frac{1}{2}$  to  $\frac{3}{4}$  of an inch on rubber soles and baby dolls, to 12-8 and 14-8 heights on springier lasts and nobbier toes. We have also found an increasing demand for low toes and flatter lasts.

"Our salesmen are showing a fine and extensive range of lines for 1914, although marked style changes will be very few, if any. After all is said and done, I think both manufacturers and retailers will find the new lines much more to their liking than any which have been shown in previous seasons."

#### NEWS BRIEFS FROM QUEBEC

V. Noel has disposed of his boot and shoe business.

It is rumored that a new shoe factory will start in Quebec in the near future.

Louis Boutin has opened an up-to-date shoe repairing shop on Richelieu street and is doing a good business.

J. D. Marier, of Marier & Trudel, Limited, has returned from an extended trip through various portions of the United States.

J. M. Stobo, Lachance & Tanguay, and Duchaine & Perkins have started to run their factories full time. They have large orders on hand to be shipped early.

Eugene Thivierge, who has been manufacturing shoes for the past ten years has, owing to illness, sold his shop to J. B. Lamontagne, who was his accountant for eight years.

W. A. Marsh, of the W. A. Marsh Co., who has been ill for some time, is not yet able to leave his home, his physicians having ordered him to remain indoors for some time yet.

Eugene Dubois, shoe retailer, of St. Sauveur, Que., died on October 2nd in his fiftieth year. He was one of the oldest and most highly respected shoe retailers in that part of the city. He was born at St. Nicholas, Levis county, and came to Quebec twenty-five years ago to open the store of which he made a success.

Tanners are very busy at the present time. They say that skins are scarce and that prices are going up all the while. Gun metal leathers of the best quality are in strong demand, but a number of the manufacturers do not care to enter into contracts for fear they cannot get the supply of raw material. There is also a good demand for chocolate kid, but very little on the market and the price has advanced.

#### PALATIAL NEW STORE OPENED

The handsome new department store of F. R. McMillan was formally opened at Saskatoon, Sask., on October 1st with appropriate ceremonies. Every department was thrown open to the public for inspection. An orchestra was in attendance and solos were sung by a leading vocalist. The new store is located at the corner of Third avenue and Twenty-first street, and is four storeys high, with basement.

Two years ago Mr. McMillan began business in a small place on Second avenue and by honorable advertising, fair dealing and live business methods, succeeded so well that the present handsome business home is the outcome of his ener-



C. F. IRWIN, SASKATOON, SASK.

getic and enterprising efforts. The new establishment is equipped with every modern convenience, including check rooms, rest rooms, drinking fountains, high speed elevators, latest sanitary ventilation system, most approved illuminating system, iceless refrigerating plant, etc. The edifice is entirely fireproof and of the latest type of construction. Previous to the inaugural, a cordial invitation was extended by the firm to the citizens of Saskatoon and surrounding country to be present. The invitation was eagerly accepted and every department proved a centre of interest. All the new styles and latest novelties were displayed. Of course no selling was done on the formal opening. The big store contains ample accommodation for the various departments, and among the most attractive and splendidly fitted up is the footwear section. C. F. Irwin, who is the energetic head of this branch of the business, is a shoeman of wide experience and has proved to be a careful buyer, a close student of styles and obliging and attentive in all his dealings with the public.

#### CANADIAN BUYERS OF ENGLISH HIDES

The Federated Tanners of Great Britain and Ireland, through their central committee of which Dr. J. Gordon Parker is Honorary Secretary, with offices at 176 Tower Bridge Road, London, has as one of its objects the securing of a national and equitable system of weighing and classifying hides and skins and formal and universal recognition of such system throughout the world. S. R. Wickett, of Wickett & Craig, Limited, leather manufacturers, Toronto, has received a letter from the Secretary, which is of the utmost importance to all tanners in Canada who enter the British market for hides and skins.

The communication which is as follows, explains itself: "You will remember when you called upon me some time ago that I outlined the scheme which the Federated English tanners were trying to carry out in connection with improving the classification and weighing of market hides. We have met with so much opposition from the hide markets in this country, that it has now come to a fight,

and I am requested by my Federation, to write you and ask you to take steps to induce all *Canadian tanners to refuse to buy English market hides after December 15th next which do not bear the official stamp showing that they have been inspected by a neutral inspector.* I enclose you a copy of the scheme which is being brought into force.

All we ask Canadian tanners to do is to instruct their buying brokers in this country to insist upon having hides which have been inspected and which bear the stamp of a neutral inspector. This inspection will only cost the buyer one cent per hide and will ensure his getting honest weights and properly selected hides, so that if he buys firsts he will get firsts and not seconds thrown in.

May I request you on behalf of the British Tanners' Federation to make this known publicly in the Canadian press, so that your tanners may all be made aware of the new scheme. I am writing you because I do not know the officials of your Tanners' Association."

Mr. Wickett has already notified the tanning trade in Toronto and surrounding country.

#### HAS OPENED PERMANENT SAMPLE ROOMS

J. K. Rose, who has been for several years in the shoe business and has had extensive experience in buying, has been appointed Canadian representative for Rice & Hutchins of Boston, and has opened up permanent sample rooms at number one Lumsden Building, Toronto. Mr. Rose will carry a complete line of samples, and as he believes he understands the wants of the Canadian trade, based upon a shoe selling experience of some fifteen years and a buying insight for a long period, he expects to develop a good business. Mr. Rose was born in Bradford and after serving a preliminary term in the shoe line in Elmvale, Stayner and Orillia, took a position in the shoe department of Gough Bros., Toronto, with whom he remained seven years. After leaving Toronto he was in Montreal with the A. E. Rae Co. for some time and for the past few years had charge of the footwear department of the big Rae Departmental



Store in Ottawa. Mr. Rose expects to have some special lines that will appeal strongly to the Canadian trade. Rice & Hutchins have seven factories and eight distributing agencies. Many friends will wish him every success in his new position.

#### BRANCHING OUT IN LEATHER BUSINESS

Ed. R. Lewis, who began business a year and a half ago as a leather merchant in Toronto, representing several leading firms, has moved from 50 Front street east, to new quarters at 21 Scott street, where he will have three times the floor space and will be in a position to carry a much



larger stock. Mr. Lewis is an old Barrie boy who is well known to the leather trade with which he has been associated for some fifteen or sixteen years. He first entered the employ of A. R. Clarke & Co., and was later with Clarke & Clarke. After several years service he went with H. B. Johnston & Co., Toronto, with whom he remained for eight and a half years being superintendent of the plant. Mr. Lewis has had a wide connection in the buying and selling of the raw and finished product and also insight into manufacturing operations. He is selling agent in Canada for John A. E. Turney, New York, fancy skivers; Helburn Leather Co., Salem, Mass., fancy sheep and goat skins; A. F. Clapp & Co., Boston, sheep skins for shoes; and Carl E. Schmidt & Co., Detroit, manufacturers of non-fading colored Russia calf. In all these lines Mr. Lewis has worked up a good trade for his firms.

#### QUEBEC FIRMS THROW DOWN THE GAUNTLET

A recent despatch from Quebec says: Matters in the boot and shoe manufacturing business, which is one of the most important industries in this city, and which gives employment to a large section of the population of St. Roch and St. Sauveur, have apparently reached a crisis, as the manufacturers have thrown down the gauntlet to the labor unions and declare that they will submit no longer to their dictation. They also allege bad faith on the part of the trade organizations.

Starting from Saturday next the employers will recognize the unions no more, but instead deal direct with the men. A notice to this effect has been posted up in the various factories and this fixes the hours of work and the salaries that will be paid from now on.

The chief cause for this summary action on the part of the manufacturers was the fact that the unions had refused early in the year to accept the decision rendered by a board of arbitration composed of Judge Pelletier and the respective representatives of the employers and employes, as this decision was against the men. In virtue of a pre-



Established Over Half a Century



## TAP SOLES

We are giving our Cut Stock special attention and stand behind every dozen sent out. Regular sizes at regular prices or revised sizes at reduced prices. None better, all cut from long process, vat tanned leather.

Your orders will be appreciated, either through your Jobber or direct.

THE BREITHAUPT LEATHER CO., LIMITED  
BERLIN - - - ONTARIO

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

When you want Union Slaughter  
or Sweat Sole Leathers, say  
"Logan's" and be sure of quality.

LOGAN TANNERIES, LIMITED - - - PICTOU, N.S.

## Woven Labels

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

The Colonial Weaving Co. Limited  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL

## Snappy Styles for Spring

The most complete, neat-fitting and attractive at popular prices

REGINA in McKays } For Women  
DINA in Goodyear }

Wait until you see this high-class range in all leathers. A decidedly smart selection in pumps and colonials that will boom your sales

J. HEFFERING

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

vious arrangement passed between the two parties some four years ago, and in accordance with the advice given thirteen years since by Mgr. Begin, both had agreed to accept and abide by all decisions rendered by such tribunals of arbitration.

The manufacturers say they are tired to the limit of being "bossed" by the unions, which they say are too unreasonable. They therefore declare "open shop," and say that they are determined to run things their own way, even if they have to bring in labor from outside, which they are likely to do, and that, if necessary, they will provide protection to their workmen against the unions. It is not a question, they add, of starving their men into submission by closing their factories, and they would not have taken this stand now unless they had been driven to it.

#### LEATHER FIRM INCREASES CAPACITY

The leather factory of Wickett & Craig, Limited, Toronto, which was visited by a disastrous fire in June last, will, by the end of the year, when the present improvements are completed, have an increased capacity of fully one-third. The brick work on the southern extension, which is 115 x 56 feet, is well advanced. The buildings of the firm now cover all the property from Front street to Eastern avenue, the frontage of the factory on Cypress street being 460 feet.

The first floor of the new portion will be used for splitting machines, tanning and stuffing drums, and the second and third floors for finishing and drying. All the other departments of the extensive plant are now in full running order and several alterations have been carried out, which makes the tannery up to date in every detail. The Sturtevant leather drying system has been installed as well as a Darling vacuum heating apparatus. A new leech house

leeches and coolers of the latest improved type have been built. Other additions consist of a new bark mill, an extension to the beam house, and to the tan yard.

Among the lines produced by Wickett & Craig, Limited, for the shoe trade, are side welting, mennonite grain, wax splits, oil tan moccasins leather and oak split sock lining. The firm, whose plant has been established on its present site since 1881, also turn out bag and military leathers, strapping, bookbinding, russet and black collar leather, etc.

**EXPERIENCED SHOEMAN**, 25 years of age, is open to consider good proposition, preferably in the West. Has had 10 years' practical shoe experience, including two years in factory. Has good knowledge of Canadian, American and British made goods. At present manager and buyer for shoe department of large Western departmental store. Experienced advertiser. Thoroughly understands department stores management and advertising. Can furnish first-class references. Would prefer spring engagement. Write Box 21 SHOE AND LEATHER JOURNAL.

**WANTED**—Popular-priced line of women's shoes, either welt or McKay, made in Canada, to handle exclusively in Toronto and vicinity. Splendid connection and live business getter. Write "Representative," SHOE AND LEATHER JOURNAL, Toronto.

#### PICKLED SPLITS WANTED

Cash prices paid for pickled splits and heads in all weights and qualities. Write us your offering. Wright & Wright, Inc., 109 Lincoln St., Boston, Mass.

## SUCKLING & CO.

We are instructed by

**The Independent Rubber Co.**  
Limited  
Merritton

To offer for sale by Auction and by Catalogue

### 2,500 Cases Seconds

Lumbermen's, Cloth Shoes, Light Shoes, First and Second Qualities

at our Salesrooms, 5 Front St. East, Toronto, on

**Tuesday, Nov. 18th**

commencing at 10 o'clock a.m.

ALL FRESH GOODS---THIS SEASON MANUFACTURE.  
NO OBSOLETE.

Descriptive Catalogues mailed, on application to the  
Auctioneers

## SUCKLING & CO.

Trade Auctioneers

5 Front St. E., Toronto

In the heart of the Shoe & Leather District

## United States Hotel

Beach, Lincoln & 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 centres 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**      **James G. Hickey**  
Prop.                      Manager.





## Enforced Records Increase Profits

**W**HEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store.  
Write for information.

**The National Cash Register Company**

285 Yonge St. - TORONTO

Canadian Factory, Toronto



# Keep Your Eye on the Kingsbury Low-Cuts



Combination Pump, with different combinations of gun metal, grey buck, patent and dull calf (also being made with cut steel and jet ornaments.)

There is going to be a big demand next spring for such dainty and attractive low-cut lines as these shown here, and, in fact, all of our other styles in pumps with and without straps and Oxfords as well.

You will do well to have a good stock on your shelves to meet this demand.

We have the factory and the equipment to fill orders very promptly.

Let us hear from you *now*.



No. 338—Patent, Dull Calf Collar, 1 Strap

## Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear

### Montreal



Five Button Oxford, Fancy Foxing, short effect, high toe, 12/8 Cuban heel (in gun metal and tan calf, also nubuck in different colors.)

---

That Dome Toe is a mighty popular shoe for women. A leading seller, in fact. Comes in tan calf, gun metal, gun side patent and vici. Also in Blucher and Bal. Are you stocked up to meet the demand?

---



No. 34 Last, Dome Toe, Patricia Heel



**DUCLOS & PAYAN**

Manufacturers of **CHROME SIDE LEATHER**

Box Sides

Velours

Matt and Waterproof Sides

Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
**ST. HYACINTHE. MONTREAL**

**TANNING RESEARCH  
LABORATORY**

H. C. REED, Manager

Analysis of Any Material  
Employed in the Tannery

OFFICES, LABORATORY AND SAMPLING ROOM  
227-229 FULTON STREET  
NEW YORK, N.Y.

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

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



**The sign of  
shoe  
satisfaction**

The "Yamaska" trade mark on a shoe is as good as a written guarantee. It's the sure and safe sign of shoe perfection. It means to you a sure seller and a profitable one. To your customer it means a most comfortable and long wearing shoe. If you are anxious to give good satisfaction when you take your profits you'll surely have "Yamaska" in stock.

La Compagnie

**J. A. & M. COTE**

St. Hyacinthe

P. Q.

# *Do the men of your town think this?*

The more men in your town whom you can get thinking that you "know how to run a shoe store," the nearer you're getting to success.

To get them thinking this way is a mighty good sign that you're giving *real* satisfaction—the kind of satisfaction that makes a man remember "where he got those shoes."

You can give this satisfaction and get in return a business as steady as it is profitable. All you have to do is to intelligently push "Brandon" and "Monarch" Shoes.

If every man who came into your store went out with a pair of Brandons or Monarchs or Dr. Brandon's Cushion Sole Shoes under his arm you'd have a repeat business really worth while.

You would have men coming back because they appreciate fit, style, finish and comfort—all the attributes of good shoemaking. *And because they felt that you "knew how to run a shoe store."*

You get the men thinking that way. It makes business more satisfactory and decidedly more profitable. And it's easier than the other way. Try it.



"Banker"

*The Brandon Shoe  
Company, Limited*  
Brantford - Ontario



# TRICKETT'S SLIPPERS

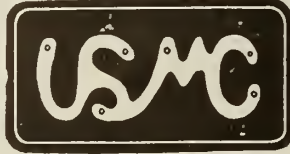
FOR MEN  
WOMEN &  
CHILDREN.



Canadian Office: Manchester Bldg., Melinda Street, Toronto

Canadian Manager: J. S. ASHWORTH

H.W. TRICKETT LTD. WATERFOOT, ENGLAND.



**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**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



# In Stock—Styles that make sales Shoemaking that satisfies



**Style No. 256**—Sizes 2½ to 7. Widths A to D. Gun Metal, Polish, Welt Sole, Medium Heel, Dash Last. **Price \$2.35**



**Style No. 253**—Sizes 2½ to 7. Widths C to EE. Glazed Kid, 13-Button, Welt Boot, on our new Nurse's Comfort Last, Flexible Sole, Medium Heel. **Price \$2.35**



**Style No. 946**—Sizes 2½ to 7. Widths A to D. Black Cloth Top, Gun Metal, 14-Button Boot, Tip, Heavy Welt Sole, Medium Heel, Plaza Last. **Price \$2.60**

**Style No. 255**—Same as above in button.

**Style No. 254**—Same as above in Lace.



**Style No. 936**—Sizes 2½ to 7. Widths A to D. Mat Calf Upper, Patent Vamp, 14-Button, Cub Last, White Rope Stitch, High Heel, Heavy Welt. **Price \$2.60**



**Style No. 947**—Sizes 2½ to 7. Widths AA to D. Black Satin, 14-Button Boot Plaza Last, Medium Cuban Heel, Light Welt Sole. **Price \$2.60**



**Style No. 948**—Sizes 2½ to 7. Widths AA to D. Black Cloth Top, Black Ooze Calf Vamp, 14-Button Boot, Medium Welt Sole, High Military Heel, Dash Last. **Price \$2.75**

**Fall Catalogue Showing 30 STYLES IN STOCK---Just off the press**

Terms: 4 Per Cent. 10 days

3 Per Cent. 30 days

Net 60 days

SHIPPED IN PLAIN WHITE CARTONS

## Moore-Shafer Shoe Mfg. Co.

Brockport, New York, U.S.A.

(30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman

**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.**KENT & SMITH****KLEANSAK**

*The Best and Most Convenient  
White Shoe Cleaner*

KLEANSAK is a quick-cleaning powder that comes in a little bag which also serves as a brush for applying the powder to the shoe with no waste. A shoe may be cleaned on the foot instantly. *No drying is necessary.*

Kleansak comes in 6 Different Shades for Cleaning Colored Suede Shoes.

The price is 25 cents a carton.

Sample, postpaid, 25 cents.

EXCLUSIVE MANUFACTURERS

**KENT & SMITH**

73 Blake Street : LYNN, Massachusetts

**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.

**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,  
City Office and Warehouse—52 Bay Street, **TORONTO.**

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

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

**"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



**THE BARRIE TANNING CO., Limited**  
 Tanners and Hide Dealers  
 FACTORY AND HEAD OFFICE: BARRIE, ONT.  
 Makers of—

STAPLE LEATHERS	CASE LEATHERS
FANCY “	TRUNK “
BAG “	SHOE “
STRAP “	BRIDLE “
COLLAR “	SPLIT “

**BOOKBINDERS' LEATHERS AND SPECIALTIES**  
 Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:  
 51 Front St. E., TORONTO, Ont. Phone M. 2818



**McKay Specialists**

All our energies are being expended on making McKays. All our experience is being gained on them. Why shouldn't we make better McKays than factories that do not specialize?

**DUPONT & FREERE**  
 301 Aird Ave.  
 MONTREAL

**THE AHRENS SHOE** EVERY PAIR SOLID LEATHER

**Charles A. AHRENS Limited**  
 BERLIN, ONT.  
 Solid Leather Shoes

**Cheaper Satisfaction**



YOUR customer's customer will pay less for more satisfaction if you put **GUAY ALL-LEATHER COUNTERS** in your shoes. It pays.

Prices and Samples on application  
**Eugene Guay**  
 230 St. Marguerite St.  
 MONTREAL

We also make Union, Standard and Leather Board Counters

All Leather Fair Stitched

**The Bonner Leather Co.**

Manufacturers

**GLAZED KID**  
 (Black and Colors)

**CHROME LAMBS**  
 (Glazed and Dull)

1060 Notre Dame St. W., 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.

"La Duchesse" Shoe Co.  
 REGISTERED  
 "Successors to 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



**SPHINX Shoe Cement Paste**

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer. It is a quick, strong and clean adhesive, ready for use. It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc. It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc. Best for sock linings, as they never loosen. There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
 NEW YORK CITY

## INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A., Limited.....	65	Heffering, J.....	55	Packard & Co., L. H.....	18
Aird & Son.....	22	Hurlbut Co. Limited.....	26	Palatine Rubber Heel Co.....	20
Ames-Holden-McCready, Limited....	12			Perth Shoe Co.....	4
Arabol Mfg. Co.....	65	Independent Rubber Co.....	9	Pfister & Vogel.....	21
				Queen Quality.....	17
Barrie Tanning Co. Limited.....	65	Jacobi, Philip.....	24	Ramsfelder-Erlick Co.....	19
Beal, The R. M., Leather Co., Ltd..	55			Relindo Shoe Co.....	23
Berlin Trunk & Bag Co. Limited....	22	Kaufman Rubber Co.....	23	Robinson, James.....	8
Boivin, P. E.....	26	Kent & Smith.....	64		
Bonner Leather Co.....	65	Kingsbury Footwear Co.....	58	Sisman, T., Shoe Co. Limited.....	66
Boston Last Co.....	3			Slater Shoe Co.....	28
Brandon Shoe Co.....	60	La Duchesse Shoe.....	65	Staynes & Smith.....	64
Breithaupt Leather Co.....	55	Lionne Varnish & Leather Co.....	21	Suckling & Co.....	56
		Logan Tanneries.....	55		
Canadian Consolidated Rubber Co..	11	Marden, Orth & Hastings.....	26	Tanning Research Laboratory.....	59
Chicago Tanning Co.....	64	McDermott Shoe Co.....	24	Tebbutt Shoe & Leather Co. Limited	13
Clarke & Clarke, Limited.....	64	McKeen Co., C. E.....	25	Trickett, Sir H. W., Limited.....	61
Colonial Weaving Co.....	55	Miner Rubber Co....Outside Back Cover			
Corbeil, Ltd.....	7, 27	Moenus Mach. Co.....	64	United Shoe Machinery Co., of Can-	
Cooke-Fitzgerald Co., Ltd.....	10	Montreal Box Toe Co.....	59	ada, Inside Front Cover, 16, 62	
Cote, J. A. & M.....	59	Moore-Shafer Shoe Mfg. Co.....	68	Inside Back Cover	
				Valentine & Martin.....	14, 15
Davis, A. & Son.....	18	National Cash Register Co.....	57	Williams, Walter & Co.....	19
Davis Leather Co., Limited.....	5	Nugget Polish Co.....	6	Wood-Milne Co., Limited....	25
Dominion Die Co.....	65				
Doyle, Thos. C. (reg'd).....	25	Oberholtzer Co., G. V.....	26	Young Co., Richard.....	64
Duclos & Payan.....	59				
Dupont & Frere.....	65				
Guay, Eugene.....	65				



“Everyday” Shoes  
whether for Boys  
or Men can always  
be relied upon to  
give their wearers  
value for every cent  
of their cost both  
in service and  
comfort.

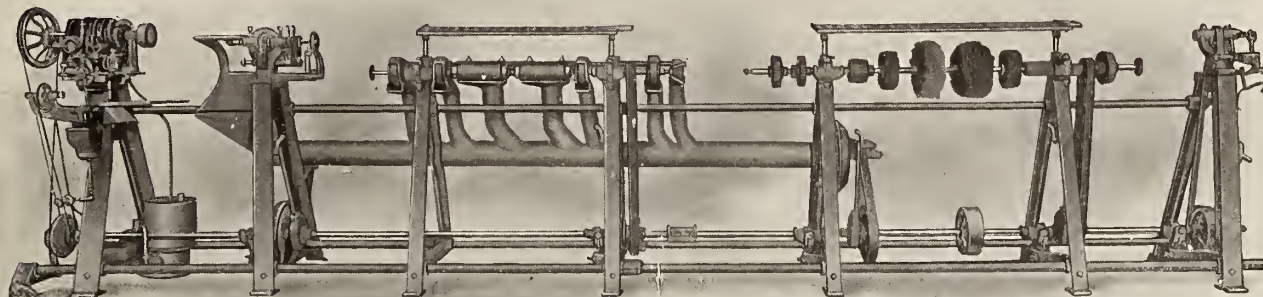
See to it that  
your staples are  
“Everydays”

**The T. Sisman  
Shoe Co.,  
Limited**  
Aurora, Ontario





## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



### MODEL N

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# This mark is worth having on the rubbers you sell

The Miner Mark on a rubber is a real live guarantee.

It is a guarantee to you that you can offer your customer the very best and latest in rubbers. It guarantees that the rubber you "talk up" will not "fall down." It's a guarantee that, even if you have the best reputation in the land, the rubber you sell will enhance it.

To your customer it guarantees satisfaction—fit, wear, style. It guarantees dry feet at low cost. It means that he or she, has the best rubbers that can be had in town.

That's what the Miner Mark means. And it means more in satisfaction and profit to both you and your customer.

Make sure of this mark on the rubbers you sell.

## The Miner Rubber Co., Limited

Granby    :-:    Montreal    :-:    Toronto    :-:    Quebec

SELLING AGENCIES:

Jackson & Savage, Limited, Montreal    R. B. Griffith & Co., Hamilton  
J. M. Humphrey & Co., St. Johns, N.B.    Dowling & Creelman, Brandon  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London; Blachford, Davies & Co., Limited, Toronto  
The Miner Rubber, Co., Quebec, F. Maranda, Manager





# THE SHOE & LEATHER JOURNAL



A unique and attractive fall window display made recently in George H. Wilkinson's shoe store Windsor Ontario. Corn stalks were tacked to the top, back and sides of the window while straw was scattered over the shelves and autumn leaves covered the floor. Pumpkins, squash, potatoes, grape fruit and egg plant were interspersed in the seasonable showing of women's fall styles. The display, which was arranged by C. M. Hyde, did not entail much labor or expense, yet was novel and effective and satisfactory in results.

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# This is the word which does it



**RUSH!**

My "Hurry-up" Department is just waiting for the word. It is completely manned and equipped to give you immediate service on your "rush" order for shoes and rubbers of every kind and shape.

All you have to do is to send in your order and mark it "rush," and you will set in motion this speedy department which takes pride in its ability to serve with precision and dispatch.

And you'll not lose anything because of the speed of this department. You'll not have cause to complain because your order is not filled properly. That's another of the things this department is noted for—it gives you everything just as you order it.

So if your in a hurry don't fret about it, just send your order marked "rush." You'll get it in good time.

*James Robinson*

*182-186 McGill St.*

*Montreal*





# Perfection

is a word that is frequently abused and one that is sometimes used by the unscrupulous to describe a far from perfect article. But it is, nevertheless, the only word that can adequately sum up the superior merit of

## A. R. C. BRAND PATENT LEATHER

To begin with, every inch of every skin used in its manufacture is as nearly flawless as possible. Then it is tanned, enamelled and finished by methods which leave nothing to be desired, and which invariably result in perfect patent leather.

If you have not been using A.R.C. Brand, give it a trial. You will find it every bit as good as we say it is—Perfection.

## A. R. Clarke & Company Limited

*The largest and most modern patent leather plant in the British Empire,*

**Toronto      =      =      =      Ontario**

Branches Montreal and Quebec



# Union-Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union-made goods. He has been educated to insist on Union-stamped shoes through our advertising of Union-stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union-made.

There is nothing to lose and every possible profit to gain by handling UNION-STAMPED shoes. They are shoes of the highest quality, made by expert workmen, that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union-stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON-UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION-MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION-MADE SHOES WITH THE STAMP OF THE

## Boot and Shoe Workers' Union

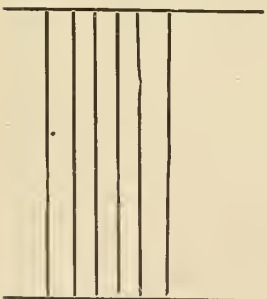
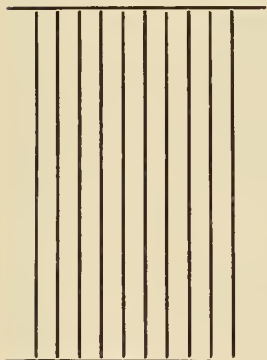
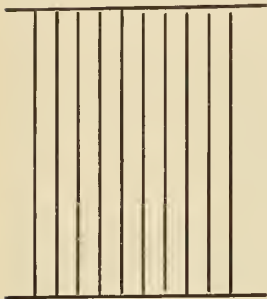
Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN,  
General President

CHAS. L. BAIN,  
General Sec.-Treasurer





# Don't waste time matching Tan Leathers

*Every minute spent in your factory in matching up tan leathers digs into your profits. This "Matching up" is time-honored but it is not necessary. It is the result of inefficient or careless workmanship in the tannery, and every foot of such leather you buy entails a direct loss to you.*

*You can easily get rid of this matching nuisance. You can buy a tan leather that does not require matching.*

*This "matchless" leather comes in two colors—brown and tan, and in three shades—Bestyet, Glazed and G. M. Of course, it's a Davis Leather.*

*Not only is a skin of this Chrome Russia Calf even in color from head to tail, and from skirt to skirt, but every skin of every lot is even in color. The substance of the matter is, that in the Davis factory there is only one tan, and only one brown, and every skin made up in either of these shades must hit the color exactly. No skin gets by unless it is absolutely a tan or absolutely a brown—half measure won't go in the Davis factory. The most complete and efficient leather organization in America protects you in this regard as in all others.*

*Put that money you lose now in matching into your profits.*

**DAVIS LEATHER CO., LIMITED**  
**NEWMARKET, ONTARIO**

---

**Just  
do this:**

*We have sample cuttings of this leather in both colors and in all finishes. Ask us to send you a set.*

# Dorothy Dodd



## Is a varied stock profitable?

A varied stock means an incomplete stock.

Only the first week of the season does the "Varied Stock" Dealer have *complete* lines.

Sales are lost through lack of sizes demanded.

Customers are lost through poor fitting.

Profits are lost through the eternal need to "clear up" broken lines.

Nearly every Shoe Retailing Failure includes "too many lines."

The Best Brains of the Retail Shoe trade today are agreed that success must be built by *featuring* a few *well chosen* lines.

Moreover, other things equal, a good named shoe, such as the DOROTHY DODD, turns oftener, sells out clearer, and draws bigger and more permanent trade than non-descript lines.

In addition to its famous fitting and wearing qualities, the DOROTHY DODD Shoe gives the retailer an opportunity to feature a famous line which cannot be bought at his competitor's store. It gives the retailer a chance to make his ability tell to the greatest extent.

This isn't argument; it is truth. Ask for the proofs!

A post card will bring catalogue, trunk of samples or salesman.

### DOROTHY DODD SHOE COMPANY

101 BICKFORD STREET, BOSTON

BRANCH "IN-STOCK" DEPARTMENTS

NEW YORK CITY  
248 Duane Street

CHICAGO  
308-312 So. Jefferson St.

W. M. Murdoff & Son, Box 478, Trenton, Ontario, Canadian Representatives



---



---

*Jet and  
Whitestone  
Buckles*

---



---



---



---

*Cameo and  
Whitestone  
Buckles*

---



---




---



---

*Heelets*

---



---



---



---

*Anklets*

---



---

## THE TANGO

This shoe ornament, created by us, is proving the season's biggest sensation. With our "Tango" any plain slipper may be converted into the laced sandal, now so popular. Our line of shoe buckles is conceded to be the finest and most complete made. Particularly good sellers just now are the combinations of genuine jet and rhinestones. Our Canadian representative, Mr. W.J. Cowen, Coristine Building, Montreal, Que., will be pleased to show you our many new novelties.

*Write NOW for a New Catalogue. It's yours for the asking.*

### FISHEL NESSLER CO.

Largest Manufacturers of Fine Shoe Ornaments in the World

184 FIFTH AVE. : : : NEW YORK

ESTABLISHED OVER A QUARTER OF A CENTURY



## No women's trade too good for this shoe

Specialization, with the consequent attention to detail, has placed the Perth Shoe on a pinnacle of perfection. It is in a class beyond all other women's shoes of its price.

With the Perth in your stock you can receive with confidence the most particular and best dressed woman in your town. For you can be assured that you have points of shoe excellence to show her that she won't find in any other shoe.

The Perth shoe itself is the most convincing argument in its own behalf. It appeals to fastidious women because of its so evident careful making, and its dignified and pleasing styles.

It has in particularly full measure that indefinable virtue called "style" which is so much loved by every woman.

But the Perth is not a high-priced shoe. It just looks that way, but it's good for your less particular trade, too.

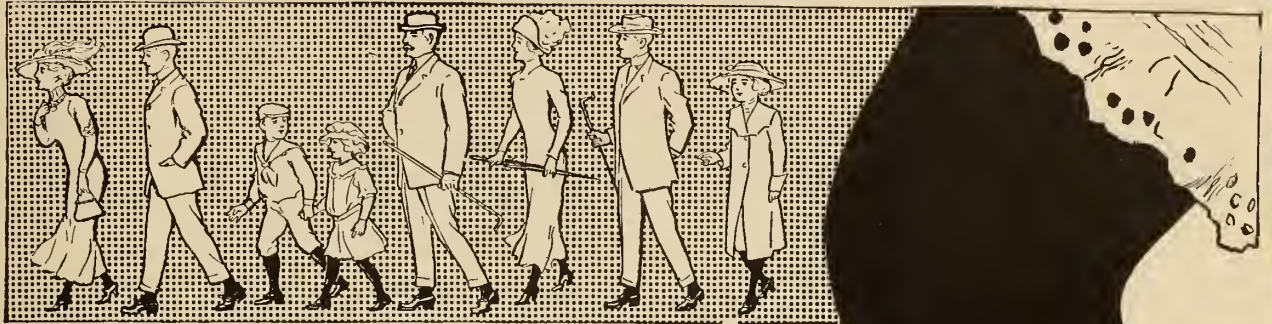
### Perth Shoe Co., Limited

Perth, Ontario

**Exclusively  
Women's  
Goodyear  
Welts**



# Easy Money for the Shoeman



How many pairs of shoes do you sell in a year, Mr. Shoeman?

**Just think of it.**

And you could sell **at least** half as many pairs of Pen-Angle Hosiery if you had it in stock.

Every person who buys shoes buys stockings too, so why not **kill two birds with one stone** and sell your customers both? You would be doing them a favor and at the same time making a little easy money yourself.

Be the first in your town to stock Pen-Angle Full-Fashioned Seamless Hosiery for men, women and children. The only hosiery made that is permanently shaped to the foot and leg, and that is both **seamless** and **snug-fitting**.

There's money in hosiery, all right, and you might just as well get it as anyone else.



*Penmans*  
Full-Fashioned  
Seamless  
**Hosiery**

Made by

**Penmans Limited - Paris, Canada**

Hosiery can be purchased through our agents:

EDWARD BURNS CO.  
Toronto

BRYCE & CO.  
Winnipeg and Vancouver

A. L. GILPIN  
Montreal

B. S. MacFARLANE  
Truro, N.S.

**B**OSTON  
A**R**GAINS  
E**S**T

**C**ANADA  
C**U**STOM  
C**O**NFIRMS

**D**ESIGNED  
D**E**VELOPED  
D**E**LIVERED

# BOSTON LAST CO.

*Last Makers to the World*

**BOSTON, Mass.**

**RICHMOND, Que.**



**Revolving Rush**



**Rambling Rose**



## Boston Last Company

MANUFACTURERS OF

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

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

**Canadian Factory: RICHMOND, QUE.**

[Charles] Campbell, Manager

Factories : BOSTON, Mass., 44 Binford St., Phone Main 107 RICHMOND, Que., Phone 82





## MR.      RETAILER

- ☞ Have you thought of the advantages of specialization.
- ☞ By stocking and advertising a shoe with a reputation you challenge success.
- ☞ **ASTORIA** and **LIBERTY** shoes manufactured by us will do the trick.
- ☞ Our very latest is a rubber soled and heeled blucher—Four dollars the pair—Delivery 10 days—Try us.

The Cook-Fitzgerald Co. Limited  
LONDON



Patent Colt

Spring  
Styles



Dongola Kid

For  
1914



Gun Metal Calf

# THE PRESTON SHOE

ALL SOLID LEATHERS

Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Gun Metal Oxfords



Home of the Preston Shoe



Patent Pumps

All Up-to-date for  
Spring

Nine New Lasts

Wait and see them.

Our travelers will call on you with a full line of Spring Footwear.

Prices Right.

## Solid Leather Shoe Company of Preston, Limited

PRESTON, ONTARIO, CANADA



Tan Calf

We study  
the  
wants  
of the  
people



Velour Calf

Preston  
Shoes are  
complete  
Fitters and  
give  
Satisfaction



Tan Calf



# Send Us Your Sorting Orders



Are you prepared to meet the heavy demand for Sporting Shoes?

You will have more calls for



Sporting Shoes this fall and winter than ever before, and will want to sort up your stock in a hurry.

Our branches are carrying large stocks of new goods for **immediate shipment**. Just when you want them.

Mail your order to-day to our nearest branch.

## Canadian Consolidated Rubber Co. LIMITED

**MONTREAL, QUE.**

QUEBEC, QUE.

GRANBY, QUE.

OTTAWA, ONT.

KINGSTON, ONT.

**TORONTO, ONT.**

BELLEVILLE, ONT.

PORT DALHOUSIE, ONT.

HAMILTON, ONT.

BRANTFORD, ONT.

BERLIN, ONT.

LONDON, ONT.

NORTH BAY, ONT.

**ST. JOHN, N.B.**

MONCTON, N.B.

HALIFAX, N.S.

SYDNEY, N.S.

YARMOUTH, N.S.

PICTOU, N.S.

CHARLOTTETOWN, P.E.I.

**WINNIPEG, MAN.**

REGINA, SASK.

SASKATOON, SASK.

CALGARY, ALTA.

EDMONTON, ALTA.

**VANCOUVER, B.C.**

VICTORIA, B.C.

YOUR



USMC



GUARANTEE  
FOR QUALITY

---

**UNITED SHOE MACHINERY COMPANY  
OF CANADA**

**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# “Walk-Over” The Shoe for You

## THE MOST FAMOUS BRAND OF FOOTWEAR TO-DAY

Walk-Overs are worn the world over—more than 17,000 pairs are bought daily by the wise folks of the earth! They go into Walk-Over stores and say, “Fit me to a pair of Walk-Overs.”



“UBET” Model.  
Stock Dept. No. 4254

Would this happen if Walk-Overs did not have exceptional value?

Style—which means right lines.  
Comfort—which means right fit.  
Wear—which means right material.

For nearly 40 years the makers of Walk-Over shoes have established shoe style for the world. Walk-Over stores are the first to show the

newest original patterns, with a full run of sizes and widths.

This is what makes it so easy to make each caller a Walk-Over customer.

Our Stock Catalog, beautifully illustrated will be sent on application to any dealer who is located in a town where there now is no Walk-Over representative.



“MODISTE” MODEL  
Stock Dept. No. 2256.

## GEO. E. KEITH COMPANY

Manufacturers of Walk-Overs  
for Men and Women

CAMPELLO (Brockton) Massachusetts  
ST. LOUIS, Missouri,  
1117-19 Locust St.





# To hold the business

Business in your town is just the same as it is in other towns—so blamed hard to get that it's worth going to almost any trouble to hold. It's all right, *for the first time*, to get your profit regardless of *the profit of your customer*. But if you want to get your profit *often*, you must give your customer his profit *just as often*.

Value is what constitutes the profit of your customer, so give him value.

In Williams' Shoes Value is spelt with a capital V. Every step in the process of manufacture, every little detail, is designed to give the most possible value at the least possible cost. Consequently, through Williams' Shoes you are enabled to give your customer the value that makes it profitable for *him* to deal with you.

Williams' Shoes certainly hold the business.

## The Williams Shoe Co., Limited

Brampton,  
Ontario





# Kant Krack



# Dainty Mode

## Do you get this Christmas business?

Perhaps you think that very little of the Christmas business belongs to the shoeman. But why should that be when there are so many real Christmas gift suggestions that he can display in his window?

Consider rubber footwear—the overshoe for instance.

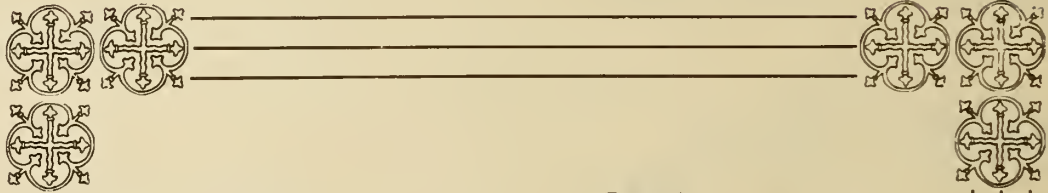
What better gift could one wish for, or suggest than a pair of Kant Krack overshoes? Warm, comfortable, well-made, perfect-fitting—why they are ideal gifts.

Year after year people are becoming more sensible in their giving. And it's just because wise merchants have made valuable suggestions to them. Make a few suggestions yourself—and do not overlook the possibilities of Independent Brand rubber footwear.

**Independent Rubber Co. Brands are sold by**

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	Ottawa, Ont.
Garside and 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.

Independent Rubber Co., Limited  
Merritton, Ontario



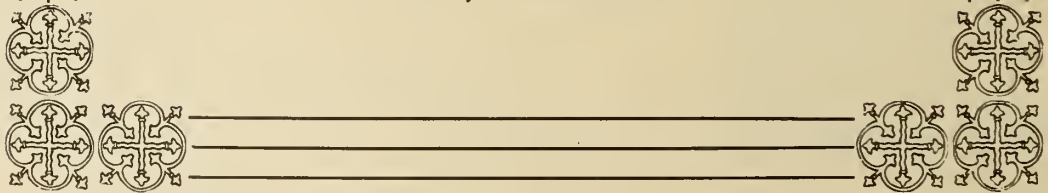
# *Classic Shoes*

THIS is a strictly high grade line of shoes for ladies, misses and children. Many stores throughout the country are stocking heavily on "CLASSIC" Shoes because they have tried them and know they are not to be beaten.

## *Getty & Scott*

*Limited*

*Galt, Ontario*





THOMPSON'S KUSHION SOLE  
TURN SHOE FOR WOMEN  
CARRIED IN STOCK



390. Wos. Kid Bal., Pat. Tip. \$2.45  
394. Wos. Kid Blu., Pat. Tip. \$2.50



388. Wos. Kid Fox Button, \$2.75  
387. Wos. Kid Fox Blucher, \$2.75



391. Wos. Kid Blu. Oxford, Rubber Heel, \$2.10  
392. Wos. Kid Oxford, Plain Toe, Rubber Heel, \$2.10

It is an understood fact by all retailers that the product of a specialty factory are the goods that carry the height of perfection in style, finish and all the little details that form part of the retailers' success.

We guarantee every pair of Thompson Kushion Sole Shoes.

Our Women's Goodyear Welts for immediate shipment are worthy of your careful consideration



428. Wos. Gun Metal Cf. Btn. Cloth Top, Cuban Heel, \$3.00  
401. Wos. Pat. Btn., Cloth Top, Cuban Heel, \$3.00



467. Wos. Pat. Btn., Mat. Top, Low Heel, \$3.00  
465. Wos. Gun Metal Btn., \$3.00  
466. Wos. Gun Metal Blu., \$3.00



424½. Wos. G. Met. Cf. Btn. Dull Top, Cuban Heel, \$3.00  
451½. Blucher - - - \$3.00  
406½. Patent Btn. - - - \$3.00  
460½. " Blu. - - - \$3.00

Perfect Models  
The best of fitters  
and  
Most Important  
Quick and profitable  
sellers.

Thompson Shoe Company, Limited  
36 St. Genevieve Street - Montreal

Make it while you Live

Reasonable  
satisfaction guaranteed

Send for Catalogue



## Hand in hand with your sales people

The Doctor's shoe is, first of all, a remarkably good example of expert shoemaking. In every detail that goes to make a shoe comfortable, good to look at, long wearing, it is perfect.

But it is more than an expertly made shoe.

It has individuality. And that means sales-pull in advance of the ordinary shoe.

In the hands of an expert shoe clerk, the Doctor's is a sure sales-getter. It works hand in hand with him, emphasizing each point he makes, and backing up each argument.



The Doctor's turns a mediocre clerk into a good one because it gives him selling points that no other shoe can give. It allows him to make statements he can readily prove, but which cannot be even made in reference to other shoes.

Working hand in hand with your staff, the Doctor's will bring you customers you never knew before. It will make two sales where was only one before. It will boost your turnover and your profits—and it will never "fall down" on you. Always it will be as good as you paint it—and better.

There's a shoe for you.

Ask your jobber.

**The Tebbutt Shoe & Leather Co., Limited**  
Three Rivers, Quebec



# Ames-Holden-McCready Limited

## THE BIG IN-STOCK HOUSE

Has a full assortment in all its  
Branches, of Seasonable goods,  
for Fall and Winter Business

Mr. Retailer:

You do not need to go short in  
Rubbers, Shoe Packs, Moccasins, Wool  
Sox, Felt, and Felt Lined Goods, etc.,  
as you can get them shipped from  
your nearest branch, same day order  
is received, so

## DON'T GO SHORT



# Ames-Holden-McCready Limited

Montreal      St. John      Toronto      Winnipeg  
Calgary      Edmonton      Vancouver

SOLE AGENTS FOR

Granby and Maple Leaf Rubbers

# 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



# Stop those kicks about Patent Leather Shoes

You can't blame a man for kicking if his Patent Leather Shoes crack and chip after a few days' wear. But you can't help it—even the best of them will do it. However, you can appease his wrath by selling him a bottle of Lionne Patent Leather Repairer which will re-enamel the damaged part and make them as good as ever. This should prove the most active seller in your findings department—certainly none will be more practical. If 50 per cent. profit looks good to you, you'll order a dozen bottles right now.

**Lionne Varnish & Leather Co., Limited**  
531 St. Catherine Street E. - - Montreal

Selling Agents for Ontario  
**THE BOOT SHOE SPECIALTIES**  
310 Yonge Street - - Toronto

Costs you \$2.00  
per dozen bottles.  
Sells at 25c. per  
bottle.

**S**ole Leather Counters  
Solid Through Vamps  
Superior Sole Stock  
Solid Leather Throughout

Capped  
by this



If you sell to boys, why not sell them boots that are "Built for Boys"? What sense is there in handling scrubby, flimsy stock just because the buying price looks good to you? What benefit is there in a long profit on a one-sale brand of boots compared to the patronage and profit our customers enjoy from the sale of "Canadian Boy Shoes?"

**Our registered trade mark above, is your guarantee.**

Sold only by

**The Reliance Shoe Co., Limited**  
350 Sorauren Avenue

# PACKARD'S BOUDOIR SLIPPERS

IN ALL SIZES



Place a few pairs in your show window. They help to draw attention and not only are they splendid sellers, but perfect fitters and are cozy and comfortable to wear.

Made up in all the latest, daintiest shades of leather and with a handsome pompon on the front.

ORDER EARLY—ORDER NOW

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



**The majority  
of your  
customers**

The majority of your customers are sensible, steady-going people, to whom sensible, steady-going, wear-resisting shoes will make the strongest appeal.

Aird Turns and McKays are sensible, steady-going, wear-resisters—and they are priced right.

**AIRD & SON**

Turns and McKays for Men,  
Boys, Youths and Women

**MONTREAL, P.Q.**





## What a gift Suggestion!

A fine-appearing, well-made club bag! What more useful or acceptable Christmas gift could be found?

Put this suggestion right up to your patrons. Feature B. T. & B. Club Bags in your window. Make a display that will emphasize their possibilities as gifts, as well as their general usefulness at any season.

There will be many a weary Christmas shopper only too pleased to act on so sensible a suggestion.

Don't let all the Christmas money pass your door. Turn some of it into your own cash register.

## Berlin Trunk & Bag Co., Limited Berlin, Ont.

Your order to any of these selling agencies will receive immediate attention.

C. H. Griffiths & Co., Calgary, Alta  
Thompson and Henselwood,  
Saskatoon, Sask.

H. T. Johnson, 253 St. James St.,  
Montreal, Que

Harry Magee, St. John, N.B.

H. McLeod, Sudbury, Ont.




## The Tennis Placing Season is Now Open

WE WANT YOUR PLACING ORDER FOR

## Kaufman's Lifebuoy Tennis and Outing Shoes

FOR 1914 SPRING DELIVERY

Carefully examine the Superior Quality of Duck and Linings in our Shoes, also note the well shaped and good fitting lasts.

The rubber toecap on our WHITECAP prevents soiling of the canvas upper and saves the foot from dampness.



### Whitecap Balmoral

A Shoe that will bring you splendid results.

Our salesman will call on you and we ask that you reserve your Spring Order until he sees you. Our prices are no higher than others.

Large sorting stocks carried throughout the season at all principal distributing centres, giving you prompt and efficient service.

## The Kaufman Rubber Co.

LIMITED

Head Office & Factory—BERLIN, CANADA

VANCOUVER, WINNIPEG, LONDON, TORONTO,  
OTTAWA, MONTREAL, TRURO, FREDERICTON,  
CHARLOTTETOWN



## *Your best women's trade*

To retain the custom of those particular women whose patronage of your store is a compliment to you, and an advertisement to the store, stock McDermott "specialist shoes."

These fine specimens of shoemaking, made in a women's shoe factory, appeal to women of taste and refinement because they embody up-to-date styles without becoming "loud" or "freakish."



There are a number of fine sales reasons in McDermott Shoes with which you should acquaint yourself. Had not you better find out to-day?

*The McDermott Shoe Company*

*Women's Shoe Specialists - MONTREAL*

## **"Altera" Embossing Machine**

built by the

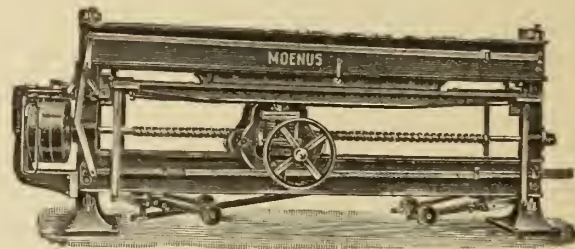
**MOENUS MACHINE COMPANY, Frankfurt a.M., Germany**

Another testimonial that  
speaks volumes.

Newark, N.J., July 21st, 1913

MOENUS MACHINE COMPANY,  
Frankfurt, a.M., Germany

Gentlemen,—



I am in receipt of your recent communication in reference to my large and small Altera Embossing Machines, and in reply wish to say, that the work they are turning out is exceeding my expectations, and I do not believe there is another machine in the market that can compete with them, and I can cheerfully recommend them to any one intending to do fine work.

Yours very truly,

(Signed) CHAS. NIEDER,

225-233 Emmett Street, Newark, N.J.



In the heart of the Shoe & Leather District

# United States Hotel

Beach, Lincoln & 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 centres and also to theatres and places of interest.

### European Plan:

\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

**Tilly Haynes** Prop.      **James G. Hickey** Manager.

## The Standard Product

# MOHLENE "A"

Absolutely pure—guaranteed not to contain an ounce of mineral or vegetable oils—absolutely uniform every day in the year.

Mohlene "A" adds the quality that makes your leather a little better than the rest.

If you are not using Mohlene "A" now is a good time to start.

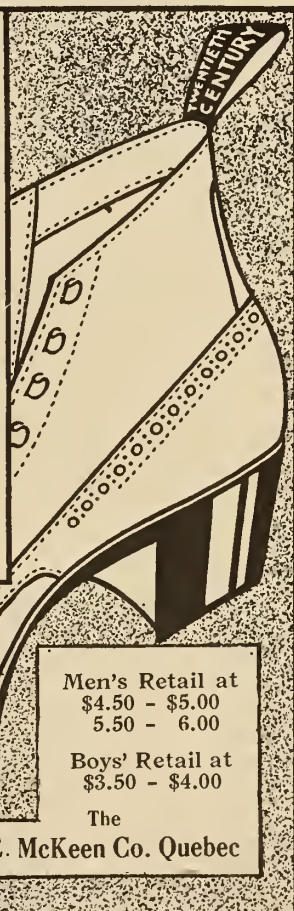
## Marden, Orth & Hastings Co.

ESTABLISHED 1837

### Oils, Greases, Tannins and Tanning Extracts

NEW YORK Office, 82 Wall St.      225 Purchase St., BOSTON, U.S.A.  
SAN FRANCISCO, Office and Warerooms, 340 CLAY ST.  
CHICAGO, Branch Store, 1030 NO. BRANCH STREET

Twentieth Century Welts not only tickle the fancy, they satisfy the foot as well. They make steady friends of their wearers in every instance because they are correctly shaped and do not injure the feet.

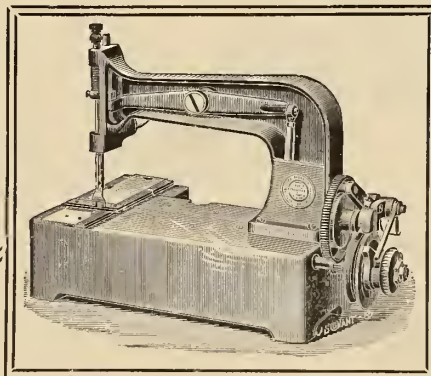


Men's Retail at  
\$4.50 - \$5.00  
5.50 - 6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
**C. E. McKeen Co. Quebec**

When One Machine Like This Does the Work of Nine Hand Operators



Doesn't It Make You Feel Like Asking Us More About the Proposition?

## REECE BUTTONHOLE FINISHING MACHINE

Briefly put, its main advantages are: A great superiority to hand work; the buttonholes keep their shape better and wear longer than any others. Finishes work very neatly and in clean-cut fashion.

Saves 40 to 50 cents a case.

Makes 15 to 20 cases per day. May we send samples of work?

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL      TORONTO      QUEBEC**

L. D. Phone Main 5397      L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.



## Just a Glimpse at Some of the RIDEAU Samples for Spring 1914

There are dozens of others just like these shown here. The women's styles are "chic" and dainty every one; while the men's lines show that up-to-date appearance in every line that accounts for the phenomenal sale of RIDEAU samples for Spring.



Have you seen them yet? If not, drop a card and our traveler will call.

### Rideau Shoe Co., Limited

103 Latour Street

MONTREAL





# SHOE & LEATHER JOURNAL

*Published Twice a Month*

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Montreal Office: Coristine Bldg., Montreal, Can

London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 22

TORONTO, NOVEMBER 15, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>  
Foreign Subscription, \$2.00

## Shoe and Leather Situation Daily Growing More Acute

Every Corner of Globe Drawn Upon for Supplies Which Are Constantly Diminishing and Further Advances in Price Are Bound to Come, Says Leading Maker of Upper Stock—Comparatively Few People Understand Conditions as They Really Exist Today

"The trouble with the general public, and even a large proportion of the shoe trade, is that they do not appreciate the situation as it really exists. I think it is the duty of trade papers to take up this matter of the growing strength of hides and skins and present the facts exactly as they are," remarked one of the most widely known Canadian tanners of upper leather to the "Shoe and Leather Journal."

"During the past three or four years the price of hides and calfskins have been steadily increasing, notwithstanding the fact that tanners have only been buying as their necessities demanded. We have put forth our best efforts to prevent paying these advances," he said, "and I know whereof I am speaking. Our operations for buying raw material have been gradually extended until, during this time, every corner of the globe where raw material, suitable for upper leather could be obtained, has been drawn upon. Notwithstanding all this, prices have been gradually climbing, until today, they are higher than has ever been known by those, even the longest time, in the tanning business.

"During 1913, notwithstanding the money stringency that has existed all over the world and that hides and skins are a cash commodity, the price has steadily increased, and this in the face of the fact that, in order to endeavor to prevent further advances, tanners, both in the United States and Canada, have not been running their plants during this year, on the average, at more than 50% or 60% of their capacity, hoping in this way to reduce the demand for raw material, and either prevent further advances or accomplish a reduction in prices."

"Their efforts, however, have entirely failed and as the months have gone by, prices have been gradually getting higher. This condition is not confined to any one country, but is world wide in its character, and, notwithstanding the large decrease in the quantity of leather manufactured, no relief has been obtained. The hide cellars all over the world are kept bare of stock, and tanners have no supplies, comparatively speaking, with which to go on, as they have bought only in limited quantities, and when they could not possibly avoid it."

### Shoe Stocks Have Run Low

"Owing to the general money stringency, retail shoe dealers have run their stocks down to the very lowest point,

and jobbers and wholesalers have taken practically the same course, and are in the same position. Shoe manufacturing plants have also been run at a very much reduced percentage of output; in fact, some of them have manufactured but very little for a number of months, and their stocks also are very low. This condition has taken place in the face of a very dry summer and fall, which has enabled the wearers of boots and shoes to get along comfortably with less purchases of this commodity than they would be required to have in an average year, so that today we find the situation to be, the tanners having made a great deal less leather than usual, and with very small stocks, with no stock of hides, and the shoe manufacturers, jobbers and retailers with less stocks than probably they have ever had for a great many years."

### Increasing Demand for Shoes

"During the last few weeks we have had some wet weather, and the result on all branches of the shoe and leather trade has been most remarkable. The demand has been increasing very fast, and this is not to be wondered at, when we realize that in Canada today we must have, according to our immigration returns and in addition to that the natural increase in population, at least one half million more people than we had at the beginning of last year. This perhaps is too low an estimate. All these people are wearing boots and shoes. We hear of no one going barefoot, and this condition will indicate that the legitimate demand for boots and shoes will be larger this fall and winter and next spring than ever before in the history of the country, and we are approaching this situation with a smaller stock of hides, leather, boots and shoes than probably has ever been known before in the history of Canada."

### Must Get Better Prices

"Tanners must get increased prices for their leather or will refuse to buy hides at present prices, and pay cash for them, as they have to do. Boot and shoe manufacturers must get more for boots and shoes and the jobber and retailer will have to pay and receive higher prices than have obtained in the past. This would seem to be the logical conclusion of the whole situation. The shrewdest buyers of boots and shoes and leather are beginning to realize that those who provide for their reasonable needs for the next few months will obtain their goods to better advantage than they will a little later on, and also will be able to get more prompt delivery than every indication would show they can possibly

expect to get some weeks later than this. In fact, it appears as though a good many people have waited longer than they should and will find it difficult to promptly supply all their needs as this increased demand persistently presents itself in the next few months."

#### Comparison of Manufacturing Conditions

"With reference to what bearing the removal of the duty by the United States on leather will have on the Canadian leather trade, I would say there will, of course, be differences of opinion. Speaking with reference to upper leather only, the situation seems to be that, in so far as the cost of manufacture is concerned, the tanners in the United States and Canada are about on a parity. Wages in Canada are equally as high today, and some people think higher on the average, than in the United States. However, the difference would not be appreciably sufficient to give special advantage either way. Raw material, of course, is bought today in the markets of the world, and tanners in both countries are on equality in this respect. The recent United States Tariff has also taken off the duty on tanning materials going into that country, and this places both the countries in the same position practically in that respect."

#### Canada's Tanning Capacity Large

"The tanning capacity of Canada, under the present plants in operation, is larger than is required to supply our present population—in fact, one upper leather tanner stated recently, that, in the particular class of stock he manufactured, his present capacity was quite sufficient in itself to supply all the leather of that class that can be used in the Dominion today. At the same time he admitted that he had a number of competitors, but he expected in the course of time the market would expand as our population increased, and his equipment would enable him to be ready for the increased demand as it comes."

"Under these conditions Canadian upper leather tanners would be only too glad if they could find a profitable market in the United States for their products, but they are up against the fact, as stated above, that the United States tanners also have a greater capacity than their country requires, and are large exporters of leather when the markets abroad will give them any profit, so that it is only natural to suppose that their home market is thoroughly looked after by them. Being on the spot with long experience as to the requirements of the users of leather in that country, and a thorough knowledge of the financial standing of those with whom they have to do business, they have certain advantages that always obtain to manufacturers selling goods in their own country. Tanners in the Dominion would have to feel their way very carefully if they made a move in the direction of trying to introduce their products in the United States markets. They would have the extra expense in the way of agents' commission, extra freight in many cases, and would require to make a study of the financial standing of the buyers of their goods."

#### A Problem to Be Worked Out

"All of these features, of course, are always incident to manufacturers endeavoring to open up business in other countries, but where the cost of manufacture in the two countries is about on a parity, it is easily seen that it is problematical to what extent leather could be sent into the United States at a profit. It appears to be a problem that every leather manufacturer will have to solve for himself, and only time will demonstrate as to what the result will be in a permanent commercial way."

"This view, applies to upper leather only. While of course, not as competent to speak with reference to sole leather and harness leather as those who are actively engaged in the manufacture of these lines, it would appear on the face of it that they would have a better opportunity of enter-

ing the United States market than upper leather manufacturers. Bark enters very largely into their cost of tanning in both of these lines, and Canada perhaps is more favorably situated in that respect than the United States. In this way they may have some advantage that would work out well for them in endeavoring to introduce their products in other markets."

#### No Relief in Raw Material Values

"The most experienced men in the business, in various parts of the world, hold the view that, with the gradual decrease in the number of cattle throughout the world, which apparently is continuing year by year, and the natural increase of population and the new avenues opening up for the introduction of leather, no relief can be expected for some time to come from the raw material values, and therefore, tanners and shoe manufacturers will have to get a larger price for their products. It is easily seen that they appreciate the situation by reducing the manufacture of these lines until the market enables them to obtain a legitimate profit on the present cost of raw material, and this result will be achieved, I believe, in the very near future, as leather and boots and shoes are staple commodities, which are not affected, even in tight money markets or periods of some depression in business, as compared with other products which are more in the class of luxuries."

### Making Shoes Waterproof

The following method is recommended for making children's or other shoes waterproof. Take one ounce yellow beeswax, 2 ounces powdered resin, and one pint of neat's-foot oil. Warm together over a very slow fire. Apply warm to the shoes with a rag and rub in all the leather will absorb, keeping it warm all the while. Now pour some into an old shallow tin and set the shoes in it until the soles are well saturated. It is well to blacken the shoes nicely before applying the waterproofing.

Another method given by Scientific American is this: Apply the following mixture—Linseed oil, 1 part; mutton tallow, 1-2 lb., beeswax, 1-2 lb. Melt and mix thoroughly together and apply to the warmed boots with a brush. You may add a little ivory black if you like. A coat of gum copal varnish applied to the soles, and repeated as it dries until the surface shines will make the sole waterproof, and will also make it last three times longer.

### How a Store Is Judged

A store's importance is rightly judged by its advertising. Not altogether by the size of the advertisement, but by size and tone, and quality of announcement. What the store has to say is one thing. Quite as important is how it says it. Given that the clerical force is competent and up-to-date, it will say, over the counter, the very best to be said in reference to the goods enquired for. It may, and should, suggest other goods, not in the customers view. This implies that the customer is in the store. But what brings him or her there? The wish to buy and the belief it is a good place to buy at. How is this learned of? By advertising. The advertisement is a message, an intelligent middleman, doing service between seller and buyer. The space talks to thousands, even while the store is closed for the night.

The man who sees your display of goods or your advertisement about them wants to know one thing above all, and that is How Much?



# How the Business of a Western Shoeman Has Grown

James Maynard Has Been in Business in Victoria Since 1883—His New Store is Most Complete in Its Appointments—The Repair Department Pays Well—Newspaper Publicity Has Helped to Build Up Big Trade

Thirty years in the shoe business in the Capital city of British Columbia is the long and progressive record of James Maynard. Born in England, he came to Victoria in 1883. He sailed on the steamer Prevonias to New York, then crossed the continent by rail to San Francisco, and proceeded again by boat to Victoria. In a small way he began the making and repairing of shoes and today is one of the staunchest and most widely known retailers on the Pacific Coast. In 1900 he moved to larger quarters at 1313 Douglas street in the Odd Fellows' Block, where he still carries on business, in addition to the handsome and well appointed store at 649 Yates street, which he opened in May last and a picture of which appears on this page.

Mr. Maynard's new establishment is one hundred feet deep and twenty feet wide. The shelving runs clear to the ornamental metallic ceiling, and in the centre there is a light, airy partition dividing the men's department from that of the women. The floor is covered with a linoleum and in front of the fitting benches are long strips of carpet. The shelving is of the double carton system throughout, and a universal label is used which adds much to the interior attractiveness of the premises. In order to get at the stock easily bicycle ladders are used. At the rear are the shoemaker's and dressing rooms, and there is also a yard at the back opening through an alley off a side street.

Near the centre of the main floor is the office behind which is a table for



JAS. MAYNARD, VICTORIA, B.C.



INTERIOR OF THE NEW MAYNARD SHOE STORE, 649 YATES ST., VICTORIA, B.C.



wrapping parcels, and the button machine. The store is splendidly lighted by a long window at the back and by a sky light in the centre in addition to the imposing plate glass front. Both gas and electricity are installed in the premises and the store is heated in winter by gas radiators.

Mr. Maynard has, in connection with his establishment, a shoe shine stand, which is very well patronised. A first-class repairer is kept on the premises and a large repair trade has been built up, a modern outfit being used. A duplicate tag system is employed to keep tab on all jobs brought in. Mr. Maynard is a liberal patron of newspapers and carries

space in them regularly. He does not believe in special sales, and never holds more than one during the year. This he calls a "discount sale," and gives a certain percentage off all lines of goods. He thinks there are too many so called "special sales" advertised, and that they savor too much of the junk shop variety. A certain amount of approbation is granted, though the proprietor personally is not favorable to the arrangement, and would be glad to see all dealers combine to kill the practice.

He attributes his success in the shoe line to a good stock, good service, and close attention to the wants of his customers.

## Use Tables For Clearing Out Odds and Ends Stock

How Shoe Section of Western Departmental Store Eliminates Shelf Warmers—Many Improvements Effected and Large Business Built Up in Two Years—The Men Behind a Progressive Establishment

"We always have lines out on the tables, and consequently have no odds and ends at all. We have no use for shelf warmers, and any line that does not move rapidly is cleared out at cost. We turned the stock over in the department three times last year, and we put on a sale twice annually—in the summer and in the winter," said A. V. Wright,

not resist it, he selected Moose Jaw as the spot of his future operations, and that he has been successful in this go-ahead community is putting it very mildly. He bought the business of M. J. MacLeod Co., Limited, and had the premises thoroughly renovated.

Among the improvements effected was a big change



SHOE DEPARTMENT, WALTER L. JOYNER'S STORE, MOOSE JAW, SASK.

manager of the shoe branch of the Walter L. Joyner departmental store, Moose Jaw, Sask. Mr. Wright, who has been a resident of that progressive centre some two years, started his career in the retail game with the McRobbie Shoe Co., of St. John, N.B., eight years ago.

Walter L. Joyner is one of the new and successful merchants in the West. Arriving in Canada from England some twenty years ago, he settled in Ottawa, where he was engaged with A. A. Fournier, Limited, being vice president and manager of that concern during the last few years. When Mr. Joyner heard the call of the West, so strongly that he could

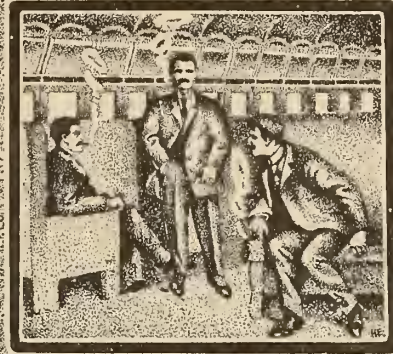
in the shoe section. In opening the basement department Mr. Joyner made a decided move toward building up the fine large trade which he now enjoys. This department is sixty feet long by twenty feet wide, and is entered by a massive stair way finished in dark oak. The fixtures which are in Mission style, with furniture to match, run twelve cartons high; each shelf carries two cartons, with space above for reserve, making all the stock very accessible. The floor is covered with heavy cork linoleum, the men's department being on the right, the women's on the left and the children's

(Continued on page 35)





# On the Road



## THE ATTITUDE OF THE TRAVELING MAN

"Do you know," said a Montreal roadman the other day, "that the really competent shoe traveler is not only a salesman, but he is the buyer as well. What I mean by that is that he must have every confidence in his line and enjoy the confidence of his customer. From his samples he picks out a certain number of shoes, places them on a separate table or on some convenient display spot and says:

"There is your line for the coming season. Go to them."

"This shows if he ever expects future orders that the seller is ready to back to the limit the range that he represents. He must gain the trust, esteem and goodwill of the retailer to such an extent that the latter will practically allow him, within reasonable bounds, of course, to settle what lines that he (the dealer) should purchase. There are many who will not agree with this observation, but I have sold shoes on the road for 21 years now, and I still adhere to the belief that the up-to-date, reliable traveler is practically a buyer for the shrewd and capable retailer, as well as a salesman of the house whose goods he is handling."

### Stand Up for His Line

"I also believe that a salesman should always stand up for his line and be jealous of its prestige," declared another traveler, when matters of mutual interest were being discussed. "Many and many a time when retailers have broken engagements, when they have promised to give me an order and have not, or have deliberately misled me, made misrepresentations and treated me in a scurvy fashion, I have felt like telling some of them to go to a decidedly warm climate, that I could live without their business and, in fact, spent more money in one week on the road than some of them would disburse in a year. But then again, when strongly tempted to repay in kind, go off at half cock or in a sudden outburst of resentment, I remember it is sane advice to keep your powder dry and to think over a nasty rejoinder before giving expression to it. This is especially desirable if such a remark is going to carry with it a sting, a reprimand, or reproach. You know, after all, we are not on the road to insult retailers, and it does not pay to be discourteous, stand-offish or sarcastic, even if you are not treated as well as you think you should be. You do not know but what the man that you throw down to-day may be occupying a very influential position to-morrow. We all have our ups and downs. The arrogant fellow who is at the top of the heap to-day, is sometimes far down the slope to-morrow and the footwear buyer or manager in the men's or women's department of a leading city establishment, may be in business for himself in some town or city some day.

"I do not have trouble with any of my customers and I attribute my good luck to the fact that I do not carry tales

from one to another; that I mind my own business and do not try to pry into the matters of others. I do not want you to think, though, that I am a soft mark or "a goat." I will not allow my range of shoes to be deliberately belittled, but if a man casts some reflection upon the goods that you handle, but really does not mean what he says, you can laugh or banter it off. Yes, I had an experience in an Alberta city not long ago. A certain shoe man does a very high-class trade and I knew that only two or three of my men's lasts would likely suit his trade. I, therefore, called around to see him and told him that I had a couple of lasts which were very attractive, and that I was confident they would meet with his approval. I asked the privilege of bringing them around and he said 'All right.'

### A Little Argument on Fit

"So next morning I walked in with a couple of samples of classy oxfords. Each has a receding toe, flat tread, wide shank and low flange heel.

"Mr. Cornish (for that is the name I am going to call the retailer) held one of the oxfords upside down and said: 'Yes, that is a nice-looking, smart last, but there is not enough wood about it.' By that he meant it was a poor fitter. I told him that last was a splendid fitter, and he said no, it was not. I said I knew my goods and had every confidence in him, if he could find anyone to try on the shoe.

"Cornish called one of his clerks, Richardson by name, and said: 'What size of shoe do you wear?'

"'Six and a half, sir.'

"So Richardson sat down and tried on the sample which I had on hand. It was a seven shoe.

"'There,' said Cornish, 'did I not tell you that there was not enough wood in that last? See that fit—it is not at all desirable; too tight across the ball of the foot and too meagre around the arch.'

"Richardson agreed with the boss. I told the clerk he was fitted half a size too long; that the shoe, placed on a number seven foot, would fit like a glove, not only around the ball, but at the arch and instep.

"Cornish turned toward me and testily demanded: 'Do you think, sir, that we do not know how to fit shoes?'

"I saw he was very touchy and diplomatically replied: 'I am not insinuating anything of the kind, but what I do know is that that shoe will fit a number seven foot perfectly. I have every confidence that it will.'

### And He Said Not a Word

"Well, to make a long story short, I asked Cornish if he had a good filler for a number seven oxford. He said that he had and went and got one. He inserted it in the shoe and the shoe fitted perfectly, just as I expected that it would. Cornish had not a word to say. He was not willing to



to acknowledge that he had been mistaken in his estimate of the fitting qualities of the footwear, but I forgave him, as he promptly said: 'Give me thirty pairs in gunmetal, thirty in tan and thirty in patent.'

"The shoe sells at \$3.10 and as the order amounted to about \$300 on that one last, I went away perfectly satisfied.

"Cornish thinks that he is one of the best shoemen in existence. I would not interfere with his air of importance, self esteem or independence, but I wanted to let him know that when it came to a critical point in my shoes, I knew exactly where I stood and I was not going to take back-water on his mere say-so.

"So you see that one can retain the respect and esteem of one's self as well as that of another, if he speaks with conviction and confidence and a firm faith in the line that he handles.

"There, I have talked long enough. I have to take my samples and catch the next train for the West; so good-night, boys."

### What Is a Good Customer

It is said that in every honest bargain both sides gain. A good customer is a man who requires the truth of this and lives up to the recognition.

In other words, a good customer is a man who accords the same treatment to those of whom he buys as he wants those to whom he sells to accord to him.

No man who thinks, or acts as if he thought, that he does a favor when he buys shoes of another, can be as good a customer as the man who does not so think.

A customer always has two roles, in either of which he can display good or bad manners and tendencies. The first role is that of buyer and the other that of debtor.

So it comes about that a man may be a good customer as far as his buying goes, but a poor customer when his acts as a debtor are considered.

A good customer is a man who buys what he wants at the same price and on the same terms as other buyers get, and who pays for what he has bought when he says he will.

No customer is a good customer who is always seeking to beat down a price or to obtain an extra favor in terms. A good customer is not the man who is always seeking to claim allowances for errors or shortages that are partly or wholly fictitious, nor is he a good customer who mails his cheque on the twelfth day with the cash discount taken out.

A good customer recognizes that people of whom he buys are not in business simply to sell to him. He will not ask people of whom he buys to turn their factory or store upside down to give him accommodations that he does not have to have.

A good customer does not halloo for his season's requirements in one delivery, so that he may be sure that he will get all he wants, but he explains that he must have so many at such and such times.

A good customer does not expect people to make up special goods for him and sell them at regular prices, nor does he seek to transfer his shipping department to somebody else's establishment and order goods charged to him and shipped to a hundred and one of his customers in plain boxes.

A good customer is not necessarily the man who buys the most shoes. Such a man may be a big customer, but not necessarily a good one. What a good customer really is, is a buyer who gives and expects a square deal and no more.

Customers are human, and when a man happens to be a larger buyer he is likely to be pursued and fawned upon. Quite naturally the average human being gets an inflated idea of his importance after a course of such treatment and is likely to insist upon concessions that he is not entitled to.

Thus it comes about that the smaller buyers who ex-

pect and get no favors oftentimes do not get even a square deal. This is the seller's fault—one of his human frailties.

If you would have good customers be one yourself. Reputation is mightier than you may think. Men hesitate to take advantage or to seek favors from houses that have a reputation for doing the right thing themselves. A square deal is contagious.

When you buy insist upon a square deal, and when you sell give it and no more. If we will all do this there will soon be nothing but good customers, for those who don't want to be good will have to be or quit business.

### The Lady and the Letter

"Just think," said the city bred lady one evening to her husband, "Blank and Company, the big merchants, wrote me a letter today and thanked me for my trade and told me about their plans for the coming season.

"Really, I hadn't quite expected that they would do anything like that. I knew that some of the clerks knew me, but I had no idea that Mr. Blank himself would drop me a line and tell me about his plans and thank me for my patronage.

"Come to think it of now, I don't remember that Mr. Blank ever spoke to me in his life, but he must have known who I was all along."

And this lady had been born in a city, raised in one, and had spent part of her young life as a cash girl in a big department store!

Of course, the letter was one of the circular kind. Several thousands of them had been prepared and the names had been added to the beginning of each letter. The credit man had furnished the list.

Probably a very few who received those letters suspected that it was an advertising "stunt" on the part of Blank and Company. Naturally the recipients felt flattered. They had received the personal attention of the head of the house.

Is it any wonder that they continue to trade at that store? There is something about the element of personal attention that will win almost anyone.

The customer of the average store expects attention. He likes to feel that his patronage is appreciated. There is a pleasure about shopping, especially to women, and they like to feel that perhaps they have some sort of indefinable proprietary interest in the establishment where they trade.

The merchant should remember this fact. Of course, in the smaller stores, it is easy to keep in personal touch with patrons. Children may be patted on the head from time to time. When business is not rushing, a brief conversation may be indulged in.

But at least twice a year, the merchant should get out a letter to his customers. This letter should be couched in dignified language, but there should be a personal touch to it. It should in a measure take the customer into the merchant's confidence.—Twin City Commercial Bulletin.

### A Man and His Shoes

"How much a man is like his shoes!  
For instance, both a soul may lose.  
Both have been tanned; both are made tight—  
By cobblers; both get left and right.  
Both need a mate to be complete,  
And both are made to go on feet.  
With shoes the last is first; with men  
The first shall be the last; and when  
The shoes wear out they're mended new;  
When men wear out they're men dead too!  
They both are tread upon, and both  
Will tread on others, nothing loth.  
Both have their ties, and both incline,  
When polished, in the world to shine."

—Anon.



# Forty-Two Years in the Shoe Line in St. John

Wm. Searle Recalls Incidents of the Great Fire and Tells How People Gradually Changed From Hand-Made to Factory Made Shoes—Served Seven Years as Shoe Maker's Apprentice—Introduced First "Tooth-Pick" Shoes

With two pounds in his pocket and married three weeks, William Searle came to Canada from England in 1871 and settled in St. John, N.B., where he secured a position in a custom boot shop. He worked two years as a journeyman, and then bought out the stock and trade of a man who was moving to the States, and employed men to work for him. As he and his work became known, he managed to get all he could do and more, if help could have been secured. Custom trade at that time was good. Shipbuilders would have shoes made for themselves, and then take Mr. Searle up to their different homes in order that he might measure the feet of other members of the family for boots. He secured a large amount of the young men's trade for the best hand sewed work.

## The First "Razor Toe" Shoe

He was the first man to bring out the "pointers" or "tooth pick toes," with one-quarter inch welts from uppers. These shoes were in such demand that he found it necessary to have his employes work well on into the night hours and he would serve supper in the shop. This was an extra inducement to keep them going on piece work.

Mr. Searle was born in Cambridge, England, and at the age of thirteen left home with a half a crown, or in Canadian currency, sixty cents, to serve seven years apprenticeship at the custom boot making. After learning the trade in all its branches from the heavy sewn lace boot for the working men, farmers, merchants and hunting boots to the finest lady's turn, white kid slipper, putting on French heels ready for the foot, he was considered a pretty good workman. The hunting boots were made with yellow tops, and some white,



WM. SEARLE, ST. JOHN, N.B.

with the tongue closed in and also the back. To do this closing they had to use the best French calf skin. The seats were sewed; there not being a peg in the boots, and the cost ran from three pounds ten shillings to five pounds sterling.

After serving the above period Mr. Searle went to work in a large shop where there were about twenty men employed

on all kinds of jobs. Desiring to learn all that was possible about shoes, Mr. Searle paid the foreman ten shillings in order that he might sit alongside him for twelve months, thinking that he might learn something different to what he



SECTION OF WM. SEARLE'S STORE IN ST. JOHN

had seen in his apprenticeship. The ten shillings were well spent. After working for two years in this shop he decided to come to Canada, of which he had heard so much.

## Fortunate Purchase of Property

In 1877 the big fire visited St. John which caused a great loss, and hundreds left for the United States. It was at this time custom work dropped away and ready-made shoes came to the front, as they were so much cheaper. However, Mr. Searle was fortunate, as the year before the conflagration, he purchased vacant property on Main Street, and put up a three storey building, store and flats. The building was framed and the shop was finished. A lady advanced him the cash to complete two flats for her and her family to live in while her own house was being built. Mr. Searle then started in the retail trade and he found ready-made shoes much cheaper. For custom made shoes he would get from three to twelve dollars a pair. He claims trade is not as profitable as some years ago as it seems to be too much cut up, clothing stores and every little shop handling shoes. Foreigners carrying such cheap lines make quite a difference to the larger stores, as certain people will go where they can buy cheapest. Business has not been as lively as usual this summer on account of a fourteen week mill strike, but better times are now anticipated, as the men have gone back to work at the old wage. Main street is a busy one, and Mr. Searle's property at 557-559 on that thoroughfare is clear of all encumbrance.

## Tables For Clearing Out Odds and Ends

(Continued from page 32)

at the rear. Individual seats are used in the men's and women's section, and small settees for the children. The firm also carry a large stock of traveling goods, and have developed a big business in this line to which special attention is devoted. Under the direction of Mr. Wright, there is a staff of four employed, with extra help on Saturday. Mr. Wright is justly proud of the shoe section and speaks in highest terms of the enterprise and progressive spirit of Mr. Joyner. Both are aggressive Westerners, full of confidence and enthusiasm.



# How to Secure Variety in Your Window Displays

Most Windows With Their Permanent Backgrounds Have a Perpetual Sameness Which it is Necessary to Relieve—Using Materials in a New Way—Some Suggestions for Cold Weather Trims

How to make window displays effective all the time is often a difficult problem to the average window decorator, especially when his windows are finished in hard wood, which has grown to be the most practical of all modern backgrounds for displaying merchandise, particularly shoes.

Most windows with these permanent backgrounds have a perpetual sameness about them. From season to season the same style, the same way of showing the shoes, never anything to vary the monotony of the plain, cold effect of the hard wood, and nothing startling done in the way of changing the general effect of the window.

## Hard Wood Effects Striking

Before hardwood became generally used, some very pleasing and striking effects were seen in shoe displays, and it is not impossible to secure just such displays now, even with the permanent backgrounds. The wood fixtures, too, may be made to help out a great deal in securing warmer and more inviting exhibits as they are a very important item to be considered.

Of course, it will be readily seen that nothing can be used that looks any way cheap with backgrounds. That does not mean that only materials costing the most money should be employed, but good judgment must be used as to what to select. For instance, cheesecloth, cotton flannel or madras, no matter what it costs, would look out of place entirely, while plush, mercerised satens and tapestries could be used with good effect.

Then, too, you must use your materials in a new way if your windows are to be live ones. Get away from the beaten path that the majority are following and strike out for some new arrangement. If you must use holly at Christmas time, do it in a new way, do not use it the same as your competitors are doing. The arrangement counts more than anything else, and there is no limit to the possibilities of ever-greens.

A good idea would be to have a drawing of your windows

in detail always at hand, then, when you want to work out a new effect, just lay a sheet of tracing paper over your drawing and sketch in your changes while tracing it. When that is done you can make a carbon copy of your tracing and there you have your new effect. Any additions you desire to make can be drawn in with a pencil and properly colored.

## Main Thing is Result

The purpose of this article is not to tell you how to trim your windows, by any means. If you are getting results you have the right "dope." If not, we hope you may glean a few points from these lines that may help you on your way.

Now, about displaying shoes. No better way ever was devised than the various wooden benches, tables and shelves that are now so popular among the leading stores. They form an excellent background for the shoes, showing the outlines in a clear and easy manner, and the shoes set on them naturally and may be shown in any position desired.

Then, too there are great decorative possibilities with this style of fixture, and they may be made to carry out the color scheme of the rest of the window by covering the tops with materials that harmonize with that used in other parts of the window. Almost any material may be used, art glass, felt or plush, also skins.

There are many holidays and special events, both national and local, that give the wideawake, practical window trimmer ample opportunity to exercise his ingenuity and skill in obtaining some very fine effects that are sure to be a good advertisement for the house. If all of these opportunities are taken advantage of, he will have something to keep him going all the year around.

## Changing the Effect

The windows of a leading store in the West are a good example of what can be done with the hardwood background in the way of variety from time to time. This house has always been noted for its strong displays, and has built



A—REPRESENTING A CHRISTMAS SUGGESTION.



B—WINTER SCENE SHOWING ICICLES.



up a flourishing business with the help of its windows and its clever advertising during the past ten years.

Two years ago the windows were fitted with hardwood backgrounds and fixtures, all of light oak finish, and they then discarded the little plaster casts which helped to make their windows a strong feature of their advertising.

Sketch A shows what can be done in the way of changing the effect of these same windows. In this case the two side panels of the back were removed altogether and red plush placed in each one, with one corner of white felt. The centre panel was lined with red plush and left in place, and then fern leaves were arranged as shown in the drawing so as to cover the junction between the white felt and the plush in the two outside panels. Browneyed Susans were grouped plentifully among the ferns, and with a drape of bright red on the shelf, made of sateen, and mats on the stands, this scheme showed up very fine.

This is only one change from the original background. During the year several changes are made and all of them are very effective as shoe displays. This goes to show what can and is being done in the exhibit of shoes and what has proved to be a prime factor in the tremendous success that this house has enjoyed.

The trimmer for these stores has several windows to look after, still, his windows never look faded, but are fresh and bright all the time.

Another one is shown in sketch B, which was designed for Christmas. The top is of white felt, cut out and tinted with pastels representing holly leaves with stems rising from behind the string of icicles, which also are cut from felt and tinted with blue crayon, giving a cold effect. Behind the cut-out work is placed a bright yellow felt, which is shaded with rose colored crayons to represent a sky, the lower part of which and just below the icicles is covered with golden brown plush. A yellow drape of mercerized sateen is on the shelf. The color scheme is to be golden brown and yellow.

## Solid "Artificial Leather" Stock

**Promoters Found Guilty of Securing Money Under False Pretences and Each Gets Six Months in Gaol**

A recent despatch from Fraserville, Que., states that S. Daigle, P. Gauthier, O. Ducharme, and J. Gamache, of the American Shoe and Counter Co., have been found guilty of having obtained money under false pretences, and each one sentenced to prison for six months.

The manner in which these four parties and their chief, Bell, proceeded to amass their capital is quite out of the ordinary, says a Quebec paper. The chief of the group, Bell, lived at Nashua, U. S., and located at St. Aubert, several years ago. In 1911 the five joined forces as we formerly related. Bell had a deed which granted the territory of Arizona, U. S., to a company called "American Shoe and Counter Co." Bell went to the office of the Secretary of Quebec Province to dispose of his deed and to ask permission to exploit his industry in that province, which was permitted him by the Lieut.-Governor. Furnished with these documents, he repaired to places distant from great centres, and laid his proposition before meetings which he held. He announced that he had obtained a permit for the manufacture of artificial leather, which he had invented, and that this permit was available for any country, with the exception of China, where the people only wear simple sabots.

He showed his audiences, a deed on which Sir Francois Langelier, Lieut.-Governor, swore that the company had made a deposit of \$150,000 with the provincial government as a guarantee. It was understood that those who purchased shares in the company would draw interest at the rate of 8%. The company had a large shoe manufacturing concern at Nashua, and had purchased at Cap St. Ignace, land for \$6,000, where shortly it was intended to erect a large shoe factory. Mr. Bell showed his audience a pair of shoes, sup-

posed to be made from this "artificial leather," and asked what they thought the value would be.

They naturally replied, "Three-fifty, three," etc. Bell continued and said: "Well, we can make these shoes for \$1.40 or \$1.50. There are in all the counties, shops where our shoes will be made for sale. The company is one of the most prosperous, and you cannot do better than take advantage of what we offer."

### Distributed Flashy Circulars

While the leader spoke, the other four distributed among the persons present, circulars on which were shown the photographs of Uncle Sam, patron of the concern, and of the inventor, Bell, as well as of the machines at Nashua; a small machine was even exhibited to give a better idea of the manufacture; and they also declared that Uncle Sam would distribute free samples of shoes to the public. At the close they drew by lot a certain number of shoes, on the soles of which could be seen the portrait of the patron. The names of the winners were registered and the next day the agents went forth to invite the inhabitants to take shares in the company. The certificates which they offered were artistically worked in a way to dazzle the people.

And if these men showed little choice of means to induce the people to purchase shares, they were not more scrupulous when they exacted payment. They usually showed little amount of exaction; the shareholder gave what money he had with him or a cheque drawn on a bank where he had placed his savings, and then the agents willingly accepted promissory notes—which they immediately proceeded to collect at the banks, and it was only when the notices to pay began to come in that the shareholders began to suspect.

Bell and his associates had worked their plans principally at Cap St. Ignace, and in the parishes of St. Esprit, St. Jean de Dieu, St. Francois and Trois-Pistoles, etc. Notary Rousseau of this latter place, seeing what was going on, warned Sir Lomer Gouin, attorney-general, who sent Detective Trudel to inspect the acts and movements of Bell and his companions, and the detective performed his duties so effectively, that last spring, the five agents were arrested; preliminary trial resulted in their being sent to the assizes. Bell will undergo his trial at the next session of the assizes which will open on the 5th of December.

## Will Erect Fine Club House

George E. Keith, president of the George E. Keith Co., Brockton, Mass., has issued a letter to his employes in which he says in part:

"July 1, 1874, I began the manufacture of shoes in Brockton. The beginning was small. The growth of the business has been steady and consistent, until today the Geo. E. Keith Company stands as one of the large shoe manufacturing plants of the world. July 1, 1914, will then mark the fortieth anniversary of the beginning of my career as a shoe manufacturer. I recognise that in a large measure my success has been due to the efficient and loyal support of my employes. Without their assistance and co-operation, whatever business genius I may possess, would have been naturally restricted. I, therefore, feel a deep debt of gratitude towards those in my employ—not only of the present, but of the past. In an effort to arrange for a suitable memorial to mark the passing of the anniversary date, and at the same time discharge, if I can, a part of this debt toward my helpers in this business, with the assistance and co-operation of my fellow officers and Geo. E. Keith Company, I am planning to establish and donate to the use of my employes and their families a well equipped recreation building and field, which will be under their control and for their exclusive use. The privileges of the club house and field will be open to all employes and their families who wish to join the association and pay a nominal membership fee which will be applied toward maintainance."

# Do You Know Each Day How Your Stock Stands?

Simple Systems Outlined for Both the Large and Small Retailer—Give Each Line a Distinct Number, Have a Stock Book, Set of Cards and by All Means Use Check Books

By A. A. DAoust, Montreal

The greatest thing in a man's business today is keeping his stock in such a way that he may be able to find out at any time just what he has on hand, what he is selling and how much he has sold. The following ideas if carried out should prove helpful and at the same time inexpensive.

In the first place the smallest dealer as well as the largest should use check books; by doing this he has system and can get an idea of what is being sold each day. It is almost out of the question for a very small retailer to try to know where he is at if he simply sells a pair of shoes and puts the money in the drawer, without making a record of what he has just sold. I will begin with the man whose store is large enough to use standard size cartons to fit his shelves and has his own label put on them.

For this man it will be easier to establish his system of stock keeping than for the one who uses everything as it

gents' boots from seven hundred and fifty to seven hundred and ninety-nine; for youth's and little gents' oxfords and slippers from eight hundred to eight hundred and forty-nine; children's high shoes from eight hundred and fifty to eight hundred and ninety-nine; children's slippers and oxfords from nine hundred to nine hundred and forty-nine; infants' boots from nine hundred and fifty to nine hundred and ninety-nine. Use from one thousand for different articles, such as moccasin slippers, moccasins and skating boots if the dealer handles same.

### Send Your Number to Factory

By using your own labels, which will be put on your special size cartons in the factory, and giving your salesman one of your own numbers for each new line which comes in, so that your shoes will come from the factory stamped with the proper number and size, all that is left for you to do is to put on the selling price. The dealer should have a

## STOCK CARD

STOCK NO.	DATE ORDERED	DATE RECD	MAKERS NO													
DESCRIPTION	MAKER															
	1	2	3	4	5	6	7	8	9	10	11	12	13			
A					11+	11	+1	11	+11	+1	11	+1	+1	+1	1	1
B							11		11							
C											1+					
D						11		+1								
E							11	1+	+1	1+						
EE																

NO. OF PAIRS \_\_\_\_\_ REMARKS. \_\_\_\_\_

comes from the manufacturer. Why not have a system of numbers? The following I think would be useful and practical. Numbers from one to ninety-nine should be used for men's high cuts; from one hundred to one hundred and ninety-nine for men's low shoes including house slippers; from two hundred to two hundred and ninety-nine for ladies' high cuts; from three hundred to three hundred and ninety-nine for ladies' low shoes; pumps from four hundred to four hundred and ninety-nine; ladies' evening shoes and house shoes from five hundred to five hundred and forty-nine; for boys' high shoes from five hundred and fifty to five hundred and ninety-nine; for boys' low shoes and house slippers from six hundred to six hundred and forty-nine; misses' boots from six hundred and fifty to six hundred and ninety-nine; misses' oxfords, pumps and slippers from seven hundred to seven hundred and forty-nine; youths' and little

stock book in which are numbers from one to one thousand and over—as high as his numbers go—in which he can keep track of the cost of each line, from whom he buys it, selling price and description of same.

If the following season he buys a shoe to take the place of one of a previous season, and from a different manufacturer, he should make the change in his stock book so that he may know what he has on hand. Do not wait until the shoes have been ordered three months before you send numbers for the lines; give the particulars to the salesman so that there will be no mix-up. It would be wise for any dealer using this system to keep all the numbers for tans, patent leathers and calf skins separately. By doing it this way, it would be easier for him to remember that a certain section of numbers is for tans, etc. The cartons should bear no descriptions whatever, and you will find the salesman will get accustomed



to the numbers, and the cartons on your shelves will look much neater than with a whole lot of writing or stamping. After the salesman has made a sale he should put down the number of the shoe, the size and selling price.

### Go Over Checks of the Day

In order to keep tab on the stock a set of cards such as the one shown in this article should be printed, and each night the checks of the day should be gone over and the different sizes of each line crossed off the sheet. After the checks have been gone over they should be tied together, with a slip bearing the date and filed in a box for further reference. If the stock comes in all the sizes in different widths, they should be entered on the stock card, so that when the sizes are marked off at the end of each day the dealer can tell just how many pairs of each line he has left. By using this carefully, the retailer will be in a position to tell just how he stands at the end of each day. He will also find it very handy for finding out which line sells better than the other, and will know just what to do when it comes to re-ordering.

If an exchange is made, the pair returned should be put down on the check and also the pair taken so that, if in making up the day's business one pair of ninety-four—seven D has been crossed off, when it comes to the exchange it can be added again and a pair of another number crossed off. The system may appear confusing but it will be found much easier than it seems, and will save thousands of dollars to a shoeman. It requires very little time and expense. If the dealer prefers to make this system more perfect, he should have red cards printed the same as the white stock cards, to indicate the stock on order. For instance, have a white card for number one and a red card. When ordering put down on the red card the different sizes in different widths, so that you can refer to it any time and be able to know just what you have coming in.

Say, a dealer finds that a good selling line number ninety-five should be sized up. He looks up number ninety-five red sheet and finds that he has forty pairs coming in. By comparing the white stock sheet, telling him how many pairs he has in stock and the red stock sheet telling how many are coming in, he is in a position to know just what sizes he will be short of after the first order arrives. On the white check sheets, the date a certain line came in should be put down, and on the red sheet the date that the sizes were ordered and when he expects them. If necessary to make extra sheets for each number when more goods come in do so, so as to be able to tell just how long it takes to sell the best part of a number of pairs. If the dealer uses white and red cards they should be about five by nine inches and should be kept in a box built purposely for them. If he prefers he can use red and white sheets in a loose leaf book.

### Stockkeeping for Small Retailer

Now we will take up stockkeeping for the small dealer who doesn't buy enough to have standard shelving cartons and his own labels. This man puts everything on the shelf as he receives it from the manufacturer. He can have sets of cards in white and red exactly as described in this article, or a book made specially for it in two colors, or an ordinary book in which he can use two sheets for the same number, one for shoes in stock, and one for shoes on order. As we understand that shoes from manufacturers are marked in all sorts of numbers he should arrange a certain portion of his cards or sheets in his book for men's shoes and other portions for ladies' shoes, boys', youths', misses', children's, etc.

Carrying out the system in this way and using check books for his sales, he will be able to cross off at the end of each day what has been sold. In this case also the number of the shoe should be put on the check, also whether men's, women's, boys', children's or misses' as he is using the numbers used by the manufacturer. If the dealer finds that his

business is too small for check books (I might add that any business of any kind is large enough to use check books) why not have slips or a book in which each sale is put down so he can check his stock from this daily memoranda. Any merchant who goes to the expense of buying check books will find that he is doing business in the proper way. He gives his customer one part of his check and keeps the other. In this way there is no chance for an employer to overlook a charge sale or forgetting to put the money in the drawer.

### The Value of Proper System

Now many small dealers who have been doing a good business for years, often find that they have nothing ahead and wonder why. The whole secret is that they have no proper system. They seem afraid to become up-to-date and do things in the proper way. It costs practically nothing to do things by system and think what it means to know just where you are at all the tie. In this article is shown and idea for stock card or stock sheets. The same can be altered to suit each dealer, either by taking out different widths or lining the whole differently. The man who has this done should use his own judgment which will be most suitable for his business.

If any more details or questions are needed, the writer will be pleased to give advice. On the stock sheet is given an idea of how sizes should be put down and crossed off. Each mark means a pair and each line crossed means one more in that size and width.

## He Knows the Leather Game

Considered throughout the trade as one of the best authorities on leather, having been engaged in this line all his life, Harry Sailer is well liked by all. Born in Philadelphia, Penn., he spent five years with McNeely & Co. in the Quaker City. Then he was with Burke Bros. for some ten years. In 1901 Mr. Sailer became identified with the firm of A. R. Clarke & Co., Limited, Toronto, manufacturers of patent colt and patent side leather. He has covered the



ground from London to Halifax many times and is known personally to every shoe manufacturer in the Dominion. In 1910 he had charge of the Montreal office of A. R. Clarke & Co. for several months. His experience in the sorting and selling end of the leather business has been extensive, and his advice is frequently sought as he is a man who makes and retains solid business connections. Mr. Sailer possesses a genial and obliging disposition, and is a vocalist of no mean ability.



# Making Retail Advertisements Have Pulling Influence

Some Strong and Weak Points in Certain Announcements—Headings Should Arouse Much Interest—Use of Certain Phrases is Altogether Too General and Conveys No Impression—Making the Best Employment of Reason-Why Copy

The advertisement of Wm. Cathcart & Co., Victoria, is well displayed and typographically there is little fault to be found with it. A more catchy heading might have been used. If the words, "For the man who cares" had been made the heading instead of "Florsheim Shoe," the ad would have been more effective. Starting off with the name of a shoe is too much of the stock heading style. The ad would also be more striking if a suitable cut had been used to brighten

it up. The Haven last is mentioned and might have been illustrated. No doubt, the manufacturer would have supplied a good cut if requested to do so.

\* \* \* \*

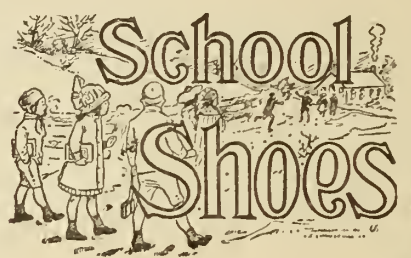
The announcement of McCready & Holden, complete outfitters for men, Estevan, Sask., is a large one and all the features are well brought out. The illustrated heading "School Shoes," showing the little ones at play is decidedly

*The*  
**Florsheim**  
SHOE

**For the Man Who Cares**

BECAUSE—They contain the required qualifications essential in good footwear, namely, Style Quality and Comfort. Ask to see the Corfgo Calf Blucher, made on the Haven last, leather lined and with full Shur-foot Rubber Heel.

Pemberton Building **CATHCART'S** 621 Fort Street



**SCHOOL SHOES**

**STRONG** comfortable shoes that withstand all Johnny's or Jane's pranks---built for what they are sold as--- school shoes.

We have all styles to suit all pockets at all prices. Before you buy that new pair come in and look over our stock.

**Boys and Girls Shoes**

Girls Box Calf School Shoes 11 to 2	\$2.00 to 2.75	Boys School Shoes 11 to 13	\$2.00 to 2.50
		1 to 5	\$2.50 to 3.50

**MACREADY & HOLDEN**

MEN'S COMPLETE OUTFITTERS

**SCHOOL SHOES**



THE BOYS AND GIRLS HAVE, OF COURSE, WORN OUT THEIR SHOES DURING THE SUMMER VACATION.

NOW IT IS SCHOOL TIME AGAIN AND NEW SHOES MUST BE PROVIDED.

BEFORE BUYING DON'T FAIL TO SEE OUR COMPLETE LINE OF

**Splendid School Shoes** BOYS AND GIRLS' SHOES, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75.

WITH EVERY PAIR YOU BUY YOU GET A WATER-PROOF SCHOOL BAG FREE.



THE QUALITY PLACE  
**MacDonald Bros.**

**EXHIBITION VISITORS:**

LOOKING FOR GOOD SHOES—YOU ARE INVITED to visit our store and inspect the display of FALL and WINTER FOOTWEAR.

EXCLUSIVE LINES.

FOR MEN—The Liberty Shoe—a Premier quality—Wurray made Shoes—without a fault.

FOR WOMEN—The Smarton and Princess Shoes. We call your attention to Special Lines of Men's Fall Boots at \$4.00. The best in town for the money.

**WALLACE BROS.** FOOTWEAR BARRINGTON ST. 171

**Bargains in BOOTS AND SHOES**

By buying direct from us and paying CASH we can guarantee a saving of from 10 to 15 per cent in FOOTWEAR, due to less book-keeping expenses.

BEST QUALITY GOODS AT LOWEST PRICES GIVE US A CALL.

**B. D. NEILY**

Granville St. Bridgetown, N. S.

**Saturday Special**

SPECIAL \$3.45

HAVING on hand a very heavy stock of Ladies' Tan Shoes

in all the latest lasts and the best Canadian makes, we have decided to give a genuine special price for one day only—Saturday, September 6th—and at 9 o'clock a.m. we will put on sale our entire stock of ladies' tans including everything up to \$6.00 at the very special price of **\$3.45**

Come early and get your choice

SPECIAL \$3.45

**W. SHANNON & Co.** RIVER STREET EAST THROUGH to EIGHTH STREET

**SUMMER SALE**

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

From **35% to 50% off** During July and August

**H. JENNINGS,** King Street.

There are still some Splendid Values left in our **Special Oxford Sale** which will continue for only a few days longer. Come and secure some of the **BARGAINS** before the sizes are all gone.

Ladies' Oxfords, Kid, Patent and Gun Metal, up to \$3.50, for **\$1.95**  
Men's Oxfords, Patent and Tan, up to \$5.00, for **\$1.95 and \$2.45**



**THE EMPRESS SHOE**

MADE WITH STEEL ARCHED SHANK

This cut will illustrate to you only one of the many styles of Empress Shoes carried by us, and we would impress upon you that the Empress Shoe is "The" Shoe in Canada for Women—Particular Women—and now-a-days most women are particular. This will appeal to you.

We have the agency!  
**James Sutherland**



WE have just received a complete consignment of **RELINDO SHOES** for Women.

THIS CUSHION HEEL SHOE is the ONLY one made without nails or stitches on the inside to annoy the foot. Your feet will appreciate the comfort. *Makes walking a pleasure.* We are showing them in all styles.

For Sale by P. K. Rollins & Co.



fetching. Prices are given which is an important factor in bringing in the parents, because the proud mother and the happy father know exactly what they will be called upon to pay in order to shoe their offspring. There is little fault to be found with the ad, although there is plenty of room for the style of type used in the second and third lines in the body to be employed throughout the whole paragraph.

\* \* \* \*

The advertisement of Wallace Bros., Halifax, is a special one for a special occasion, but the appeal to Exhibition visitors might have been a little stronger. If the heading was worded to arouse the curiosity of the reader it would possibly prove more effective. A suggested change would be "Are you looking for smart, comfortable shoes," or "Our exclusive lines will appeal to you." The reading matter is not overcrowded, but the phrase, "The best in town for the money," really conveys no convincing meaning, for the term is one that is used by possibly every second or third man in the footwear business.

\* \* \* \*

F. L. Hamilton & Son's announcement of a special oxford sale is one that should have brought them good returns and very probably did. What this Galt shoe firm sought to drive home was that they were going to clear out the balance of their oxfords and were making sweeping reductions in prices in order not to carry them over in stock. As a direct appeal for instant returns this ad serves the purpose well and prices and leathers are particularized.

\* \* \* \*

James Sutherland, of Westville, N.S., makes the very general announcement that he has the agency for the Empress Shoe, but the remarks with reference to it are too vague to drive home any facts except that of the steel arched shank. The cut also is a stock one and is much too large for the single column space in which it is crowded. Looking at it from an impartial standpoint one would think that the size of the shoe shown was about a seventeen. The Empress Shoe is known for its splendid fitting qualities and this fact should have been brought out more distinctly.

\* \* \* \*

The advertisement of B. D. Neily, shoe retailer, of Bridgetown, N.S., is evidently intended to direct attention to the fact that he does a cash business, and is therefore, able to sell footgear at a less figure than if he did a credit business. The heading is inappropriately worded and the words "Bargains in boots and shoes" have possibly done service ever since publicity was begun. It would have been better to emphasize the fact of the saving which the cash system has brought about, and to have announced in the heading, "We can save you 15 per cent.," and then proceeded to tell why. "The best quality goods at lowest prices" is too stereotyped to convey any meaning. What is needed in more advertisements is instructive, helpful, cheerful talks, pointing out the reasons of certain shoes being superior in value, style, worth, fit and quality. The rules under the words "Boots and shoes" and "Give us a call" serve no good purpose from a typographical standpoint.

\* \* \* \*

W. Shannon & Co., who do business in Prince Albert, have an ad which is well set up and calculated to bring in a harvest of purchasers for the special tan shoes which are to be disposed of in a "Saturday Sale." "Special \$3.45," which is run vertically on each side of the space, does not contribute anything to the strength of the announcement, and a white margin around the body would have been preferable. Otherwise the ad is nicely balanced, concise in state-

ment, direct in appeal and well planned to bring in special business for Saturday.

\* \* \* \*

P. K. Rollins & Co., of Killarney, Man., handle the Relindo Shoe. The cut used is a general stock one, and too large for a single column space. It would have been better to have taken double column area in width and only half the depth. The one feature that it is desired to emphasize is the cushion heel and the comfort that it affords. This might have been brought out more pointedly in the heading or in the opening paragraph of the advertisement. To say that they have just received a complete stock means nothing in particular as shoemen are constantly getting in shipments of goods.

\* \* \* \*

McDonald Bros., of Sydney, C.B., have a good ad on school shoes and one that is apt to be read with interest by fathers and mothers. A range of prices is given which imparts interest to the announcement. The cut is a general one but serves to draw attention to the fact that school boys are rough on shoes when they climb fences and indulge in various other pranks. The cut of the shoe is a good one. A good bid has been made for the children's trade in offering a sensible premium like a waterproof school bag free with each pair of shoes purchased. If this firm believes in the good effects of offering premiums, it would have been just as well to have made this offer a little more conspicuous. The border is too heavy for the ad and gives it a rather funereal appearance. The heading "School Shoes" is also too general and, as already pointed out, much more concern might have been aroused by the caption "Waterproof school bags free for every boy and girl," and after this a good strong talk on the wear and worth of the shoes should be given.

\* \* \* \*

The space used by H. Jennings, shoe dealer, of Kingston, Ont., is a hot weather announcement, and intended to drive home one single point which is, that the summer sale is in full progress and that reductions are from 35 to 50 per cent. Mr. Jennings might have, however, intimated whether these reductions applied to only certain lines of summer stock or to every range in the store.

## Of Course He Came Back

One afternoon a stranger entered a store in a Western town and asked the young man clerk for a pair of boots. While trying them on, the prospective customer said he had only three dollars with him, and asked if he could be trusted for the balance of fifty cents until the next day. The young clerk willingly agreed.

After the boots had been wrapped and the customer had gone, the proprietor of the store sternly took the clerk to task.

"What in the world did you do a thing like that for?" he peevishly exclaimed. "You don't know the man, and he will never come back with that fifty cents."

"O, yes, he will be back all right," was the smiling assurance of the youthful clerk.

"You seem very certain of it," cried the displeased boss. "What grounds have you for thinking so?"

"The boots that I wrapped up for him," responded the foxy clerk, "are both for the left foot."

Long, complex sentences have no place in your advertising any more than in your talk to customers. Make your written or spoken conversation easy to understand.

## "The Tactician"

A Short Story With a Moral for the Over-Confident  
Traveler and the Small Retailer

By GEO. BIRCH, Toronto

It was obvious to the guests of a certain hotel in a small western city that one of their number was a happy man. The happy man was Mr. Shirley, the esteemed representative of the firm of Gilbert, Ward & Co., shoe manufacturers.

There was a reason for the genial expression on Mr. Shirley's rotund features, as he beamed on the list of orders captured during the previous part of the week. He was carrying a "winner" in footwear—an entirely new fabric—it looked like leather, wore like leather, was easily cleaned and the cost was lower—still it was not leather.

"Peltonia," the name of the material that had caused such a stir in "shoedom," had literally took the trade by storm. From town to town, large and small alike, his progress had been one of triumph. He had the one cut and dried gag for old and new customers alike, after which he would produce, "for your inspection," a "Peltonia" sample. Never before had a new thing "caught on" so easily. No wonder Mr. Shirley was in a happy mood—who wouldn't be?

"To-morrow," said he, "is going to be a bumper," for was he not going to the progressive little town of Monton, with its maze of stores, including the departmental one of Southey's Limited, which was playing havoc with some of the smaller concerns. Monton, thought Mr. Shirley, will put the gilt edge on a good week, but, alas, he discovered the next day that Monton, so far as "Peltonia" and he were concerned, was a rank failure. After trying to collect a few outstanding accounts, in which he was also unsuccessful, he headed for home, feeling like a man who had been struck with a lump of concrete when he expected a feather bolster.

On presenting himself at headquarters the following morning he was greeted by the senior member of the firm, Mr. Gilbert. "Good morning," said the latter cordially. "I really must congratulate you on a splendid trip, with the exception of Monton."

"Yes," answered Mr. Shirley, with a suspicion of worry in his expression, "my experience there was one of those things that crop up in business that are difficult to explain. I had expected so much, but Southey's buyer wouldn't even give me a show and the rest complained that they couldn't afford to as the big store was ruining them. My candid opinion is that Monton should be struck off our books as unworthy of attention."

Mr. Gilbert was visibly surprised at his traveler's lack of tact and enterprise.

"If Southey's are the people who are doing the trade," said Mr. Gilbert, "it is Southey's on whom we must centre our efforts." He was about to send Mr. Shirley back to work the town on the following Monday, but a different idea flashed through his brain. Instead of Mr. Shirley going to Monton again, he would go himself.

Now, the firm of Gilbert & Ward had not reached its present position by luck or chance methods. Mr. Gilbert's energy, blended with enterprise and level headedness, had been the chief factor in building the business up to its present magnitude. He was not too proud to live on the profits, so he would not be above going after them. It had been many years since he had "escorted" a grip, but he was, nevertheless, far from a "has-been." Arriving at Monton on the Monday following, he was surprised to see the wonderful progress the town had made since his last visit. He was greatly impressed by the imposing store of Southey's, but his plan of campaign did not include a visit to that store. He sauntered along the main street until he came to Wilton's

Shoe Store, one of the firm's oldest customers, who had evidently fallen on evil days, judging by the \$240 account owing.

Mr. Wilton, a grey-haired veteran, was surprised and visibly affected on meeting Mr. Gilbert. He assumed his visit was concerning the bill so long overdue. He was, however, soon put at rest on that score, as Mr. Gilbert proceeded to offer him further credit, explaining the advantage he would have over the big store by putting in a line of "Peltonia" footwear.

"It is useless for me to accept further credit, Mr. Gilbert," said the old man, "the big store is simply taking the bread from our mouths. I don't know what the public are thinking of. They flock to the big shop for everything, and the consequence will be that when they have succeeded in ruining all the private tradespeople they will be masters of the public instead of their servants."

Mr. Gilbert assured him that he should not increase his liabilities one bit by adopting the proposition he was going to suggest. "I will forward you full lines of 'Peltonia' footwear on the understanding that you show them exclusively for two weeks; but first, let me show you samples," said he. Mr. Gilbert took out a sample "Peltonia" shoe. "Take it to the light," said he, handing it to Mr. Wilton. After examining it carefully, he turned to the wholesaler. "I see I was mistaken; it's a leather substitute, but a wonderful imitation."

"Yes," answered Gilbert, "it's an excellent substitute, and in many ways superior to the real article. It was invented by a young Austrian and we have the sole agency for Canada and the United States. I have always thought that competition was the very life of business, therefore, I have come down to Monton to make you a very special offer. We do this line at \$2.25 net. They sell readily at \$3.50. We will send you a full line on the understanding previously mentioned, that you show them exclusively for two weeks, remitting us fifteen per cent. on all sales until the old account is paid off. This will leave you a good margin of profit."

A happy expression came over the old man's face as though hope was being rekindled in him. "I think this line will sell in Monton," he said, rubbing the shoe in his hands.

"Of course it will" said the manufacturer, "it has sold phenomenally elsewhere—why not here?" And so it went at that.

One month later Mr. Gilbert called Mr. Shirley into his office and handed him an enquiry from Southey's Limited, Monton. "Send us samples of 'Peltonia' footwear," it ran.

"That's great," ejaculated Mr. Shirley. "They have come to see the possibilities of our line. I wonder how it was brought about."

"If you were to go to Monton at present," Mr. Gilbert explained, "you would see a whole window display of 'Peltonia' footwear at Wilton's. He sends me a weekly remittance on his sales, which are already above my expectations for the first month."

"That's dandy, sir. I'll run down at once," cried Mr. Shirley.

"Oh, no," said his employer, "that's not quite playing the game. Your advice was to cut out Monton. It is now for someone else to cut in. I will send young Hall down there to secure Southey's order."

With such energy did Mr. Wilton throw himself into the fray that his shop became known as the "Up-to-date Shoe House." By the end of the season trade had so improved that he was able to sell out to his head clerk Simpson, who carried on the warfare with the big store, that Mr. Gilbert's motto "Competition is the very life of business" was fully justified.



# Increase Your Profits on Business for the Year

How Fall Lines of Findings May Be Boomed—Certain Articles that Find Ready Sale at This Season—Keep Your Store Comfortable in Chilly Weather and Put in Window Displays That Will Suggest Something

By G. CAMPBELL, Edmonton, Alta.

At this season of the year every merchant throughout the country is saying to himself—"How can I increase my sales during the following few weeks, and consequently enhance my profits for the year's business?"

This problem of increased sales has faced dealers for decades, and is as far from being solved as ever, from a progressive merchant's view. It is a matter of thinking and planning all the time, on the part of the retailer.

Why not make this fall your banner one for sales and profits? Opportunities were never better. The time of the year is just making its debut, when people get in that buying mood, after the long intermission between summer and fall buying. It behooves every merchant to make his store comfortable and attractive and he will get the people. I believe the greatest asset in this line is to have the premises nice and warm, but possibly we had better commence on the street first.

Your window space is your great advertising medium. Here I would suggest putting a large doll with a nice, attractive pair of felt shoes on, as every merchant knows nothing attracts children so much as a doll. The little ones gather around your window admiringly—"Oh, the cute dolly," "Such sweet shoes she has on." Exclamations such as these are everywhere audible wherever a child or a group of children sees something which catches their fancy. Then off they scamper to their homes and mothers, with great ado, as to the wonderful doll Mr. Jones has in his window, and the tiny pair of shoes it wears. In this way you have struck the buying centre of the household. The next day the mother and children will invariably come down to your store.

Now that you have them call, your next object must be to make them comfortable and at home. I believe a great investment for Mr. Merchant is a good supply of coal and have a nice, cosy store, not as the writer has experienced on entering some stores; the first step inside giving you the chills and making you want to hurry out again. This, I maintain, is indiscretion on the part of the retailer, who, possibly, is saving the coal bill but is losing out on sales of profitable goods.

## Get Busy on These Lines

Some of the articles which are both very profitable and on which a retailer can maintain a steady sale during this season of the year are:—

**Trunks and Bags.**—Holiday season is coming on apace; people naturally like to travel with good garment retainers. Nothing is more seasonable and profitable than an attractive display of trunks, suit cases and club bags.

**Insoles.**—Nothing is more seasonable and which shows a good percentage of profit than this commodity. Insoles of every description should be kept well to the front and it is amazing the sales which will result.

**Lambs' Wool Soles.**—Both detachable and welted. Put them in your window. The great gift article for Christmas. It is now they commence buying these as it takes considerable time to make the slippers with these soles.

**Felt Shoes.**—A window display of these at this season will work miracles for your sales, from the wee tot's up to the big man's. Keep this warm footwear to the front. Display them profusely in the department, not forgetting to keep the baby's shoes foremost—those cute, comfortable, cloth tops, the kind the ever attentive mother fancies.

**Over Gaiters.**—These are articles which possibly have not been looked upon as favorably as in previous seasons, yet, however, have a growing demand. Displaying them will convince your customers that they are the very thing for comfort, ease and satisfaction in cold, stormy weather.

**Men's Work Gloves.**—Every rural retailer must realize the great opportunity offered for the sale of this line of goods. A goodly display of five or six different lines, each one neatly priced with a ticket, will materially assist sales.

**Dubbin.**—This is the season when men like to have their shoes made tight, that is, have the upper leather filled to keep out the cold and wet. Nothing is more acceptable than a good line of dubbin. Keep a good display to the forefront.

**Unfreezable Polish.**—There was a time when this was a great problem to polish users, to keep the polish from freezing, but it has been solved. The market, through the efforts of energetic polish people, is able to offer a polish absolutely unfreezable during the most severe weather. This surely is a great boon and offers untold selling talk on the polish proposition during cold weather.

**Ankle Supports, Skate Straps, etc.**—These are all very seasonable goods, together with skating shoe laces.

## He Knows How to Sell Shoes

William Hockin has been in the shoe business in Wallaceburg for three years and has built up a large trade. Previous to locating in this prosperous town he was with his brother, Thomas Hockin of Dutton. He carries a very extensive line in both Canadian and American shoes, and holds a clearing sale twice a year. Mr. Hockin believes in newspaper publicity and makes good use of the advertising columns of the Wallaceburg papers. He also sends



out typewritten circulars with good effect. Mr. Hockin is a capable shoeman and first class salesman and believes that service which includes prompt attention, courteous treatment, care in fitting and reliable goods, helps materially in building up a permanent, paying family trade.



# Teaching is the Keynote of Modern Business

How to Attain One Hundred Per Cent. Efficiency—The Importance of Training Clerks in Retail Stores—Successful Retailer is the Man Who is Studying and Using System in Business

*Teaching employes how to think right is 100 per cent. better than scolding and correcting mistakes.*

*Teach—Study—Learn is a good motto for every business man and the merchant who makes this his principle of business conduct will not have to scratch his head and worry because of dwindling trade and profits.*

One of the greatest causes for failures in retail business is the lack of training on the part of employes. Merchants who have spent many years in trade, gaining at the price of many hard knocks and disappointments that priceless thing—experience, all too often will hire a young man, green in business, put him behind a counter and expect him to work out his own salvation with practically no training beyond a few hints the first morning he is started in.

Experience is a dear teacher, and true to this old law, the young clerk pays a dear price for the experience which eventually will enable him to be of value to an employer. This cost must, by the nature of things, come out of his employer's profits. If the bookkeeper in almost any store could know true costs and make his entries accordingly, the greatest item on the debit side would be Experience.

Nothing will erase this charge against merchants' profits so effectively as schools for employes. Progress goes hand in hand with education. This is as true in relation to merchandising as in relation to science or any other endeavor. Business is an evolution and each year calls for new methods. Conditions in trade are constantly changing, making new demands upon the merchant and his employes.

## The Man Gets the Trade

The man who is studying and teaching those in his employ how to meet and solve the problems of each changing year is the man whose store attracts and draws the trade of the community.

There has been an awakening in every field of endeavor along the line of industrial education.

In all sections of the country farmers are organizing and studying how to get a higher yield out of their acres.

In the manufacturing world there is a growing movement along the line of industrial education.

Schools are held for employes to teach them how to better do their work, and thereby eliminate the waste of inexperience, increase their efficiency and earning power both for themselves and their employes.

This school idea has been applied to the man who pours molten metal in the foundry equally as effectively as to his brother in the designing room, the office, and selling on the road.

No longer does the word "school" suggest bare legs, blouse waists, gingham dresses and pigtail braids.

The school bell of the twentieth century is sounding beyond the nursery and sending its call into factory, office, field and store.

## History of Noted Organization

The recent convention of the Hundred Point Club at Dayton calls to mind the beginning of industrial education in America and the world. This club is composed of salesmen of the National Cash Register Company who have done a stated amount of business during a year. It is attended by representatives of the company from all parts

of the world. The purpose of the convention is to teach—to teach improved selling methods—to discuss problems of the store, office and factory, and how they can be solved by use of the product of this concern. Membership in the convention, according to report, is one of the big objects a salesman has in mind during the entire year. New ideas, and new points are brought out to make the work of the salesman more effective and more valuable to the merchant.

Among the important things discussed at the Hundred Point Club School was the best method of training clerks. Teaching and instructing clerks in retail stores is the keynote of business progress to-day. Therefore, this important topic received considerable attention at the sessions of this school in Dayton, so that the N. C. R. representatives would be in a position to give the merchants in their respective territories practical ideas on how to conduct schools for employes—how to train their clerks along the line of selling goods and make themselves much more valuable to their employers.

## The Result of Small Start

The Hundred Point Club is merely an enlargement of the little school attended by the company's first five salesmen way back in the 80's. The president of the company was the instructor. He taught his men how best to explain the use of their product, and has been teaching ever since. Practically every one of the department of this concern is organized on the basis of a school, meeting regularly to study and learn how to improve the work and increase the efficiency of its members.

In the States, too, some of the leading colleges have organized, or are considering establishing courses of study especially adapted to the needs of merchants. This indicates that the necessity for schools of business is being felt to-day more strongly than ever before. The successful merchant of the present and the future will be, not the man whose store is the most popular lounging place for the idle, but the man who is studying and using system in storekeeping, the best way to give quick service, the value of accurate records in business, the best way to stimulate ambition in his clerks, to keep his customers satisfied, and the many other problems whose solution make for either success or failure in business.

It does not require hundreds of thousands of employes to make an interesting business school. In fact, a problem in our high schools and colleges is to keep classes small in numbers—the smaller the class, the better and more efficient work it can do.

## Start a School of Your Own

The merchant who has a few clerks in his shop, anxious to progress and make his store stand out as the most efficient of his neighborhood, or community, can hardly do better than start a school to improve their salesmanship—train them to be careful and accurate in handling money—establish incentives to increase each clerk's sales—in short, to get the results from his business that every proprietor has a right to expect.

Merchants can profit from the example set by industrial concerns. They are studying new methods and adopting new ideas all the time—training their employes to be more efficient, stimulating ambition, making them feel that they are not "so called" cogs in the wheels of industry, but important and effective factors that make business and industry, everywhere successful, useful and efficient.



# Do Not Have Too Many Lasts in Your Shoe Stock

**They Have a Tendency to Increase Stocks—Too Much Stock Minimizes Turnover, and This in turn Cuts Down Profits—Most Successful Retailers Do Biggest Volume of Business on Few Lasts**

"He who laughs last laughs best," runs the old adage. There is a world of hard-sense philosophy in the words. And no phrase would better fit a story whose theme was laughter. This story, however, is not about laughs. It's about lasts. There is nothing facetious in it. It is not sad, but it surely is not gay. And it might well be entitled, "He Who Lasts Least Lasts Longest"—in the retail shoe business. Ask any experienced fitter and he will vouch for the truth of the statement.

Lasts imply shapes—*toe shapes*. And they are many and varied, season after season. They may be practical or impractical, good or bad, from a selling standpoint. But it is a settled fact that, whether or not one last is better than another in the stocks of a single store, too many lasts are detrimental to successful profitable retailing, says the Cleveland Bulletin.

Not long ago a customer with temperamental feet sat down in a fitting chair with the altogether pessimistic remark, "Fit me if you can. I've got to have shoes. But it seems to me I've tried on a hundred lasts and have seen a hundred more. What are lasts for, anyhow?"

The clerk was sympathetic, of course, and essayed to ease the customer's mind and to answer the query regarding the purpose of lasts. But he did not show her a score of lasts. He really showed three distinct lasts—although he showed more than three styles of shoes. The variations were effected by different leathers and patterns.

There might easily be a dozen or more different styles of shoes in only three lasts. And if one last suited it would not be difficult to select a suitable leather and finish.

And right here is the place to say that many successful retailers, the big ones particularly, do the volume of their business on two or three lasts. They augment their range of selection by varying leathers and patterns.

Laying aside for the moment the question of how a multiplicity of lasts affects customers, let us view the matter in another light.

Too many lasts have an unhappy effect on the condition

of stocks. In the first place they have a tendency to increase stocks to dangerous proportions. Each last, to be successfully handled, must be carried in a full run of sizes. This may result in double or treble the stock the store actually needs. Too much stock minimizes turnover, and this, in turn, cuts down net profit. Then, too, excessively large stocks mean a heavy initial investment.

Too many lasts in the stock necessitate constantly sizing up as sizes run out due to the regular progress of selling. There may be exceptions to this rule, but they are so rare they do not affect the argument.

## Lasts and Service

Now, back to the customer and the question of fitting her quickly and correctly. The whole thing resolves itself into a question of service. The thoroughly successful shoe clerk, the one whose ratio of average sales to the number of customers handled is about equal, sells the customer what she ought to have. Keeping her from getting something she ought not to get is merely a part of skilful selling.

Fundamentally, there are only three lasts—narrow, medium and wide. All the others that to go swell the actual number are modifications of the three essential shapes. The customer does not appreciate the modifications. She sees only the difference in shoes, and she views them as differences. If she sees fifty styles which are in reality based on the modifications of five lasts, she thinks there are that many different shoes really in the world.

Fit your customer on the fundamental basis of shape of the foot. Strive to keep vagaries of the eye and of taste out of her consciousness. She only knows what she is taught about shoes. And you—the shoe seller—teach her what she knows.

Study your stocks and your customer, with a view of getting lasts that suit and with a view of getting the customer's views about the lasts. And be careful that you get your variation from patterns and leathers, not from a too extensive choice of lasts.



LADIES' SLIPPER AND CHILDREN'S DEPARTMENT, C. E. MCKEEN'S NEW STORE, 747 YATES STREET, VICTORIA, B.C.



# What Shoeman Can Do To Increase Holiday Trade

Feature Slippers Strongly, As Everybody is Interested in Them—Allow Exchanges After Christmas Rush—Tree in Centre of Store is Pleasing to Old and Young—Start Advertising Early

I have been busily engaged with the "Drummers" trying to dope out a few 1914 models in low shoes that will remain in style at least long enough to get through the factory and on my shelves. I might add a word here by way of a little consolation to my fellow sufferers that the most of the ones I bought a year ago are still on my shelves owing to the introduction later in the season of the "Baby Doll" as a sort of parasite, says Roy C. Kanouse, of Greenburg, Ind.

Now, the day I started to write this little article on increasing our Christmas trade, I had a few interruptions, such as perhaps all shoe men have.

Little things like having a customer tell you how much cheaper Sears, Roebuck & Co. are selling shoes than you are. A fellow calls me to one side and says, "Now, I've selected a couple of pairs of shoes for myself and two pairs for the children, and I think you ought to knock off a little on the four pairs, for the ones I bought last year didn't wear at all good."

## A Rare Array of Hues

A lady with light hair then enters and says, "Have you any low heeled lavender satin slippers with a yellow pompom on the toe? I have a sample of Maudie's dress I wish to match. What, you don't have them? Well, it's funny an up-to-date store like this doesn't carry such things. I reckon I will have to go to the city."

Another lady says, "Here is a pair of shoes my cousin sent me from Iowa and they do not fit me. It's a good selling size—I think it's a 2½ triple A—and would you mind exchanging for a pair of those "Baby Doll" shoes in your window? Of course, I wouldn't ask you to do it, but I have always traded here and have found you so accommodating."

Just as I had entered the basement to choke myself to death with a shoe string, I spied a little card one of the boys had tacked up over some returned shoes, which said, "Smile, D— you, Smile."

Now, with this environment, I have prepared the following little article on "What Can the Shoe Man Do to Increase His Christmas Trade?"

The public generally is in a buying mood at Christmas time because the desire to buy has been stimulated by the custom of giving, so all the shoe man has to do is to convince the public that footwear is the thing.

## The Selection of Slippers

It isn't too early to begin Christmas advertising the first of December by using little suggestions about gift buying and increasing gradually as Christmas draws near. Shoes and slippers, and, in fact, all kinds of footwear, I think are the easiest gifts that people can buy, because everybody, old or young, rich or poor, male or female, wears shoes, and that is one of the arguments to especially dwell upon in our advertising to show our customers how easy it is to select the Christmas gift.

Little suggestions like the following will often cause the sale of footwear to an undecided gift purchaser:

"Why wouldn't a pair of our comfortable house slippers make a nice present for Him?"

"Fathers, do you still remember how proud you were with your first pair of red top boots? Buy your boy a pair."

"Your wife will be pleased with a pair of stylish dress shoes if you select them for her Christmas gift."

"Baby shoes and stockings will please the

proud young mother for the little Christmas remembrance."

"House slippers are easily mailed to your friends at a distance—Christmas is drawing near."

"If your son needs a pair of school shoes, why not make him a present of a pair of those high tops for Christmas?"

"Sensible, useful gifts are always appreciated by your friends—why not let it be shoes?"

"Don't let your gift buying trouble you any longer. Send your friend a pair of house slippers."

I think it well to incorporate in our advertising that "Exchanges will be gladly made after Christmas," because some customer might hesitate to buy shoes for a gift on account of not being familiar with the size.

Don't neglect to decorate your store in holiday attire at least 12 to 15 days before Christmas. A little money spent on decoration will pay good dividends on the investment, because your customers will feel the Christmas spirit the minute they enter your front door. Everything about the store should breathe the air of cheerfulness and good will. Of course, the decorations need not be so elaborate, but be sure and decorate in some manner.

One of the neatest and cheapest decorations we have ever used is made from white crepe paper on which is printed green holly leaves with red berries and Christmas bells. We cut bolts lengthwise into four-inch strips and these strips are cut about an inch deep on either side into very small ribbons that make the fringe. When these are loosely twisted and draped from chandeliers and ceiling to the shelving the effect is very beautiful.

## Have a Tree in the Store

A Christmas tree in the centre of the store is always pleasing to young and old alike and affords a splendid opportunity for the display of findings, baby shoes, hosiery and other goods about the store. The show cases should be filled with seasonable goods and on each article should be a small card with a little suggestion as to the desirability of the article for a gift. Special pains should be taken with the window decoration, for here is where we introduce ourselves to the passing public.

At no other time of year perhaps can show windows be made more attractive because of the merchandise to be displayed. Bright vari-colored house slippers, leggins, warm-lined goods, misses' and children's fancy hosiery and stylish dress shoes all go to make up a beautiful display.

I believe in spending some money on neat display fixtures and artificial floral decorations for the windows. They give the store a touch of refinement and pleasing appearance, and the eye of the passing public is caught. They stop for a look and see something they like, and your window has served its purpose. Just a little suggestion here about the treatment of your customer. Don't let him leave your store without a pleasant smile and a hearty wish for a bright, happy Christmas, and see to it that the package he is carrying bears a Red Cross Christmas seal.

And now, in conclusion, let me say that the store that adheres to a strict policy of honest dealing with the public, as well as honesty in all its advertising during the rest of the year, will surely get its share of the Christmas business. In other words, start to advertise in this way for Christmas business next year as soon as this Christmas is over.



# Do You Place the Proper Value on Your Windows?

Much Attention Should be Given to Striking and Effective Displays of Your Stock—How to Secure the Best Results and to Judge the Value of an Exhibit—The Practical Side

A leading merchant says he is paying \$140 per month for a shop and he divides his outlay on the basis of \$100 for the show window and \$40 for the store. In other words, computing this on a cash basis, he regards his window two and a half times as valuable as the store.

So much has been written on the subject of attractive store fronts, neat showcase windows, imposing premises, artistic trims, effective displays, compelling exhibits and result-getting decorations, that comparatively little that is new can be presented on the topic.

Realizing the need of educating merchants of all classes to a due appreciation and higher regard for the facilities they possess in their windows, and to convince them what

simply carried out, are timely in conception and present some unique idea or edifying lesson. A careful study of the illustrations affords a general knowledge of the simple principles of the arrangement of the merchandise and the value of window advertising.

## A Forceful Factor in Trade

It is well known that the store window is a forceful factor in business success and should be as carefully supervised by the average shoe retailer as any portion of his stock. He would not think of letting his sizes in any lines of shoes which are moving freely, become depleted. He immediately sorts up, watches matters closely and sees that no detail is



MEN'S AND BOYS' DEPARTMENT, C. E. MCKEEN'S NEW SHOE STORE, 747 YATES STREET, VICTORIA, B.C.

assets of undoubted value store fronts, window construction, illumination and arrangement of merchandise really are, the National Cash Register Co., of Dayton, Ohio, has issued an admirable booklet entitled "There's Money in Your Store Window." This tells of the practical side of window dressing and a copy of this book, free of charge, will be sent to any reader who writes for it.

The man who values his show window for what it is really worth will study this book with interest and profit. The suggestions are valuable, timely, instructive and inviting. There is something for every trade, as the publication contains reproductions of 45 striking and varied window displays. Most of the displays get their effectiveness and attractiveness from the fact that they are original, are

overlooked, that is, providing he wants to turn his stock over frequently.

The store window should be given the same measure of detailed attention. The character of a retail shop often is the outward stamp of the progress or stagnancy of the merchant. General appearance counts for much at the present day and, if the exterior of a business place is not pleasing, nor the display neat and artistic, a favorable impression is not created, either of the stock itself, or the enterprise of the proprietor. The real worth of a window is, after all, the direct or indirect sales. It is advisable to put the show windows on the dollar and cents basis and make them pay a profit every month of the year. It is well to study results and when the exhibit is completed, watch the effect it has on



passers by and see if it arouses the interest and attention of those whose trade you desire to capture.

### Do Something Different

It is well, in order to arouse the attention of the passing throng, to do something different, and by something different it does not mean anything very elaborate. Apply simple, common-sense rules to your window trim, the same as to your advertising. Be honest and open in all exhibits and make each window tell a straightforward, cheerful story and it will sell goods with satisfactory results. Every special trim, however, should be accompanied by an appropriate show card, which is really the "label of the goods." Unless there is a neatly executed, artistic store card to keep company with the display, the effect is really lost. The store card is to the goods on view what the title is to a book, the heading is to an article, or the menu card is to a meal. Its import can scarcely be judged.

Very few windows are seen wherein it is not necessary by an appropriate card to drive home the objects of the display, the quality of the shoes, and to emphasize their style and value. The card need not be elaborate or imposing, but it should be executed with great care and skill. Regarding its size, much depends upon the spaciousness of the window and the character of the goods presented. No hard and fast rule can be laid down.

### The Place to Tell a Story

In conclusion, it may be said that the show window is the place to tell the story which will cause the public to stop, look, learn and buy, and all windows should be planned with these points or objects in view. When the window display is completed, it should be judged according to the amount of attention it attracts and the number of sales that result from it. If no sales come from the window display, then rest assured that there is a weakness somewhere and the sooner the retailer puts his finger on the fault, the sooner will he obtain full value from his window facilities.

## Getting on Well in Shoe Game

Ed. A. Cooper, buyer and manager of the shoe department of the Hudson's Bay Co.'s palatial new departmental store in Calgary, has been identified with the shoe business



for a number of years. He has been a successful clerk and was also on the road and some years ago was in business in Hamilton, when he sold out to take charge of the Right

House shoe department in that city. Mr. Cooper is now one of the trusted heads of a most important department of the Hudson's Bay Co. He is a capable salesman, a careful buyer and a close student of styles.

## Bettering Working Conditions of Clerks

The movement leading to shorter hours for shoe and other retail clerks in Toronto is growing and some clerks have sent strong letters to Mayor Hocken which will be dealt with by the council. In a recent communication one employe says:

Sir,—Thousands of clerks like myself would be glad to see that some one has had courage to approach the Mayor of this city regarding a "shopkeepers" weekly half holiday and shorter hours. One cannot blame the merchants for keeping open to all hours of the night, as they have no stipulated time to close—and the way things are at present, it's a case of "Harry" keeping his store open on one side of the street because "Dick" don't close up on the other side, whereas were the city to pass a by-law giving all retail stores a weekly half holiday, also opening and closing hours, all this business enmity would be overcome, the general public would get the same service and attention and a better feeling would be promoted between employer and employe. I trust that this subject won't pass unnoticed, but that something will be done to better the working hours of all retail clerks.

## The Companies Have a Dispute

Some interesting questions regarding patent rights are involved in a \$100,000 damage action preliminary proceedings in which will take place in the course of the coming week, the case being that of J. & T. Bell, Limited, vs. The Rideau Shoe Company, Limited, Montreal. The matter in dispute between the parties is the right to the use of the name "Dr. A. Reid's Patent Cushion Sole," or "Cushion Shoe," plaintiff claiming that, by virtue of certain covenants entered into with the American patentees, it has the sole and exclusive right to the use of these words in connection with the manufacture and sale of a certain class and type of shoe. It is maintained that the defendant has been guilty of an infringement of these rights by manufacturing and selling shoes in connection with which the words "Dr. Reid's Wonder Cushion Shoe" are used. Plaintiff seeks the issue of an injunction to restrain defendant from continuing the use of these words, and it also lodges a claim for the above stated amount of damages, on the grounds that it has suffered to this extent as a direct result of the alleged illegal acts of the defendant.

As both parties rely upon agreements entered into with American third parties, whereby both claim to be authorized to enjoy the Canadian rights to patents embodying the words "Cushion," "Sole" and "Shoe" as trade marks, the whole case will resolve itself into a consideration of the exact value of these opposing covenants.

There is, however, one little question of interest which will be raised, judging by indications thus far furnished. This will centre about the legality of a process whereby two words, in current and common use in the English language, are corralled, as it were, and in virtue of letters patent, declared to be the exclusive property of one man or one firm. It will be contended that, notwithstanding any letters patent, the words "Cushion sole" can be taken and used to describe any sole or shoe which has a cushion arrangement. In fact, it will be submitted, these are practically the only two words in the language which aptly describe that particular kind of shoe or sole. This being the case, any letters patent which pretend to hand over these words for the exclusive use of anybody, cannot be of avail.



# The Spirit of the Western Business Man is Hopeful

Tight Money Has Had Its Blight, But Optimism is Abroad—Retailers Are More Conservative in Their Purchases—Splendid Civic Facilities and Handsome Stores On All Sides



"I had heard and read so much about the financial condition of Western Canada that I was prepared for anything when I left London for a trip to the Pacific Coast the last week in September," remarked C. J. Fitzgerald, President of the Cook-Fitzgerald Co., Limited, shoe manufacturers, London, Ont., who recently returned from an extended trip, going right through to the Coast. This was his first journey beyond the Great Lakes. Speaking of his impressions of the prairies and his view of present business conditions and outlook, Mr. Fitzgerald said:

"The sight of the vast prairie country after crossing the boundary at North Portal, Sask., smiling in its fruitfulness, was reassuring. Everywhere the threshing outfits were busy, funnels vomiting straw while from their sides flowed a golden flow of wheat, oats, barley and flax, to be housed in portable granaries until such time as it could be taken to the elevator. The long days were too short for the work, and in many instances threshing was continued until ten o'clock, light being furnished by burning straw stacks, around which a few furrows had been turned to keep the flames from spreading. Sometimes a score or more of these beacons were visible at the same time, the effect being exceedingly beautiful.

"Despite the money stringency, the spirit of optimism was abroad in the land. Tight money left its blight, it is true, but everywhere I found merchants hopeful. There was a strong disposition to curtail purchases until stocks, which have been unusually heavy for the past two years, had been materially reduced. Those, who had bought too freely in the days when money was easy, and who found trouble in meeting their bills, were viewing the situation philosophically in the main—paying a part of their bills and trusting to make a clean-up when the crop was harvested. They are grateful that the yield has proven so good, and even in the few regions where hail worked some damage, there is an absence of complaint.

## Land Boomers Have Vamoosed

"We'll catch even next year," was the way one man put it. On all sides I found a readiness to admit that the land boomers had overplayed their game. There is plenty of evidence at first hand that the sky-rockety season had passed, in the empty offices formerly occupied by those who were going to make you rich while you waited. Some of the gentry who formerly found an automobile an absolute essential to their comforts, were walking, and options on 'inside stuff,' as town lots are designated, could be had cheaply. Everybody but the boomer of land apparently had learned a lesson. The man caught with a lot of high priced property, with only a first payment made and others falling due, was inclined to curse his 'luck.' He wouldn't for one moment admit that he and his kind had manufactured the situation he found so galling.

"A noteworthy feature of all the towns that I visited was the modern municipal public utility plants, water, street car and lighting systems being installed on a plan that Eastern towns and cities with treble the population might copy with advantage. Public buildings are of a substantial character and the streets are broad and well paved. The capitals of the various provinces are remarkable for their architectural beauty, while splendid churches and schools are found everywhere.

"There are very many beautiful stores throughout the

North-West devoted to the sale of shoes at retail, while all of the great departmental stores have special spaces, many of them finished in mahogany, allotted to this most important branch of their business. Everywhere there is a desire for luxuriousness. It accompanies the tourist on his travels in trains, de luxe; it is with him in the superb hotels on plain, mountain top and on the alluring Pacific Coast, and it is to be found in the shop where everything is done to please the eye.

## The Outlook is Reassuring

"The splendid weather enjoyed throughout all Western Canada this fall has aided in the general air of hopefulness. Farmers were enabled to do more than the average amount of fall ploughing, and this, together with the big acreage of summer fallow, should spell a fine crop in 1914, if the rainfall is at all generous and no malicious storms of wind or hail ravage the plains that stretch from the Great Lakes to the mountains.

"The farmers of some sections, however, have a lesson to learn. They must cease being wheat gamblers, and play the surer game of the diversified farming—fencing their land and stocking a portion of it with cattle, sheep, horses and hogs which constitute the backbone of the continued prosperity of any farming community, in any country under the sun. Certain sections of Manitoba and Alberta have already made rapid strides in this direction, and the work has only just begun. The Canadian Government is wide awake to the situation, and stands ready to help develop the live stock interest of the country. Any twelve settlers petitioning the authorities, may secure free of charge, a pure blooded horse, bull, ram, and boar. When the rearing of these natural adjuncts of a farm becomes general, a short wheat crop will not spell disaster. A hailed out section of wheat will not be a total loss, but will still be available for feed.

## Merchant Will Stick to Business

"Everywhere land is being broken in new localities, and thousands of settlers and the railroads are grid-ironing the vast areas to the north. There may be a set-back for a short time. The merchant must realise that it is a risky game to be a gambler and a business man at the same time, but, having thoroughly learned his lesson once, the chances are that he will stick to business and let 'Get-rich-quick-methods' alone. A hopeful sign of the changed position was evident a few weeks ago when the Board of Trade and other civic organizations of Calgary, telegraphed broadcast a warning against the alluring type of advertisements which unscrupulous oil promoters were spreading. If this method had been pursued against the insidious real estate purveyor, who sold sub-divisions a dozen miles from the centre of such towns as Saskatoon and Calgary, the country would probably never have known the pinch of tight money that it has endured for the past nine months, and must still suffer till brighter days shall dawn. Nothing can stave its ultimate progress. It is the land of plenty and promise that must and shall be fulfilled. That the Northwest will come into its own again is a certainty.

## Part the Press Can Play

"The newspapers of Canada can play a most important part in the rejuvenation of the West," said Mr. Fitzgerald in conclusion. "Let them in the future refuse to accept any land advertisements until they have investigated the claims made by the promoters of the enterprise they are asked to help exploit."



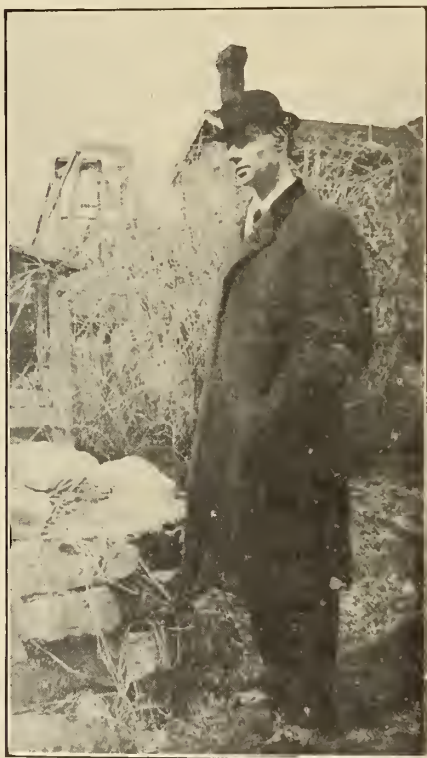
## Her Boots Aroused Curiosity

Mrs. Donald Shaw, an English lady who has taken up her residence in Canada, has written to a Toronto paper giving her impressions of the women of the Dominion. Her article is a very readable one and she pays some high compliments to her Canadian sisters. She tells them that they are fine housekeepers and that they are neater in dress than English women, but adds that their footwear is execrable. While all will not agree with her observations still her experience is interesting and amusing. She says in part:

"As I have said before, the average Canadian woman dresses extremely well; that is, down to her feet, but she falls off terribly in the selection of her footwear. Why does she wear her heels in the sole of her foot? Why does she patter along in boots that will not allow the natural pliancy of her foot to have a chance of doing its own work? Why does she wear low shoes, high heels, and transparent stockings on a muddy day? And why does she take country walks in coats and skirts built for asphalt and shop windows? Once on a wet day I entered a Toronto boot store to buy a pair of light walking boots. Being wet and muddy, I had put on a pair of boots made in America for the English market. My boots created far more interest and discussion than I myself have ever succeeded in arousing. All the salespeople, finally the manager, came to inspect them, and remarked that it would be no use stocking boots like that in Toronto, the ladies wouldn't buy them. Yet they were nothing but an ordinary pair of stout, low-heeled leather boots, such as every Englishwoman possesses."

## Shoe Business Inbred in Him

Much is said of the doctrine of heredity and "like father, like son." Certain trades or callings seem inborn in some



W. B. HAINES, SMITH'S FALLS, ONT.

families, and the business is carried on from generation to generation, under the family name. This is particularly true in many establishments in the Old Country and it

would seem that in Canada, many are following out this order of things.

J. J. Haines has been in the shoe business in Belleville, Ont., for nearly half a century. His father was also connected with the trade, being a traveler for many years for A. & C. N. Ross Co., who made what is known as the "Penitentiary" shoe, in Kingston, employing convict labor. This was away back in the early sixties. Now, J. J. Haines has two sons in the business, both of whom have had a number of years' experience.

His youngest son, Russell L., is manager of the Trenton branch and has been connected with the Haines Shoe Houses, which are located in Belleville, Napanee, Trenton and Smith's Falls, ever since he was a boy.

The elder son, W. B. Haines, was recently appointed manager of the new store in Smith's Falls. He has also had several years schooling in the footwear line. Both boys take a great deal of interest in the business and bid fair to carry out the best traditions of the historic shoe house, which bears their name. The stock of C. A. McKimm, of Smith's Falls, was recently bought by Mr. Haines and has been shipped to Napanee, where it has been sold out.

## Want Small Debts Court Established

Henry Detchon, general manager of the Canadian Credit Men's Association, presented a review of important legislation affecting the mercantile business in Canada recently to about 100 members of the association in Toronto.

Mr. Detchon outlined also the programme of the association for the future, as contained in the report of the Legislation Committee, in which it is stated that negotiations are under way to hold a meeting of the various organizations interested in the Ontario Bulk Sales Act with a view to having legislation secured at the next session of the Legislature.

It was stated also that an attempt will be made to have a "name" law passed requiring persons doing business under a trade name to carry on their signboards and stationery the names of the actual owners. The establishment of a small debts court to save the expense which is now involved in obtaining judgment on these debts is advocated, and the registration of assigned book debts—which at present do not need to be acknowledged in a financial statement—is urged, the association having been successful in inducing the mercantile agencies of Saskatchewan to give reports, including assigned book debts, a practice which it is desired to make common throughout Canada.

The matter of cheques returned by the banks marked "Not sufficient funds," which is in many cases merely a method adopted by fraudulent buyers to obtain goods, was stated to have been brought to the attention of the Minister of Justice, and a further attempt is to be made to have the deliberate issuance of such cheques made an indictable offence.

An important piece of legislation secured during the last year was the act making it a criminal offence to allow to be made through any agency whatever a false financial statement, this question having been brought up owing to the judgment that was given adverse to the creditor where false information was supplied to a mercantile agency.


The merchants of a town who do not organize will have the pleasure of watching their organized neighboring town gradually draw their business away.

The less pains your fellow merchants take with dressing their windows, the better it will pay you to work hard to make your own effective.





# AMONG THE SHOE MEN.



T. P. Milner has opened a repair shop in Kerrisdale, B.C.

Barber Bros. are opening up a boot and shoe store in Swift Current.

C. Greenstone has opened a shoe and harness shop in Blackfolds, Alta.

M. Gladstone, shoe merchant, of Winnipeg, has discontinued business.

Alex. McKechnie, of Michipicoten Harbor, Ont., recently made an assignment.

J. Heffering, of Toronto, spent a few days in Montreal this week on business.

Langevin & Blais, shoemakers of Three Rivers, Que., have recently registered.

J. Tide, shoemaker, of Swift Current, has been succeeded by H. A. Marshall.

M. McGrath, shoe dealer, of Durham, Ont., has sold out to Wm. M. Saunders.

A permanent liquidator will be appointed in the Menzie Rubber Co., Limited, Toronto.

Daniel Monaghan, shoe dealer of St. John, N.B., recently made an assignment.

Joseph Savard, shoe dealer, of Kenogami, Que., recently assigned to J. P. E. Gagnon.

Harry Culliner, of Hearst, Ont., was calling upon the trade in Toronto last week.

B. Grosskurt has been engaged to represent the Rena Footwear Co. in Western Ontario.

L. A. McGovern of the Western Leather Goods Co., Toronto, was in Montreal this week.

F. Delaney, superintendent of J. & T. Bell, Montreal, spent a few days in Boston recently.

C. A. Lenez, of the Rena Footwear Co., Montreal, has returned from the Maritime Provinces.

The shoe stock of C. A. McKimm, Smith's Falls, was bought recently by J. J. Haines of Belleville.

C. A. Davies, of Blachford, Davies & Co., Toronto, was in Montreal and Quebec last week on business.

E. P. Grant has opened a fine new shoe store in Cardinal, Ont., and has put in a well selected stock.

H. C. Dayfoot, of Georgetown, Ont., was in Winnipeg and other points west recently on a business trip.

C. C. Knoll, of the Humberstone Shoe Co., Humberstone, Ont., was in Toronto this week on business.

Frank S. Smith, of Vittoria, Ont., was among the callers on the trade in Toronto during the past few days.

A new firm, White & Ziegler, Souris, Man., will carry a line of boots and shoes in their new department store.

F. S. Scott, of Getty & Scott, Limited, Galt, Ont., was in New York and other eastern cities last week on business.

Burglars entered the Leslie shoe store, on King street east, Hamilton, one night, and stole about ten dollars in cash.

P. Y. Smiley, superintendent of the Merchants' Rubber Co., Berlin, was in Toronto and Montreal this week on business.

The Paris Footwear has succeeded the Boston Shoe Store at the corner of St. Catharine and Mansfield streets, Montreal.

J. C. Carnegie, of West Lorne, Ont., has sold his shoe

repair stock to Mr. Sergeant, of St. Thomas, who has taken possession.

Messrs. Percival and Short, who represent the Kingsbury Footwear Co. in the western provinces, have returned to Montreal.

L. Farewell, of Winnipeg, representative of the Hartt Boot and Shoe Co., Fredericton, N.B., made a trip to the Coast recently.

E. Lavoie, shoe retailer, of East Ontario street, Montreal, has had his store renovated and it now presents a fine appearance.

W. A. Graveley, late of Smith's Falls, has gone to Ottawa, where he has taken an important position with A. A. Fournier, Limited.

E. R. Peel has taken over the shoe department of the Enderby Trading Co. at Enderby, B.C., and has put in several new lines of stock.

J. F. East has sold out his branch business in Nashville, Ont., to E. Van Norman, but will continue to conduct his store at Kleinburg, Ont.

The Western Boot and Shoe Store has opened out in fine new premises in Melfort, Sask., and is carrying a large and representative stock.

John Dunbar, Western Canada representative for Corbeil, Limited, Montreal, has returned from an extended selling trip throughout the Prairie Provinces.

In a serious fire which recently visited Strome, Alta., the general store of Douglas Bros. was wiped out and the loss to the firm was heavy.

W. J. Heaven, manager of the Anglo-Canadian Leather Co., Toronto, has returned from a two weeks' business trip throughout the Maritime Provinces.

P. Nolan, one of North Battleford's shoemen, has again opened up his business on Main street, and is being welcomed back by many old customers.

George J. Cowling and L. F. Jackson, Western Canada representatives of the Relindo Shoe Co., Toronto, have returned and report very satisfactory trips.

J. A. Matheson, representing Boardmore & Co., Toronto, who has been spending several days in Boston and other eastern centres on business, has returned.

The Standard Leather and Shoe Findings Co., 475 Queen street west, Toronto, have assigned to Osler Wade, and a meeting of creditors was held this week.

The Cook-Fitzgerald Co., London, in response to strong inquiries from foreign countries, have submitted samples which should bring them much additional business.

L. M. Stock, Western Canada representative of Walker, Parker & Co., Toronto, has returned from a successful business trip to the West, going as far as the Coast.

J. W. Deegan, shoe retailer of North Bay, Ont., intends erecting a large addition to the rear of his store, which will give him double the floor space that he has at present.

W. H. Simpson, an old resident of Clinton, died recently aged eighty-one years. He was a shoemaker by trade and carried on business for a great many years in that town.

Mr. Leonard, formerly manager of Fogarty's, Montreal, has been appointed manager of the men's shoe department of Geo. G. Gales & Co.'s west end store, Montreal. Mr. Ambrose, who worked under Mr. Leonard in Fogarty's,

has succeeded A. A. Daoust as publicity manager of the Gales Company.

The shoe store of Richardson & Hunkin, of Brandon, has been sold to George W. Forbes and the business will be managed by Daniel Rice, formerly of Rice Bros., of Brandon.

Andrew Irving, late of the Regal Shoe Store, Winnipeg, has been in the East on a purchasing trip. He will manage a new shoe establishment which is being opened in Medicine Hat, Alta.

Eli Golden, 671 Queen street west, Toronto, intends entering upon the manufacture of boys' shoes and has installed several machines supplied by the United Shoe Machinery Co.

G. M. Sawyer has again decided to go into the shoe business for himself at Leamington, Ont., and has leased a fine store in that town. He will put in a large and representative stock.

Patrick J. O'Brien, late of the Smith's Falls Shoe Co., and now with the Haines shoe house at Smith's Falls, was married recently. His many friends are extending congratulations.

Geo. C. Parker and Herbert C. Parker, dealers in shoe findings and supplies, Montreal, have registered as Parker's Limited. The firm was formerly known as the Dominion Supply Company.

Since the removal of the duty on leather by the new United States tariff bill, two Canadian leather firms have already opened offices in Boston and it is said that others will follow shortly.

Leslie Stafford, recently employed with one of the largest shoe concerns in Eastern Canada, is now taking charge of the shoe department of the Maybee-Kennedy, Limited, store in Moose Jaw.

In a serious fire which occurred in the dry goods store of Edmond Belanger & Co., Quebec, doing \$130,000 damage, the stock of Alf. Boivin, shoe merchant, in an adjoining building suffered from fire and water.

F. L. Summerhayes of Canadian Consolidated Rubber Co., Limited, Montreal, has returned from a shooting expedition to Northern Ontario. He says game is plentiful in that part of the country this year.

Alfred Minister, of the Minister, Myles Shoe Co., and W. V. Eccleston, head of the shoe department in the T. Eaton Co., Toronto, sailed last week from New York by the Lusitania for a trip to the Old Country.

W. P. Hodges, sales manager of G. A. Slater, Limited, Maisonneuve, has just returned from a trip to the Maritime Provinces. He says shoe conditions in that part of the country at the present time are encouraging.

There were 200 business failures in Canada during October, the total assets being \$760,078, while liabilities amounted to \$1,515,507. In October, 1912, failures numbered 108, with assets of \$416,224, and liabilities of \$641,141.

The Fink Mercantile Co., of Cranbrook, B.C., have disposed of their grocery stock and have added a ladies' ready-to-wear stock and also ladies' shoes. The firm carry men's shoes and furnishings, clothing, housefurnishings and other lines.

J. Lipson, dealer in shoes, dry goods, etc., since his starting in business a year ago, has been obliged to enlarge his store more than once to cope with the increasing trade, until he now has one of the largest stores and most complete stocks in suburban Calgary.

H. E. Wettlaufer, sales manager of Charles A. Ahrens, Limited, Berlin, has returned from an extended business trip throughout the West, going as far as the Coast. He reports that business conditions are rapidly improving as a result of the bountiful harvest.

Among the new shoe stores which have been opened in

Toronto this month are Alf. Neale at 614 Bloor street west and E. H. Bird at 1965 Dundas street. Both men recently joined the ranks of the benedicts and are receiving the congratulations of their friends.

No one can make a profit out of goods he buys until they are sold and the money is in the cash drawer. This being true, selling and collection plans are of vital importance to every merchant. They are worthy of the best thought that you can give them.

The L. McBrine Co., Limited, of Berlin, have purchased the factory building at 80 Duchess street, Toronto, from C. J. Grace & Co., the price being \$25,000. The structure is three storeys having a frontage of 39 feet and will be used for storage purposes.

Charles E. Slater, who was recently in Vancouver on business, was greatly delighted by the progress made by that city. It is 20 years since Mr. Slater's previous visit and he told the shoemen of Vancouver that there was really no place-around that looked like the hamlet of 20 years ago.

One of the most attractive and up-to-date shoe stores in the West is that of Hood & Irvine, Calgary, Alta. The store interior has a seating capacity for fifty people. Complete lines of men's, women's and children's shoes are carried. Their turnover last year was about \$100,000.

The latest city salesman to make the rounds of his customers by automobile is Wm. E. Young, who covers Toronto for P. Jacobi, shoe store supplies. There are now nine city travelers for shoe and findings firms in Toronto, who find the motor car the best available means of calling upon the trade.

Geo. G. Gales & Co., of Montreal, are opening a store in Ottawa about November 20th. The establishment will be situated in the new Union Bank Building at 77-79 Sparks street. It will occupy space 30 x 100. C. Roy Teetzel has been appointed manager and is now in Ottawa preparing for the opening.

Samuel Cooper, a sixteen-year-old lad, employed in Hyman's tannery, London, Ont., learned recently that by the accidental death of his father in Detroit, he has been bequeathed \$15,000 by his parent's will. His father left London some time ago to reside in Detroit and was killed by a street car in that city.

A conference of the Ontario representatives of the Kaufman Rubber Co. was held in Berlin last week, at which there were present E. E. Code of Ottawa, S. G. Amero of London, L. B. Hutchison, G. H. Ansley, J. S. Lovell, Toronto, Wm. Woods of St. Catharines, A. R. Kaufman and W. E. Wing, Berlin.

J. G. McDiarmid, Western representative of Cook, Fitzgerald Co., London, has returned to Toronto from a successful business trip throughout the Prairie Provinces. Many friends will sympathize with him in the loss of his father, who died last week in Toronto and was a former shoe merchant on Queen street west.

At a recent meeting of the Sherbrooke council, Sherbrooke, Que., J. H. Hamilton, representing a shoe factory of Levis, Que., appeared and asked for a bonus of \$15,000 on condition that the company would locate in Sherbrooke. The concern employs about 130 men at present and if established in Sherbrooke, guarantees to increase this force materially.

Extensive alterations are being made to the store of the Hudson's Bay Co., in Edmonton, which will be completed about February 1st. The shoe department will be removed to another part of the building and the manager, Rod W. Matheson, will have double the present floor space, while the fixtures and appointments will be thoroughly up-to-date.

The advance in the figure for hides is well illustrated by a card recently sent to the trade by Beardmore & Co.,



Toronto, which shows that the price of native steer hides in Chicago to-day is twenty cents as compared with the average price of 17.74 in 1912, 15.02 in 1911, 15.21 in 1910, 16.50 in 1909, 13.43 in 1908, and on down to 10.30 in 1897, and 8.50 in 1896.

A leading exchange predicts the following distribution for spring: Materials—Patent, 40 per cent.; black calf, 30 per cent.; tan calf, 5 per cent.; kid, 7 per cent.; suede, 6 per cent.; fabrics,  $5\frac{1}{2}$  per cent.; white leather,  $6\frac{1}{2}$  per cent.; Patterns—Plain pumps,  $25\frac{1}{2}$  per cent.; colonials,  $32\frac{1}{2}$  per cent.; ankle straps,  $7\frac{1}{2}$  per cent.; blucher oxfords, 8 per cent.; button oxfords, 4 per cent.; lace oxfords,  $4\frac{1}{2}$  per cent.; high shoes, 18 per cent.

Since the fire at the Main Exchange of the Bell Telephone Co., in Montreal, shoemen in that city, both retailers and manufacturers, have had considerable trouble carrying on their business. Most of them have established temporary headquarters in other exchange districts. The Bell Co. state that it will be another three weeks before operations can be resumed on the Main Exchange.

If the persons who owe store bills can't pay them now after their crops are harvested and marketed, it is safe to wager they can't make a raise before at least another year, and it is time to either get the account balanced or closed by refusing further credit. It is five-dollars-here-and-ten-there that has compelled more than one retailer to petition for a receiver in bankruptcy, and all because somebody didn't pay up at the best possible time for him to do so.

Miss Ella Gibson, for the past seven years head book-keeper in the office of the Minister, Myles Shoe Co., Toronto, was married on October 28th to Eugene E. Sanderson of Gunn's Limited, Toronto. They have taken up their residence in Port Arthur. Miss Sanderson was presented by the firm with a sterling silver service, by the travelers with a tray of sterling silver, and by the employes with a handsome cut glass set, as a mark of appreciation.

J. J. Connor, who covers Western Canada for McLaren & Dallas, Toronto, returned last week. On the way back he was in a railway wreck just west of Moose Jaw, when several cars left the track and three passengers were killed. Mr. Connor, who was in a sleeper, was somewhat jolted up. Along with many others, he owes his escape from injury to the fact that none of the sleeping cars left the track. An open switch is supposed to have been the cause of the derailment.

The retail merchants of Sault Ste. Marie, Ont., have formed a live branch of the Retail Merchants' Association and have elected the following officers: President, J. Stevenson, shoe dealer; first vice-president, A. S. Thompson; second vice-president, H. Bryan; secretary, F. Gorman; treasurer, K. W. Climie, men's furnisher and shoe dealer. The Employes' Compensation Act was discussed and the petition asking the Government to leave the retail merchants out of the Act was largely signed.

Messrs. Wilson and Cooper, of the Hudson's Bay Company, buyers at Vancouver and Calgary, respectively, were among the recent patrons of the Cook-Fitzgerald Company, Limited, of London, to leave substantial immediate and future orders. Mr. Wilson who has been in the east for some weeks, formerly resided at Stratford and is one of the many Ontario boys to win success beyond the Rockies. Mr. Cooper is a shoeman of experience, having filled posts of responsibility in Hamilton and other eastern cities.

Charles J. Silver, who for two years has been a director of the Toronto Board of the Commercial Travelers' Association of Canada, has again been nominated for 1914. His many friends are confident of his re-election. Mr. Silver is one of the Western Ontario travelers for the W. B. Hamilton Shoe Co., Toronto. R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Mon-

treah, has been elected by acclamation as a director of the Vancouver Board, in which city he resided for a number of years.

The death occurred in Kingston, Ont., on November 3rd, of Margaret Ellis Sutherland, relict of the late Alexander Sutherland, founder of the Sutherland shoe business in that city. Mrs. Sutherland is survived by five sons, all of whom are in the shoe business. They are—Robert and John, of J. H. Sutherland & Bro., Kingston; James, director of the Cook-Fitzgerald Co., London; Frederick, manager of the

## Returns from Extended Western Tour

"The general tone in wholesale circles in the West is cheerful and the trade is optimistic. Money has been very tight and land speculation has fallen as flat as a pan cake. Stocks in the heavier lines are low but there has been an abundant yield of grain, well harvested under good weather conditions, and things are beginning to move more freely," remarked R. H. Greene, general sales manager of the footwear lines of Gutta Percha and Rubber, Toronto, who has returned from an extended business trip throughout Western Canada on his annual tour of inspection to the various branches of the company. He was accompanied by J. H. S. Kerr, manager of the mechanical goods department of the company. Mr. Greene, who has made many journeys to the West during his thirteen years connection with the Gutta Percha Company, visited Winnipeg, Brandon, Regina, Calgary, Saskatoon, Moose Jaw, Edmonton, Medicine Hat, Vancouver and other centres. He found the general trend of business conservative and believes, with care and the returns from the good crops, that conditions will soon become normal. "Of course," he added, "how quick the recovery will be in the rubber footwear and other lines depends a good deal on the weather. If an early season sets in there will be a good rush for assorting orders. Payments are improving and the outlook is promising. The subsidence of the land boom is complete, but I found no disposition to reduce values. The element of speculation has vanished and, in the meantime, holders of property are hanging on."



The accompanying picture, which was taken in front of a giant cedar tree in Stanley Park, Vancouver, shows Mr. Greene on the left. Standing next to him is J. H. S. Kerr, manager of the company's mechanical goods department; J. W. Ney of Vancouver (formerly a merchant of Bracebridge, Ontario), and A. G. McKenney, manager of the Vancouver branch of Gutta Percha and Rubber, Limited. Mr. Greene will leave shortly on an extended visit to the Eastern Canada branches of the company. He greatly enjoyed his trip to the West and the weather was fine during all the time that he was away.

McFarlin Shoe Co., Rochester, N.Y., and Samuel, manufacturer of ladies' shoes, St. Louis, Mo. The late Mrs. Sutherland was in her 84th year and was highly esteemed.

An stock extraordinary general court of the Hudson Bay Company has been convened in London, England, for November 24th, when a resolution will be submitted increasing the capital of the company by the creation of 200,000 five per cent. cumulative preference shares of £5 each, to rank equally with those already existing. The shares will be offered at par to holders of not fewer than five of the existing ordinary shares of the company in the proportion of one preference share for every five or multiple of five ordinary shares. The capital is said to be for the development of the company's store business in Western Canada.

A recent issue of Hide and Leather says: Next to Cuba comes Canada as a customer of United States shoes. During the twelve months ending June, 1913, Canada took \$3,107,749, as against \$2,457,007 in 1912, and \$1,759,190 in 1911. Mem-

## Looking Forward to Big Year

Since Murray's Limited, took over the large shoe business of Glass Bros., in Calgary, Alta., some months ago, extensive changes have been made to the premises. The interior has been entirely re-decorated, the window fittings have been changed and other alterations effected which make the establishment one of the brightest in Western Canada. The firm report that trade conditions are constantly growing better and are looking forward confidently to 1914, expecting it to be a banner year. The stringency of the money market in the West has had its effect upon the shoe the same as in all other lines of business but, with the bumper crop all harvested and taken care of the tightness has loosened up and the outlook for the future is promising in every respect. Hugh F. Murray, who is at the head



HUGH F. MURRAY, CALGARY

of Murray's Limited, is an experienced business man and has had many years active connection with the shoe trade. "Ken" Murray of London, the widely known shoe traveler, is a brother. The manager of the store is Joseph Rahanan, who was formerly with J. P. Cook Co., London, and for several years with M. B. Holden of Chicago. The firm carry a large and representative stock and specialize particularly in high grade shoes.

bers of our trade who have been in Canada recently trying to size up the chances for Canadian shoes coming into the United States under the new tariff, claim that we have proved by our shipments of shoes to Canada that we can compete with Canadian manufacturers on their own ground. Yet it is likely that certain lines of Canadian heavy, common goods may be sold to some extent in the United States, but predictions are hedged with conservatism.

The Miner Rubber Co. have removed their warehouse from Spadina avenue to the handsome new Aziz building at 146 Wellington street west, Toronto, where four floors are occupied. Each flat is 125 feet deep and 30 wide, the whole space occupied being over 15,000 square feet, which is double the former area. The new warehouse is centrally located, well lighted, and has all modern facilities. The company have recently opened a branch in Ottawa, with Peter Gauthier in charge, and another branch has been started in Sydney, C.B., while F. Maranda has been appointed manager of the company's warehouse in Quebec. F. H. Meinzer, of the head office staff, who has been in Toronto for several days, supervising moving operations, returned to Montreal last week.

Stricken with paralysis in his office in the Walpole Rubber Co., Montreal, Thomas Reid, sales manager of that company for the Dominion of Canada, died recently. He had been in fairly good health almost up to the time of his death, which came as a shock to his family and a large circle of friends and acquaintances among the business community of Montreal by whom he was held in high esteem. The late Thomas Reid was born in Knowlton and came to Montreal thirty-five years ago. He was connected with the firm of Lyman Sons & Co. for many years and later became manager of the Davis Lawrence Drug Company. After remaining in that capacity for a time he entered a partnership with the late B. E. McGale. At the time of his death he was in charge of the Canadian business of the Walpole Rubber Co. of Boston.

Attention is called to the advertisement of Fishel Nessler Company, of New York City, in this issue. This firm, conceded to be the largest manufacturers of fine shoes ornaments in the world, have been compelled to open an office in Montreal, due to the numerous requests they have been receiving from Canadian dealers. That the demand for high grade shoe buckles and Tangos is growing larger every day is the experience of the house. They now have ten salesmen covering every part of the world. One representative is leaving New York on November 15th, to be gone two years, with Sydney, Australia, as his first stopping point. W. J. Cowen, Coristine Building, is the Canadian representative. He is a thorough-going salesman right on the job every minute. He reports splendid sales since entering the Canadian field a short time ago.

The annual dinner of the staff of the Nugget Polish Co., Limited, Toronto, which is always an event looked forward to with much interest, took place at the Merchants' Hotel, Jordan street, on November 6th. W. F. McNeill, Canadian manager, presided, and after justice had been done to the many choice things provided, a splendid programme of toasts, speeches and songs was carried out. Mr. McNeill, in a short address, reviewed the work of the past year and said that, considering business conditions generally, the increase during 1913 in the sales of the company had been very gratifying. He thanked the members of the staff for their loyalty and co-operation and believed they all had the interest and welfare of the company at heart. The toast of "our guests" was suitably acknowledged by R. W. Barton. During the evening lively songs were rendered by C. F. Pote, L. R. Howard, T. W. Hart and R. W. Barton, the accompanists being F. B. Bollard and J. Queen. To the toast to "the staff" Messrs. Hart and Bollard replied.





# SHOE FACTORY NEWS.

A. Lavoie, manager of La Parisienne Shoe Co., Montreal, was in Toronto recently.

The Rena Footwear Co., Montreal, have installed some new machinery in their factory.

Ralph Locke, of Dufresne & Locke, Montreal, was in Boston and other American cities last week.

James Valentine, of Valentine & Martin, Waterloo, Ont., was in Toronto and Oshawa last week on business.

Oscar Vogt, manager of the Great West Felt Co., Elmira, Ont., has returned from a trip to Winnipeg.

J. Reyer, of Drummondville, Que., has taken a position as foreman of the finishing room of the Louis Gauthier Co., Quebec.

C. O. Shaw, of Huntsville, general manager of the Anglo-Canadian Leather Co., was in Toronto last week on business.

S. J. Grosch of the Grosch Felt Shoe Co., Milverton, Ont., has returned from a successful business trip to the western provinces.

The Gendron-Penetang Shoepack Co. is very busy at present and has recently made several heavy shipments to the north and west.

Thomas Hobbins, who conducts a shoe repairing shop at Eglinton, Ont., has gone into the retail shoe business and has put in a general line.

W. V. Matthews, superintendent of Ames-Holden-McCreedy Co., Montreal, and T. H. Love of the same firm, spent a few days in Boston this week.

A. Mathieu, of the Boot and Shoe Workers' Union, Montreal, has been elected president of the Labor party in Montreal, being selected at the last meeting.

E. Lepine, manager of O. B. Shoe Co., Drummondville, was in Montreal for a few days last week. He reports the O. B. factory as being very busy these days.

The walls of the new shoe factory of Gourlay & Fogelberg, which is located on Kaiser street, Berlin, have been completed. The factory will cost about \$50,000.

G. W. Sadler & Co., are erecting an extension to their tannery in Stanbridge, East Quebec. The addition is 100 by 64 feet. Good progress is being made on the work.

The Dominion Shoe and Slipper Co., of Berlin, reports business as good. The past season has been the best in the history of the firm of which H. Graber is superintendent.

The Rice-Hulbert Shoe Co., who have been manufacturing shoes in Courtland, N.Y., will move to St. Catharines, Ont. They make shoes for lumbermen and tennis players.

John Farley, formerly employed at the Relindo Shoe Co., Toronto, has accepted a position as superintendent in one of the leading shoe factories of Bogota Town, U. S. Columbia.

Vice-President John V. Flanagan, of the Cook-Fitzgerald Co., Limited, who was quite ill in Massachusetts, has returned to London from his country home at Nantucket, much improved in health.

The new addition to the factory of Charles A. Ahrens, Limited, Berlin, has been completed and is now occupied for manufacturing purposes. The extension is 65 by 45 feet, four storeys high and the capacity of the plant will be doubled. The basement is used for store room and cases,

the first floor for shipping, the second for the fitting room and the third for stock keeping. The making room has been greatly increased owing to the changes effected and the firm reports business as brisk.

Owing to the erection of the new shoe factory in St. Stephen, N.B., a building boom has set in and several new houses have been put up in the vicinity of the factory, which will begin operations shortly.

Operations have been started on the new addition to the United Shoe Machinery Co. factory in Maisonneuve. The foundation has been finished and the rapid completion of the building is expected.

It is rumored that a boot and shoe factory for making heavy lines may be located in Prince Albert, Alta. Several

## He Knows the Shoe Game

One of the most progressive shoemen in British Columbia is R. Andrew, proprietor of the Royal Shoe Store at Nelson, B.C. He carries a large and representative stock, is a shrewd buyer and a good judge of what will meet the requirements of his trade. Born in Cornwall, England, he came to Canada in 1879 and spent several years in Port Arthur, where he was a salesman in the establishment of C. O. Lalonde. In 1897 he went to Rossland and some



years ago to Nelson, where he has been very successful in business, since buying out the shoe store of L. Godbolt. He has a well appointed office at the rear of the store and upstairs is the repair department, where a complete repair outfit is installed. He has worked up a large trade in this branch of the business. Mr. Andrew is well liked by all travelers and the general public for his obliging and genial disposition. He has been in the retail shoe line for a quarter of a century.

interested in the concern are shareholders in an American company doing a similar business.

Oran McCormick, editor and publisher of Modern Shoemaking, sailed for Europe on the Lusitania November 5. He has gone abroad for the purpose of interesting European manufacturers in an international shoe trade publication.

While working in the factory of Ames-Holden-McCready Company, Montreal, on November 11th, Armand Gingras, of 786 Mary Anne street, was struck in the left leg by the blade of a knife which had broken off a revolving machine. The blade imbedded itself in the left leg of the workman, severing an artery.

Lucien Borne, of Quebec, has gone into the manufacture of veal and chrome side leather. He is now making 500 sides a week, while he has found trade encouraging. Mr. Borne feels that at the present rate of progress the capacity will be doubled in a few weeks time.

Fred C. Patten has concluded his services with the Union Special Sewing Machine Co. as special and quality man, and is taking a trip through Canada in the interests of the Boston Machine Works Co., selling their machines and parts. Mr. Patten has had a long experience with stitching room machinery.

J. Leckie & Co., Limited, of Vancouver, B.C., have completed an addition to their factory, 33 by 143 feet, seven storeys and basement, making their entire building 99 by 143 feet. They report a business increase over last year of over 30 per cent., and as soon as established in the new addition, intend to increase their output to 1,000 pairs per day.

A Michigan shoe manufacturer who is considering the establishment of a factory in Western Canada, writes the Industrial Bureau of Calgary, to know if it would be possible to make arrangements with the owner of a subdivision comprising at least 80 acres in that city for the establishment of a shoe factory upon the property, which will give employment to 200 hands.

A new federal charter has been granted to the Rideau Shoe Co., with a share capital of \$1,000 divided into ten shares of \$100 each, Montreal to be the headquarters. The company is empowered to carry on the business of manufacturers, buyers, sellers, importers, exporters and dealers in all kinds of footwear, leather, rubber, felt, etc. The incorporators are Geo. V. Cousins, Aubrey H. Elder, P. F. Brown, W. G. C. Lanskill and B. M. Rice, all of Montreal. The company is also empowered to take over shares, bonds and securities of any other company, either in whole or in part.

John Clark, who is establishing a new shoe factory in St. Stephen, N.B., was recently honored by the Superintendents' and Foremen's Association of Lynchburg, Va. Mr. Clark, who was general superintendent for the Craddock-Terry Co., was presented with a handsome diamond stick pin. The view was generally expressed that Mr. Clark would make a great success of the shoe manufacturing business in Canada.

Under the Winding-up Act the assets of Rowen & Ogg Co., Guelph, were offered for sale at auction on November 12, by Suckling & Co., at 5 Front street east, Toronto. The highest bid received on the findings, leather shoes, machinery, lasts, patterns, office furniture, etc., amounting to \$26,854, when put up en bloc, was 31 cents on the dollar, which did not reach the reserve bid. It is probable that the creditors will arrange for the sale of the effects separately.

The Winnipeg Tanning Co., Limited, operates a modern plant at 382 Nairn avenue and its products are widely known. This industry was established in Winnipeg in 1909 and was known as Mullin's Tanning & Manufacturing Com-

pany. It was re-organized in 1910 with E. A. James, president and H. G. Mayes, vice-president and managing director and at the present time Mr. Mayes is president and managing director and T. J. Michie, secretary and treasurer. Mr. Mayes was one of the founders of the business and in the arrangement and operation of the plant has displayed marked ability.

The Cimon Shoe Co., Limited, of Montreal, is negotiating with St. Jerome, Que., for the location of a factory in that town. The company agrees to erect suitable buildings, employ over 100 hands and expend \$30,000 in wages the first year and in return asks tax exemption for ten years and a loan of \$50,000, payable in twenty years without interest. The Cimon Shoe Co., which was reorganized some time, has an authorized capital of \$150,000. A visit to St. Jerome was recently paid by A. P. Cimon, president of the concern, and P. E. Houde, secretary, who laid the proposition before the authorities.

An official of Ames-Holden-McCready, Limited, Montreal, stated recently that orders were fully up to a year ago and that prices generally were higher. The company had refused to make certain shipments to the West during the past few months owing to the financial situation and the output this season might show a slight falling off in consequence. But, with suitable weather for the next few weeks, a considerable change would be brought about. The value of hides and leather has been increasing all the time, and a further advance is looked for. The outlook was very promising for the coming year.

The C. N. W. Shoe Co. may ask the London city council to put before the people a by-law for a loan of \$20,000 to enable the company to build a factory. A similar request was sent to the ratepayers last January, but was defeated. Since that time, Orillia agreed to loan the company the amount, but action was later declared illegal. The company employs 40 hands at present, but believes that if proper quarters were obtained, this number would be greatly increased. It is said that three or four other places are negotiating for this industry, but the proprietors would rather stay in London, if they can secure the loan to build a factory of adequate dimensions.

The action brought by Beal Bros., leather merchants and harness manufacturers, 52 Wellington street east, Toronto, against the Bank of Nova Scotia has been withdrawn, the parties having reached a compromise and the bank paying a portion of the claim for \$40,000. This claim was based on the defalcations of an accountant in the employ of the concern, who cashed cheques, forged by himself, for a period covering several months. The proceeds of the embezzlements were invested in real estate and moving picture shows. On his arrest, and prior to his being sent to the Central Prison, the defaulter made over all his savings to an assignee. These will probably realize about \$4,000.

The various factories engaged in the boot and shoe manufacturing industry in Quebec, are in full swing under the new system of open shops and free labor, says a Quebec paper. The workmen employed in the shops have accepted the change in conditions, but will maintain their union or-

#### HE FINDS IT HELPFUL.

*"I have been taking the SHOE AND LEATHER JOURNAL for some time and find it very helpful. It is full of bright suggestions."*

*Yours truly,*

*W. G. STUART.*

*South Edmonton, Alta.,*

*November 5th, 1913.*



ganization. In the meantime, the manufacturers who have agreed to act fairly with their employes, have already manifested their good faith to the end of increasing the rate of wages paid to the cutters and will regulate the wages of all the employes in the other departments of their factories, by increasing the wages of those who merit the favor. The manufacturers are very desirous of gaining the confidence of their employes, and will prove their good will by conserving the interests of their people, but insist that for the future they must be masters of their own business.

#### NEWSY NOTES FROM WINNIPEG

Mr. Newton, manager of Robinson & Co., Limited, is booming business in his department.

Mr. Balfour, manager of the Regal Shoe Store, was in St. Paul, Minn., on a buying expedition.

John Thorne, an experienced shoeman, has taken a position on the staff of the Regal Shoe Store.

Mr. Duffield, of the John McPherson Co., Limited, of Hamilton, was in Winnipeg last week on business.

J. Affleck, of the Yale Shoe Store, is making arrangements for extensive improvements to his establishment in the spring.

L. Godbolt, western representative of J. & T. Bell, Limited, of Montreal, has returned to Winnipeg from a successful business trip to the Coast.

The Royal Shoe Store, now located on Main street, has taken two stores at the corner of Portage avenue and Smith street, and will run an up-to-date establishment.

The New York Shoe Store, which is located in upstairs premises, is doing a splendid business. Like many American cities, the upstairs shoe parlor has come to Winnipeg and is attracting a good deal of attention.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., Limited, of London, Ont., was in Winnipeg recently on his return from a trip to the Coast. He was greatly delighted with the progress of the West and the remarkable development of the country.

During the first two weeks in November summer-like weather prevailed in Winnipeg and business in the shoe line was only fair. Many of the Western travelers of Eastern shoe firms have returned from their business to the various towns and cities between Winnipeg and the Coast. They report business on the whole as recovering itself and a promising outlook for the next year.

#### WHAT THE LATEST STORE OFFERS

The new departmental store of W. H. Scroggie, Limited, located at the corner of St. Catherine and Bleury streets, Montreal, with a frontage of 350 feet on the former street, is one of the finest establishments in its line on the continent. The building and the equipment will cost nearly five million dollars. There is a splendidly fitted up shoe department. Some outstanding advances have been made in store construction, in the way of conveniences for the public and modern mercantiling features. There is an auditorium that seats five hundred people, where there will be frequent concerts. There is a tea-room on the top floor accommodating three hundred and fifty and in the basement restaurant there is capacity of 2,000 meals an hour. There will be railway, steamship, theatre ticket and taxi cab service in the establishment. For gentlemen there will be a lounging room and smoking room, while a nursery will be provided for the children, where the little tots may be checked while their guardians are shopping. To wind up the whole affair there will be a menagerie where all sorts of small animals and birds will be sold and finally an undertaking department will cater

to one's interment in case of death. For the employes a free library and dining room, dressing rooms and rest rooms, etc., are furnished, while there will be a school for young employes to train them in salesmanship.

#### THE TENDENCY IS UPWARDS

The tendency of all leathers is to stiffen in price owing to the very high figure for hides and the fact that the market is being ransacked for supplies. It will be remembered that, a few weeks ago, sole leather went up two cents per pound, and it is predicted that tap soles may be advanced at an early date. Sheepskins have taken an advance of half a cent per foot, while skivers are stiffening and pickled pelts have jumped from twenty-five to fifty cents per dozen. There is a general feeling in the shoe trade that, as soon as business revives somewhat there will be a general increase in prices on many lines of footwear. In the meantime quotations are about where they have been for the past few weeks. Business on the whole is improving, collections are getting better and retail trade, owing to the recent advent of colder weather, has picked up considerably. If winter, with a heavy fall of snow would really set in, stocks would begin to move very freely. The sorting business is fair.

#### SHOEMEN HONORED IN HOCKEY CIRCLES

Shoe representatives have always taken a warm interest in the affairs of the Ontario Hockey Association and in the nominations for office, which have just closed, several have been returned by acclamation. Kenneth Casselman, of Casselman Bros., shoe retailers, London, is the new First Vice-President for 1914, and James T. Sutherland of Kingston, who is a director of the Cook-Fitzgerald Co. of London, steps up from a position on the Executive Committee to that of Second Vice-President. The retiring President is H. E. Wettlaufer, sales manager for Charles A. Ahrens, Limited,



K. CASSELMAN

H. E. WETTLAUFER

J. T. SUTHERLAND

Berlin, who has filled the chair for two years with energy and ability. Mr. Wettlaufer is now Past President and will retain a seat on the Executive. The many friends of Messrs. Casselman, Sutherland and Wettlaufer are congratulating them on the recognition of their good work in connection with the hockey interests of the province and feel that, in their hands, the welfare and progress of the O. H. A. will be splendidly sustained during the coming year.

#### EFFECT OF THE TANGO

The Tango effect in footwear is with us. It has made itself right at home, and indications point to an extended visit. Many styles, shapes and effects are being featured by manufacturers as Tangos. One of the most popular styles at the present time is the regular pump with ribbons run

through eyelets placed either on the vamp or on ankle straps. The ribbon laces are wound or crossed several times above the instep, the number of twists depending upon the wearer's inclination. The laces worn are shown in a variety of styles. A very pretty effect is a black lace with red tips. Another one is a white lace with silver tips. Cut steel or jeweled buckles can be obtained with which it is possible to convert an ordinary pair of pumps into a Tango. How long the style will hold favor is a matter of conjecture, but while it lasts it offers one more splendid opportunity for dealers to make their profits jump.

#### BRITAIN MAY SELL SHOES IN UNITED STATES

A recent despatch from London, England, says:— Boot and leather buyers from all parts of the world assembled at the Agricultural hall, Islington, for the International Shoe and Leather Fair. This year there is an increase of over thirty exhibits. In all there are 273 exhibits in the exhibition, representing double that number of firms. Representatives from almost every European country attend this annual fair, and this year, for the first time, the United States is represented among the possible buyers. This is due to some extent to the new tariff under which boots and shoes will enter the United States from Great Britain free of duty. It has become quite a vogue for Americans to insist upon having English made boots and shoes, and one London firm sends a representative to New York once a year. It is not uncommon for this traveler to book individual orders amounting to between \$250 and \$300 from members of the Four Hundred. Now that the tariff barrier is gone this trade is likely to be extended. Among men's goods there is a noticeable absence of the high toe which characterized the first importations of the American make. In ladies' wear there are a few new styles, and a fine show is made by a

London firm which is making a special effort to promote an entirely British trade in satin shoes, which were formerly produced solely in Vienna and France.

#### SHOE WORKERS ABIDE BY RULES

"We have decided to go to work under the new conditions required by the employers, and there will be no trouble under the new regulations," said Joseph Pelletier, President of Leather Cutters' Union, Quebec. Things will consequently run smoothly in the boot and shoe trade of Quebec, for the time being at least. A meeting of the shoe workers to discuss the new stand taken by the manufacturers was held and the above was the decision.

There are eighteen boot and shoe factories in Quebec, employing some 5,000 souls, and paying to their employes some \$3,900,000 in wages annually. There is invested in these 18 factories approximately \$3,000,000 in buildings and machine plants, while another \$2,000,000 is constantly invested in stock. The amount of money paid in wages averages \$75,000 for 52 weeks in the year, making the wages paid annually to the operators in their employ reach \$3,900,000 as already stated.

The following notice was posted in the different departments of the various factories.

#### RULES FOR THE INSIDE STAFF OF THE FACTORY

1. The day's wages will be paid on a ten-hour basis, and piece-work according to the price list submitted to the employes by the employer.
2. The employer, or his representative, will have the exclusive right of engaging, discharging or suspending an employe.
3. Workmen must conform with the working hours of



THE HANDSOME NEW DEPARTMENT STORE OF F. R. MACMILLAN, SASKATOON, SASK., OPENED LAST MONTH



# In Stock—Styles that make sales Shoemaking that satisfies



Style No. 256—Sizes 2½ to 7. Widths A to D. Gun Metal, Polish, Welt Sole, Medium Heel, Dash Last. Price \$2.35  
Style No. 255—Same as above in button.



Style No. 253—Sizes 2½ to 7. Widths C to EE. Glazed Kid, 13-Button, Welt Boot, on our new Nurse's Comfort Last, Flexible Sole, Medium Heel. Price \$2.35  
Style No. 254—Same as above in Lace.



Style No. 946—Sizes 2½ to 7. Widths A to D. Black Cloth Top, Gun Metal, 14-Button Boot, Tip, Heavy Welt Sole, Medium Heel, Plaza Last. Price \$2.60



Style No. 936—Sizes 2½ to 7. Widths A to D. Mat Calf Upper, Patent Vamp, 14-Button, Cub Last, White Rope Stitch, High Heel, Heavy Welt. Price \$2.60



Style No. 947—Sizes 2½ to 7. Widths AA to D. Black Satin, 14-Button Boot Plaza Last, Medium Cuban Heel, Light Welt Sole. Price \$2.60



Style No. 948—Sizes 2½ to 7. Widths AA to D. Black Cloth Top, Black Ooze Calf Vamp, 14-Button Boot, Medium Welt Sole, High Military Heel, Dash Last. Price \$2.75

Fall Catalogue Showing 30 STYLES IN STOCK---Just off the press

Terms: 4 Per Cent. 10 days

3 Per Cent. 30 days

Net 60 days

SHIPPED IN PLAIN WHITE CARTONS

## Moore-Shafer Shoe Mfg. Co.

Brockport, New York, U.S.A.

(30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman

the establishment, and do, in the time allotted by the employer or his representative, the amount of work required.

4. The employer or his representative will have the power of engaging apprentices at his own discretion, and of paying them wages appropriate to their ability, and the value of their work.

5. The employer or his representative will be the sole judge of the competence and ability of an employe to do specified work.

6. Wages, by the day, or for piece-work, will be paid for first-class workmanship, of which the employer or his representative shall be the sole judge.

7. Every workman will be held responsible for mistakes in his work, be they due to want of proper care, or to incompetence.

8. An employe may not leave his work, or absent himself from the factory without the permission of the employer or foreman.

9. Wages and salaries will not be paid except for the actual amount of time employed on the work.

10. Working hours on every working day will be from 7 a.m. till 12 noon, and from 1 p.m. till 6 p.m.

On Saturday work will end at 5 p.m.

#### HIGHER PRICES FOR FELT SHOES

The felt footwear selling season will soon begin and each year witnesses an increasing demand for this warm and comfortable class of shoes. Whilst orders during 1913 were fairly satisfactory, there was no doubt that the mild winter of last year somewhat curtailed the felt business. Whether business will open up lively during the coming season, depends to a very great extent upon how the winter starts. When the winter is early, all lines of goods move freely.

On account of the radical advance in the wool market the manufacturers have had to advance their prices, although they have made this move rather reluctantly. One dealer in discussing the question said: "While no doubt the immigration to the West creates an additional demand for felts, there has been a reaction in some lines in the western cities and towns, as they grow in population, so that on the whole, the increased demand for these articles is not as great as the public generally might imagine." "If an early winter sets in there is no doubt that we will have a very busy season," remarked another manufacturer. "If one month of cold weather is secured before Christmas it means good results in the felt footwear range for us all, producers, jobbers and retailers. The prices for raw material, findings, wages and leather have all soared, and there is likely to be an increase in quotations for next season's delivery. There is no prospect of any decrease in the high figures asked for the materials in any branch of our trade.

#### LOOK OUT FOR AN ADVANCE

The condition of affairs in Canada is similar to that in the United States, where the shortage of leather is said to be remarkable. For the twelve months ended in June last Canada exported in cattle alone to the United States \$6,000,000 worth, as compared with \$12,000,000 worth which the Argentines shipped. For the seven months ended in July,

1913, the difference between the exports of the two countries was only about \$1,000,000. Hides and skins are reported advancing in cost all over the world, notwithstanding the fact that the curtailment of tanning has been great. One large American company, which refines hair taken from 80 per cent. of the tanneries in the States, reports a decrease in its receipts of half for the six months ended in June, 1913, totalling about 1,000 tons of hair, compared with the first six months of 1912. This indicates a decrease of tanning of about 1,000,000 sides of leather. Supplies are decreasing as the population increases. According to American government statistics the population of United States has increased 37½ per cent. in the last two decades, while the supply of cattle has been decreased 20 per cent. With the increasing population to feed, they have been losing about 3,000,000 head of cattle for the last six years.

Considering that conditions in the United States are to a certain extent reflected in Canada in the industrial world, it is agreed that shoe prices, if they advance very much across the border, must necessarily take a jump in the Dominion.

#### HE LIKES ITS NEWS FEATURES

*Enclosed please find one dollar as my subscription to the "Shoe and Leather Journal." I enjoy reading each issue and seeing what is going on among the trade. I appreciate the news features of your semi-monthly publication very highly. With best wishes for the success of the "Shoe and Leather Journal."*

*Yours truly,*

*St. John, N.B.,*

*George E. Dawes.*

*October 29th, 1913.*

#### CLASSIFIED ADVERTISEMENTS

2 cents a word first insertion—1 cent a word subsequent insertion. No advertisement less than 50 cents per insertion accepted. Please remit cash with order.

WANTED—Young man, with good experience in Maritime Provinces desires position in Ontario city; fine salesman and stock-keeper. Box 27, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—Popular-priced line of women's shoes, either welt or McKay, made in Canada, to handle exclusively in Toronto and vicinity. Splendid connection and live business getter. Write "Representative," SHOE AND LEATHER JOURNAL, Toronto.

#### PICKLED SPLITS WANTED

Cash prices paid for pickled splits and heads in all weights and qualities. Write us your offering. Wright & Wright, Inc., 109 Lincoln St., Boston, Mass.

**W. H. Staynes & Smith,** HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.



**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

Established Over Half a Century

**TAP SOLES**



We are giving our Cut Stock special attention and stand behind every dozen sent out. Regular sizes at regular prices or revised sizes at reduced prices. None better, all cut from long process, vat tanned leather.

Your orders will be appreciated, either through your Jobber or direct.

**THE BREITHAUPT LEATHER CO., LIMITED**

BERLIN - - ONTARIO

THE **M** SHOE

Have you seen the Valentine & Martin range of samples yet?

You should see these for your own satisfaction and for your customers.

You will find them a sensible, strong line of good sellers and good servers.

**F**AMOUS FOR  
IT  
ASHION  
INISH

**Valentine & Martin**

WATERLOO, ONT.



**This  
in your  
Findings  
Department**

Put the Featherweight Ice Creepers into your Findings Department. They will pick up money for you.

They are not a novelty, but a real necessity on slippery pavements. They are made in men's and women's sizes, and can be worn over either shoes or rubbers.

The first slippery day on which you display them will prove to you that the public wants them.

**P. E. BOIVIN** Granby, Que.  
and Troy, N.Y.

Nineteen Hundred  
*AND* Thirteen



A Good Year for  
GOODYEAR  
WELTS



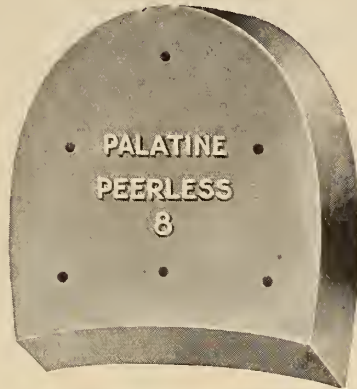
# ENGLISH RUBBER HEELS

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.



Our New Palatine Peerless Stationary Heel in Grey and Tan Rubber. Full Line of Ladies' and Gents' sizes. An extra thick Heel of A-1 quality.

## 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.

Write for Prices and Samples—To-day. A full stock carried in our Canadian office. Prompt delivery assured.

# THE PALATINE HEEL BRANCH

of the Leyland and Birmingham Rubber Co., Limited, Preston and London, Eng.

New Canadian Office and Warerooms - 339 St. Antoine St., Montreal, Que.

## 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**

In Pictou, N.S., there is made a Union Slaughter and a Sweat Sole Leather that is the best you can get anywhere. The Logan Tanneries make it. You should find out more.



John Ritchie, President

J. Stuart Ritchie, Vice-President

J. E. Warrington, Sec'y.-Treas

## THE JOHN RITCHIE COMPANY LIMITED

*Boot and Shoe Manufacturers*

*THE Ritchie Shoe*

496 St. Valier Street, QUEBEC.

### LUC. ROUTIER QUEBEC

Specialties:

Men's, Boys', Youths' and Little  
Gents' Good Class of McKay and  
Standard Screw Work. : : : :

Manufacturer to the Jobbing Trade

*ASK FOR SAMPLES*

### THE WM. A. MARSH CO. LIMITED

*Manufacturers of*

*Fine Boots and Shoes*

QUEBEC

### Tourigny & Marois

(Registered)

(A. E. MAROIS, Sole Proprietor)

Wholesale Manufacturers  
**BOOTS AND SHOES**  
To The Jobber Exclusively

Specialties: Medium Grade Dongola, Box Calf  
and Box Kip, McKay and Standard Screw.

10-20 Arago Street - QUEBEC



P. Cleophas Lachance  
Inventor

### The Lachance Ankle Brace

A boon to athletes. Relieves  
all strain on the ankles. In-  
valuable as ankle support for  
dancing, walking, etc. Jobbers  
should send for samples and  
prices.

**LACHANCE & TANGUAY**  
QUEBEC

### LUCIEN BORNE MANUFACTURER OF GLAZED KID, CHROME VEALS AND SIDE LEATHERS VELOURS, GUNMETAL, DULL AND BOX FINISH

Sales Room:  
491 St. Valier Street

QUEBEC

Works:  
Limoilou, Que.





**SPHINX**  
**Shoe Cement Paste**

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.  
It is a quick, strong and clean adhesive, ready for use.  
It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.  
It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.  
Best for sock linings, as they never loosen.  
There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

THE  
**BARRIE TANNING CO., Limited**  
Tanners and Hide Dealers  
FACTORY AND HEAD OFFICE: BARRIE, ONT.  
Makers of—

STAPLE LEATHERS	CASE LEATHERS
FANCY " "	TRUNK " "
BAG " "	SHOE " "
STRAP " "	BRIDLE " "
COLLAR " "	SPLIT " "

**BOOKBINDERS' LEATHERS AND SPECIALTIES**

Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:  
51 Front St. E., TORONTO, Ont. Phone M. 2818

**Snappy Styles for Spring**

The most complete, neat-fitting and attractive at popular prices

REGINA in McKays } For Women  
DINA in Goodyear }

Wait until you see this high-class range in all leathers. A decidedly smart selection in pumps and colonials that will boom your sales

**J. HEFFERING**  
Permanent Sample Rooms  
709 LUMSDEN BUILDING -- TORONTO



**HEELS**

We also make all grades, sizes and styles of heels from the best stock.

Send for Samples

We buy all Offal for cash.

**Independent Box Toe Co., Montreal**

**DUCLOS & PAYAN**  
Manufacturers of **CHROME SIDE LEATHER**

Box Sides  
Velours  
Matt and Waterproof Sides  
Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
**ST. HYACINTHE. 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

**TANNING RESEARCH LABORATORY**  
H. C. REED, Manager

**Analysis of Any Material Employed in the Tannery**

OFFICES, LABORATORY AND SAMPLING ROOM  
227-229 FULTON STREET  
NEW YORK, N.Y.

**Woven Labels**

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE,  
WITH A GOOD LABEL

## INDEX

	PAGE		PAGE		PAGE
Aird & Son .....	24	Frank & Bryce .....	61	Packard & Co., Limited .....	24
Ames-Holden-McCready, Limited..	21	Gauthier, The Louis Co., Limited.	64	Palatine Rubber Heel Co. ....	63
Arabol Mfg. Co. ....	65	Getty & Scott, Limited .....	18	Perth Shoe Co. ....	8
Barrie Tanning Co. ....	65	Heffering, J. ....	65	Quaker Shoe Co. ....	66
Beal, The R. M., Leather Co. Ltd.	63	Independent Box Toe Co. ....	65	Reliance Shoe Co. ....	23
Berlin Trunk & Bag Co. ....	25	Independent Rubber Co. ....	17	Rideau Shoe Co. ....	28
Boston Last Co. ....	10	Kaufman Rubber Co. ....	25	Ritchie, Jno., & Co. ....	64
Boivin, P. E. ....	61	Keith, Geo. E., Co. ....	15	Robinson, James Inside Front Cover	
Bonner Leather Co. ....	66	Kieffer Bros. ....	66	Routier, Luc .....	64
Boot & Shoe Workers' Union ....	4	Lachance & Tanguay .....	64	Solid Leather Shoe Co. ....	12
Borne, Luciene .....	64	Lionne Varnish and Leather Co...	23	Staynes, W. H. & Smith .....	60
Breithaupt Leather Co. ....	61	Logan Tanneries .....	63	Tanning Research Laboratory ....	65
Canadian Consolidated Rubber Co.	13	Marden, Orth & Hastings .....	27	Tebbutt Shoe & Leather Co. ....	20
Clarke, A. R., & Co. ....	3	McDermott Shoe Co. ....	26	Thompson Shoe Co. ....	19
Cook-Fitzgerald Co., Limited ....	11	McKeen Co., C. E. ....	27	United Shoe Machinery Co., of Can- ada. .14, 22, 62, and Inside Back Cover	
Davis Leather Co., Limited .....	5	Miner Rubber Co...Outside Back Cover		United States Hotel .....	27
Dominion Die Co. ....	66	Moenus Mach. Co. ....	26	Valentine & Martin .....	61
Dorothy Dodd .....	6	Montreal Box Toe Co. ....	65	Williams Shoe Co. ....	16
Doyle, Thos. C. (reg'd) .....	27	Moore-Shafer Shoe Mfg. Co. ....	59		
Duclos & Payan .....	65				
Fishel Nessler Co. ....	7				

**The Quaker Shoe Co.**

Makers of

Men's, Boys', Youths' and  
Little Gents' Medium  
and Staple Lines

**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

**The Bonner Leather Co.**

Manufacturers

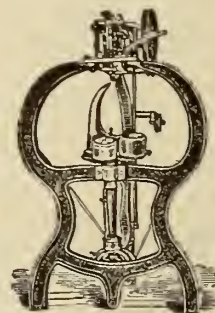
**GLAZED KID**

(Black and Colors)

**CHROME LAMBS**

(Glazed and Dull)

1060 Notre Dame St. W., Montreal



McKay Sewing  
Machine

ESTABLISHED IN 1869

OLDEST SHOE MACHINERY FIRM  
IN CANADA.

**KIEFFER BROS.**

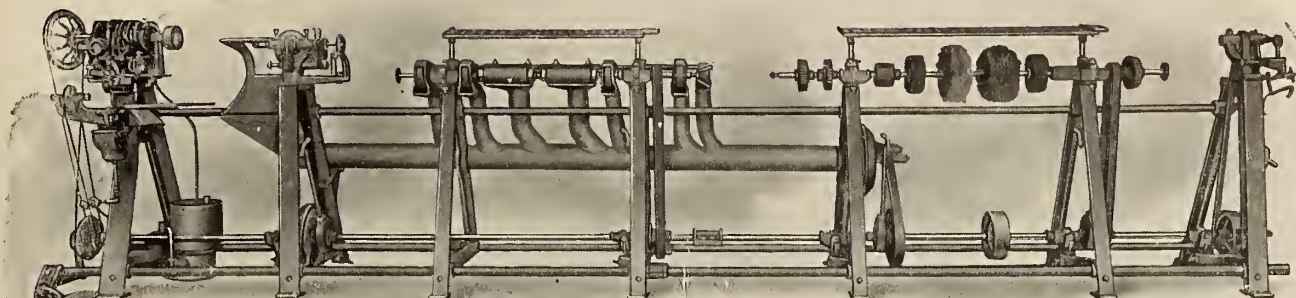
Dealers and manufacturers of  
Non Royalty Shoe Machinery.

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.



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

# All ready for this cold weather business?



There is a great deal of storm rubber and over-shoe business coming very soon. Just as soon as the snow begins to fly and the frost to bite, men and women will be flocking into your store in search of Miner and Shefford foot protectors.

Do not disappoint any of these good customers, but put your stock in shape to serve them properly.

And then, you are not going to overlook the possibilities of rubber footwear as gifts during the Christmas season. This should be made a strong feature of all your advertising, windows, etc. It will surely pay you as it has paid others. Try it.

## The Miner Rubber Co. Limited

Granby - Montreal - Toronto - Quebec

### SELLING AGENCIES:

Jackson & Savage, Limited, Montreal.  
R. B. Griffith & Co., Hamilton  
J. M. Humphrey & Co., St. John, N.B.  
The Miner Rubber Co., F. Maranda, Mgr., Quebec, Que.  
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton  
Coates, Burns & Wanless, London.  
Dowling & Creelman, Brandon  
Blachford, Davies & Co., Limited, Toronto



# THE SHOE & LEATHER JOURNAL

1	2	3	4	5	6	7	8	9	0
	7	Γ	∩	T	F	J	L	E	I
\	+	†	7	+	[	]	F	F	F
/	∩	L	∩	L	E	T	t	∩	∩
				∩	∩	∩	F	∩	F
				7	∩				±
				f					
				∩					

For interpretation read "Cost Mark Systems and Their Value to the Retailer"  
PAGE TWENTY-NINE

**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.

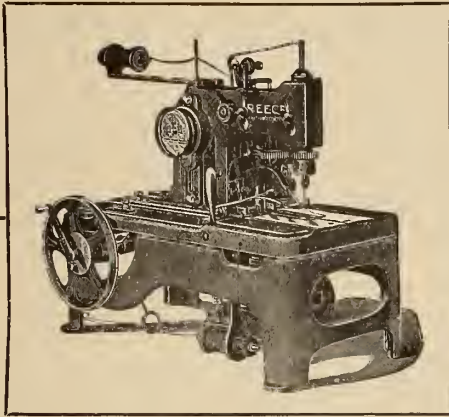
James  
Robinson

182-186  
McGill  
Street

Montreal  
Que.



Automatic,  
Speedy  
and Com-  
paratively  
Noiseless



Twice the  
Work at  
Only  
Half  
the Cost

THIS IS THE FAMOUS  
**REECE High Speed  
Button-Hole Machine**

- ¶ We cannot begin in this space to point out to you half the advantages accruing from the use of this machine as compared with others.
- ¶ When, however, you add to the above reasons, briefly put, the fact that the Reece Button-Hole Machine is used so extensively, you should have sufficient incentive to ask us more about it.

MAY WE INSTAL ONE ON TRIAL?

**THOS. C. DOYLE (Reg'd)** Manufacturers' Agent  
**MONTREAL TORONTO QUEBEC**  
L. D. Phone Main 5397 L. D. Phone Ade. 1033

Representing—  
INTERNATIONAL BUTTONHOLE SEWING MACHINE CO.  
REECE BUTTONHOLE MACHINERY CO.  
WILCOX & GIBBS SEWING MACHINE CO.

**Nobody slips with the  
Featherweight**



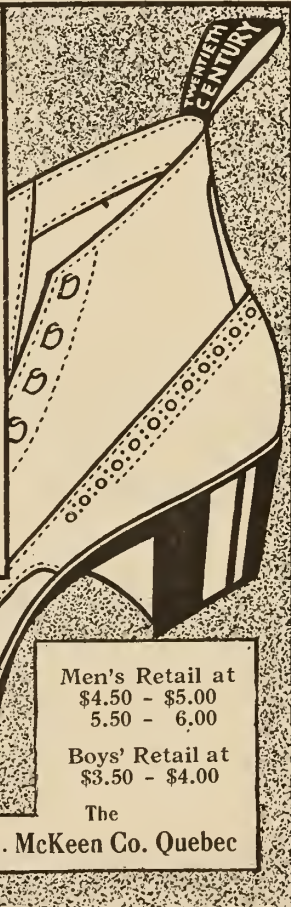
**It's the best  
Accident  
Policy**

Featherweight Ice Creepers will keep your patrons on their feet on the slipperiest pavement. Their grip is sure and certain, and though they are small and light, they are wonderful preventers of accidents.

Put up handily, a pair to a box. Order a dozen boxes assorted sizes as a starter. They'll bring you Big Money.

**P. E. BOIVIN, Granby, Que.  
and TROY, N.Y.**

Twentieth Century Welts *stay sold*. The wearer does not come back with complaints, but he does come back for more Twentieth Century Welts. When you sell the first pair you know that you have created a permanent customer. Fit, comfort, style and wear does the trick.



Men's Retail at  
\$4.50 - \$5.00  
5.50 - 6.00

Boys' Retail at  
\$3.50 - \$4.00

The  
**C. E. McKeen Co. Quebec**

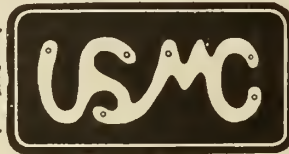
THE **M** SHOE

**F**AMOUS FOR  
IT  
FASHION  
FINISH

**I**F you haven't seen the Va'entine & Martin range of samples you haven't seen the best line of ready sellers on the market. They're sure to please your customers by the lasting service they give and the profits accruing from their sale, more than justify you pushing them to the limit.

**Valentine & Martin  
WATERLOO, ONT.**

If it Bears This Mark



You Can Rely Upon the  
**QUALITY**

**United Shoe Machinery  
Company of Canada**

492  
St. Valier Street  
Quebec, Que.

Montreal, Que.

122 Adelaide  
Street West  
Toronto, Ont.



# Don't waste time matching Tan Leathers

*Every minute spent in your factory in matching up tan leathers digs into your profits. This "matching up" is time-honored, but it is not necessary. It is the result of inefficient or careless workmanship in the tannery, and every foot of such leather you buy entails a direct loss to you.*

*You can easily get rid of this matching nuisance. You can buy a tan leather that does not require matching.*

*This "matchless" leather comes in two colors---brown and tan, and in three shades---Bestyet, Glazed and G.M. Of course, it's a Davis Leather.*

*Not only is a skin of this Chrome Russia Calf even in color from head to tail, and from skirt to skirt, but every skin of every lot is even in color. The substance of the matter is, that in the Davis factory there is only one tan, and only one brown, and every skin made up in either of these shades must hit the color exactly. No skin gets by unless it is absolutely a tan or absolutely a brown---half measure won't go in the Davis factory. The most complete and efficient leather organization in America protects you in this regard as in all others.*

*Put that money you lose now in matching into your profits.*

**DAVIS LEATHER CO., LIMITED**  
**NEWMARKET, ONTARIO**

---

**Just  
do this:**

*We have sample cuttings of this leather in both colors and in all finishes. Ask us to send you a set.*

# Kant Krack      Dainty Mode

## Bigger Sales of Rubbers will be Yours this Winter

if you feature "Independent Brand."  
Independents not only look well but they wear well, giving a double sense of satisfaction to the wearer. As your greatest business asset is a satisfied customer you will readily see that it's to your distinct advantage to sell the satisfaction-giving kind, in other words—Independence.

Independents are perfectly modelled—they fit like a glove and make sales easy that would otherwise be impossible to negotiate.

### Independent Rubber Co., 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.
A. W. Ault Co., Limited	- - - Ottawa, Ont.
Garside and 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.



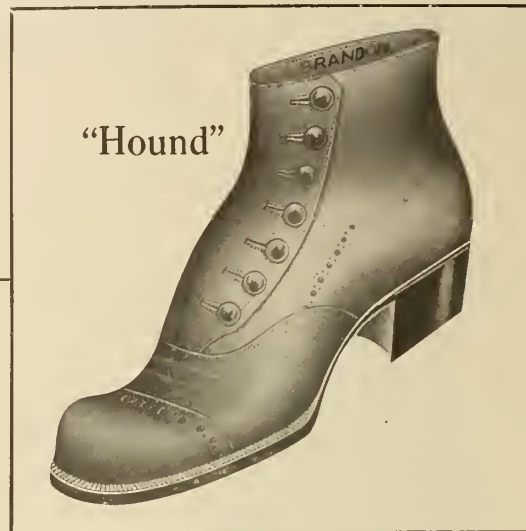




A Shoe of Superior Quality and Workmanship has an individuality that commends it to buyers, who do not object to paying a good figure providing there is full value received.

Such is the BELL Shoe  
above illustrated—Imperial Last

**J. & T. BELL LIMITED**  
MONTREAL, CAN.



## *Don't Disappoint Your Customers*

by any unnecessary delay in looking after their requirements. Remember! Poor service breeds dissatisfaction and that's a thing you, as a shrewd business man, must avoid. And you can avoid it too, by taking advantage of

### *Our 21 Days' Service*

on mail and immediate orders given to our travelers.

Just think what it means to you to carry a stock of shoes which you can quickly replenish at any time. No delay means an elimination of customer discontent and you'll find our direct-to-you service a distinct and profitable advantage.

Just look over the samples our salesman will show you—they'll create sales for you and allow you the most substantial profits.

## *The Brandon Shoe Co., Limited*

BRANTFORD, ONTARIO



# Why "Leader" \$4.00 Men's Welts are such Splendid Value



First, because our big production enables us to buy large quantities of the highest grade leathers at the lowest possible market price. We get this price because we buy heavily. The customer naturally gets the benefit of the increased quality at this price.

We have also the most up-to-date factory equipment and the most skilled and specialized workmen that money can procure, which accounts for the workmanship in these shoes

For wear, style and comfort buy our "Leader" Brand. It gets you big profits and satisfied customers.

Don't forget our "Bench Made" shoe at \$5.00 for your most critical customers.

## Corbeil Limited

Manufacturers of Good Shoes to Retail at \$3.50, \$4.00 and \$5.00  
Makers of "BENCH-MADE" and "LEADER" Brands



**MONTREAL,  
P.Q.**

Stock "Leader"  
and "Bench-  
Made" Shoes.  
Every Shoe  
makes a Per-  
manent Cus-  
tomer. :: ::





**Kumfort  
Overshoes**

**Rubbers and  
Over-Stockings in One.**

Easy to put on and take off. Fit well  
—Look well—Wear well. All sizes for  
women and children.  
Buy them and protect yourself and  
family from winter ills. 2

Canadian Consolidated Rubber Co.  
Limited, Montreal.

**All Dealers**

THESE  
**ADVERTISEMENTS**

will appear in thousands of  
daily newspapers in Canada  
during the winter months.



HAVE YOU  
A SUFFICIENT STOCK  
OF

**KUMFORTS**

to meet the demands of your  
customers for this popular  
seller? If not, send your  
order to-day to our nearest  
branch.




**Kumfort  
Over-  
Shoes**

**Rubbers and  
Over-Stockings  
All in One.**

Easy to put on and  
take off. Fit well—  
Look well—Wear well.  
All sizes for women  
and children.  
Buy them and protect  
yourself and family  
from winter ills.

Canadian  
Consolidated  
Rubber Co.  
Limited,  
Montreal.

**All Dealers**

**CANADIAN  
CONSOLIDATED  
RUBBER CO.  
LIMITED  
MONTREAL**

28 Branches throughout  
Canada



# MR. RETAILER EVERYWHERE

- ¶ The following, which speaks for itself, is from the Boston Shoe and Leather Recorder, November 12th.
- ¶ The language is that of Woodward & Wright of Boston, but hundreds of Canadian retailers will unquestionably endorse it.
- ¶ "We show here the Hyde Park last from the celebrated Cook-Fitzgerald Co., Limited, of London, Ont. It is creating a sensation all over Canada.
- ¶ Shoes made by the Cook-Fitzgerald Co., Limited are particularly noted for style and individuality, much of which they attribute to the fact that their lasts have 'the wood in the right place.'"

- ¶ Comment on the above would be superfluous.



HYDE PARK

The  
Cook-Fitzgerald Co., Ltd.  
LONDON



**“Walk-Over”  
The Shoe  
for You**

**MORE  
THAN  
1,700,000  
HIDES—**

These are used yearly to make shoes for Men and Women all over the world—the thousands of careful buyers in every land who will not wear any other than Walk-Overs.

So many know these shoes and prefer them because they know them, that over 5,000 people are kept busy making Walk-Over shoes in 9 big factories with a capacity of 25,000 pairs of Walk-Over shoes a day.



**“TRAMP” MODEL**  
Stock Dept. No. 2575  
A popular Women's rubber soled shoe for Spring 1914



**“EMPIRE MODEL”**  
Stock Dept. No. 4519  
A popular Men's rubber soled shoe for Spring 1914

This world-wide demand means that there is business waiting for anyone who becomes the local Walk-Over representative. If there is no representative in your town we would like the opportunity of explaining our proposition to you in detail.

**GEO. E. KEITH COMPANY**  
Manufacturers of WALK-OVERS  
for MEN and WOMEN  
CAMPELLO (Brockton) Massachusetts  
ST. LOUIS, Missouri, 1117-19 Locust St.



*Dorothy Dodd*

# How big a % of your prospects do you sell?

The woman who leaves your department without buying is not merely a lost opportunity—she is an expense.

She has taken your salespeople's time, perhaps interfered with other trade, and certainly contributed to "wear and tear," etc.

How big a percentage leave your department without buying?

Have you ever investigated the effect of trademarked lines on this problem of shoe retailing?

Retailers handling DOROTHY DODD Shoes sell an unusually large percentage of their prospective customers.

Women know the shoe by its reputation and by its advertising. She goes into the store, not to "shop for shoes" but to buy a pair of DOROTHY DODD. Ask the DOROTHY DODD agents.

The DOROTHY DODD Shoe carries the full measure of profit. It sells out clean with few mark-downs.

Our policy of carrying a big reserve stock helps the dealer to keep "sized up" and turn his stock frequently.

All these features contribute to **good net profits** for the DOROTHY DODD dealers.

A post card will bring catalogue, trunk of samples or salesman.

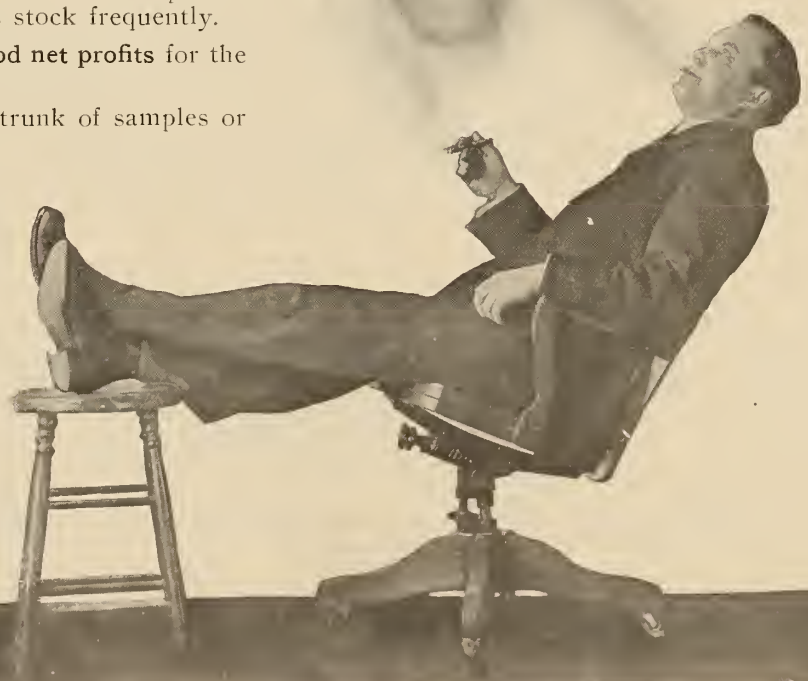
## DOROTHY DODD SHOE COMPANY

101 BICKFORD STREET  
BOSTON

BRANCH "IN-STOCK" DEPARTMENTS  
NEW YORK CITY      CHICAGO

248 Duane St.      308-312 So. Jefferson St.

WM. MURDOFF & SON  
Box 478, TRENTON, ONT.  
Canadian Representatives



# Why Perth Shoes Please Your Women Customers



Find the shoe that meets the requirements of the women in your town.

You'll discover it to be a popular-priced, specialized, Goodyear Welt—up-to-date but not freakish—snappy, but not loud—comfortable, but not clumsy—giving value, style and service. You'll find it to be a shoe with individuality and character—a shoe that adds the necessary touch to the apparel of the well-dressed woman.

In fact, you'll find it to be the Perth Shoe.

And you'll not wonder at that when you consider how the Perth is made, and how every energy in the Perth factory is bent on making the best women's welt in Canada. Let the women of your locality choose Perths for your shelves.

## Perth Shoe Company, Limited

Women's Goodyear Welts Exclusively

PERTH, ONT.



*"No Chance for Argument"*

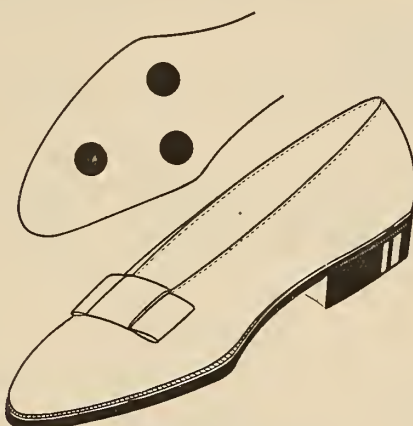
# Tetrault Always Has It First!

Here's where we prove it again

With our New TANGO Pump

The modern dances with their dips and whirls need something to grip the floor. Hence our TANGO Pump.

Rubber soles have proven too heavy. So here's our way of solving the problem.



Our TANGO Pump is made of Gunmetal in Goodyear Welt---light flexible soles with three light rubber plugs inserted in the sole as illustrated.

This gives the necessary GRIP, together with the lightness and flexibility of the ordinary dancing pump. The **FIRST** ever made in Canada. :- Every retailer should have it.

**Will be in Stock by Dec. 15th and can be supplied by the following Jobbers:—**

BLACHFORD, DAVIES CO., Ltd., Toronto

McLAREN & DALLAS, Toronto

STERLING BROS., Ltd., London

J. LECKIE & CO., Ltd., Vancouver

KILGOUR, RIMER & CO., Winnipeg

JAS. ROBINSON, Montreal

L. HIGGINS & CO., Moncton

A. W. AULT & CO., Ottawa

A. McKILLOP & CO., Ltd., Calgary

THOS. RYAN & CO., Ltd., Regina

THOS. RYAN & CO., Ltd., Winnipeg

Made by

## Tetrault Shoe Manufacturing Co.

### MONTREAL

*"Largest Men's Goodyear Welt Manufacturers in Canada BAR NONE"*

# INSEPARABLE !!

---

---

GENUINE  
DIAMOND  BRAND  
FAST COLOR EYELETS

AND THE

Trade



Mark

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

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

---

---

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

**MONTREAL - QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



# FOOT AILMENTS

## Instantly Relieved and Permanently Corrected

SCHOLL'S system of fitting enables the Boot Dealer to fit Scholl's Specialties absolutely accurate, avoiding all discomforts and dissatisfaction.

Backed up by a forcible campaign of educational advertising, Scholl's FOOT-EAZERS find a ready sale, and give the dealer unusually large profits.

SCHOLL'S advanced methods and co-operative "helps" afford the dealer an opportunity of increasing his sales and prestige.



Patented Self adjusting feature  
Friction of Foot Eazer top plate is on under spring

### SCHOLL'S FOOT-EAZERS

Made with two Springs of special milled German Silver, with oak-tanned leather top piece, gently raise the arch or instep. Light and comfortable, worn in any boot unnoticed. Retail price, \$2.00 per pair.



### SCHOLL'S KORRECTO

A moderate priced Arch Support, with a broad supporting plate of German Silver; no metal under the heel. Retail price, \$1.50 per pair.



### SCHOLL'S ABSORBO CORN PADS

Made of pure antiseptic rubber, for the instant relief of painful corns and calluses. Held in position with strips of adhesive tape, supplied free in each box. Made in eight sizes as under: A, B and C, for corns on top of toes, retail price, 15c. each; D, 20c.; E, for tender joints, 25c.; F, G and H, for calluses on the soles, retail price, 25c. each.



### SCHOLL'S BUNION REDUCER

Made of Pure Para Gum Rubber; fits close to the bunion, keeps the pressure of the boot from the affected joint, shuts out all air, retains the moisture, thus arresting the growth. Made in small, medium and large sizes, for right and left feet.

Retail price, 50c. each.



### SCHOLL'S ANTI-BUNION SPRING

Acts as a lever to draw the great toe back to its normal position; especially recommended as an appliance for night wear. Made in small, medium, and large sizes, for right and left feet. Retail price, \$1.50 each.



### FIXO CORN PLASTER



A medical treatment for corns, no matter how old, how hard, or how painful and troublesome: does not blister or irritate; absolutely removes the corn in 48 hours. Put up in packets containing three full-sized treatments. Retail price, 10c. per packet.

Write for free Booklet "Scientific Correction for Ailments of the Feet."

## The SCHOLL MANUFACTURING CO., LIMITED

Largest Makers of Foot Appliances and Specialties in the World

214 KING STREET EAST

TORONTO, CANADA

# The Big In-Stock House

□  
Leather Shoes  
All Grades

□  
Felt and Felt  
Lined Goods

□  
Felt, Velvet  
and  
Fancy Leather  
Slippers

□  
Shoe Packs  
and Moccasins

□  
Wool Sox,  
Cork and Felt  
Insoles

□  
Maple Leaf  
Rubbers

□  
Granby  
Rubbers

□

We carry large  
and well-assorted  
stocks in all our  
Warehouses.

Retailers will please  
order from nearest  
house.

**Ames-Holden  
McCready, Ltd.**

□  
Montreal

□  
Toronto

□  
St. John

□  
Winnipeg

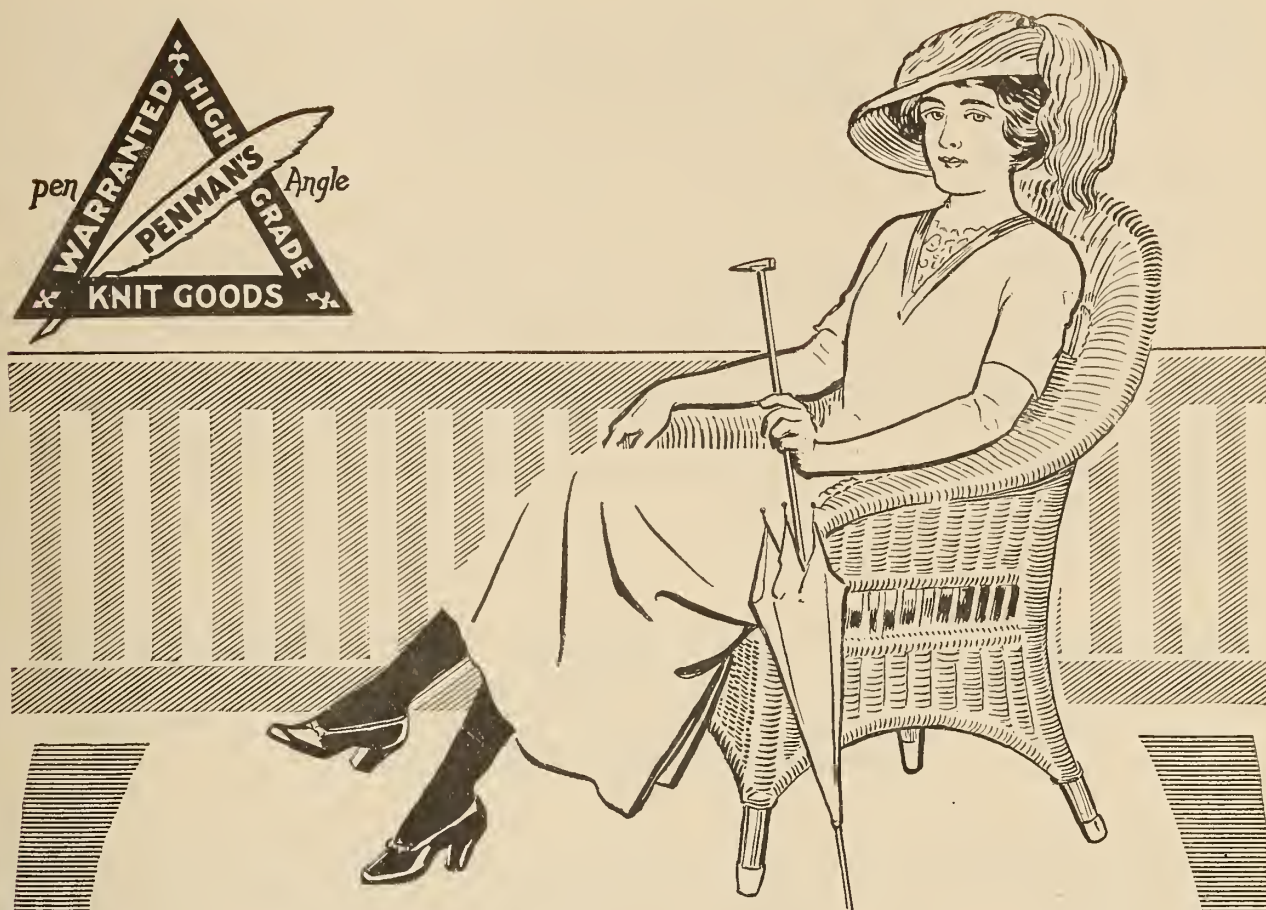
□  
Calgary

□  
Edmonton

□  
Vancouver

□





## Hosiery and Your Cash Register

Reflect on the relationship for a moment! Ordinary hose have never been known to boost sales—no matter what the margin of profit. On the other hand, *Penmans full-fashioned Hosiery pleases* customers—it is a consistent and persistent trade-builder. Once your customers know that they can buy this *vastly better* hosiery at your store you can depend on your cash register being kept busier.

*Penmans Hosiery* will bring the select trade to your store. The rest is up to you.

# Penmans Hosiery

85

is made for men, women and children in cotton, cashmere, silk and lisle—any weight and all popular colors. *Look for the trademark!*

Penmans Limited, Hosiery, Sweaters,  
Underwear Paris, Can.

# Davis Vegchrome Leather

Vegchrome is a winner. Put it in your samples and the leather will prove our statement.

Why is it a winner?

You may be from Missouri, so we'll tell you.

1. It has the strength, toughness, feel and appearance of properly tanned Chrome leather.

2. It is filled to give you a uniform substance, even in the belly and flank.

3. It has the softness of Elk, a property so desirable in the shoe of to-day.

4. It is not a fat-liquored stock, but is heavily stuffed with the best greases.

5. Because of No. 4 it will withstand water, which, you will agree with us, is most essential of a leather to be used in a Canadian climate.

6. It will show much better results from your cutters than the average leather, and a shoe manufacturer knows what that means.

We can supply it in Chocolate and Black. Write for a sample.

## A. Davis & Son, Limited

### Kingston Tannery



## You Cannot Take Chances When Ordering Your Staple Lines

You run little chance of serious loss if you make a wrong choice on a few "freak" styles, but if you make a mis-step in choosing your "bread and butter" line of staple, every-day shoes, you are courting disaster.

"YAMASKA" Brand shoes always keep to the same high standard of excellence. They are profit makers for every retailer. Try them and prove it for yourself.

## La Compagnie J. A. & M. Cote

St. Hyacinthe, P.Q.



# STOP!

And consider the quality, evenness of color and softness of finish of **PFISTER & VOGEL GLOVE HORSEHIDES** before buying inferior leather for your gloves.

**PFISTER & VOGEL CO.**  
 85-87 South St. Boston, Mass.



## Are your sizes complete in Rubber Footwear?

“The Brand  
 that stands  
 for Quality”



We have complete stocks in all Lines and can fill your requirements immediately. Order from warehouse nearest you.



Made by

**The Kaufman Rubber Co., Limited**  
 Berlin, Ontario

Vancouver, Edmonton, Saskatoon, Winnipeg, Toronto,  
 Ottawa, Montreal, Fredericton, Truro, Charlottetown

# Our Growing Business Tells the Story

¶ And it's an interesting story of growth, not only in quantity, but also in *quality* production. The latter idea is never lost sight of for an instant—which is the main reason for our rapid growth.

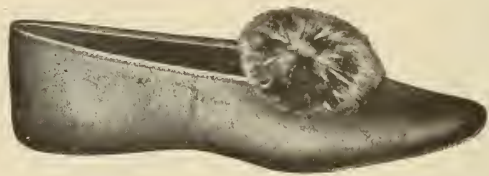
¶ Ask for AIRD Turns and McKays. They mean more and better business.

## Aird & Son

Turns and McKays for Men,  
Boys, Youths and Women

Montreal, P.Q.

# PACKARD'S BOUDOIR SLIPPERS IN ALL SIZES



Place a few pairs in your show window. They help to draw attention and not only are they splendid sellers, but perfect fitters and are cozy and comfortable to wear.

Made up in all the latest, daintiest shades of leather and with a handsome pompon on the front.

ORDER EARLY—ORDER NOW

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





# TANINE MIXTURE

For Tan Shoes, faded or discolored by the sun or otherwise.

This TANINE MIXTURE will make all such shoes look just as good as new again, and save you, Mr. Retailer, many Dollars which you have lost in the past for lack of such a renovator.

The Price to You Is \$2.00 per Dozen.

It Sells at 25c. per Bottle. Figure the Profit Yourself—and Remember That It Is Also a QUICK SELLER!

MANUFACTURED BY

**The Lionne Varnish & Leather Co.**  
531 St. Catherine St. East Montreal

SELLING AGENTS FOR ONTARIO

The Boot & Shoe Specialties, Limited, 310 Yonge St., Toronto



That New Cushion Sole Shoe for Women who demand Maximum Comfort is a "Hummer."

## Still the orders come crowding in

McDermott shoes for Women never sold so well as this season. We have had a big demand all along the line, especially for the new lines first put on the market this season.

In pumps and slippers, orders have passed our expectations.

Our new Men's Pump has caused a furore—and has sold like "hot cakes."

The illustration shows one of our new styles in high-grade Women's Shoes.

**The McDermott Shoe Company**

Women's Shoe Specialists

MONTREAL

MADE IN THE UNITED STATES

DISTRIBUTED BY

D. D. HAWTHORNE & CO. OF TORONTO

*Restshu*  
 FOR WOMEN WITH  
 TENDER FEET.  
 REGISTERED U. S. PATENT OFFICE



IT  
 BENDS  
 WITH  
 EASE.

“It Stands  
 Supreme.”  
 The Best  
 Flexible  
 Ladies’ Shoe  
 in the  
 World

Wear  
 Restshu.  
 Now in  
 Stock in all  
 Leathers for  
 Immediate  
 Delivery

MANUFACTURED BY

THE RAMSFELDER-ERLICK CO.  
 CINCINNATI, OHIO.

ALL LIVE DEALERS HAVE THEM. WHY NOT YOU?



*THERE'S NO STRONGER SALES-creating combination than that which appeals to the taste and the pocket at one time. That's the reason the "Every-day" Shoe is in such a big demand; it makes a double appeal to that class of your trade which forms the "bread and butter" of your business.*

*The T. Sisman Shoe Co., Limited  
 Aurora, Ontario*

*Can be had from the Leading Jobbers in Toronto, Hamilton,  
 London and Winnipeg and other Cities of Ontario*



**FOUR STRONG POINTS**

Giving Conclusive Reasons  
Why Tanners Should Buy

**M. O. H. MOELLONS**

1. High Quality. 2. Uniformity. 3. Works Satisfactorily—  
(Goes into leather clean.) 4. Economy (Lowest Prices.)

If the Moellon you are now using is satisfactory, perhaps we can furnish a brand working equally satisfactorily at a lower price.

If the Moellon you are now using is not working satisfactorily, let us supply one that will.

*Samples gladly sent to any tanner on request.*

## Marden, Orth & Hastings Co.

ESTABLISHED 1837

### Oils, Greases, Tannins and Tanning Extracts

NEW YORK Office, 82 Wall St. 225 Purchase St., BOSTON, U.S.A.  
SAN FRANCISCO, Office and Warerooms, 340 CLAY ST.  
CHICAGO, Branch Store, 1030 NO. BRANCH STREET

**KENT & SMITH****KLEANSAK**

*The Best and Most Convenient  
White Shoe Cleaner*

KLEANSAK is a quick-cleaning powder that comes in a little bag which also serves as a brush for applying the powder to the shoe with no waste. A shoe may be cleaned on the foot instantly. *No drying is necessary.*

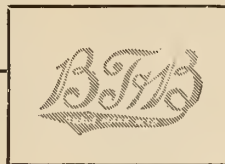
Kleansak comes in 6 Different Shades  
for Cleaning Colored Suede Shoes

The price is 25 cents a carton.  
Sample, postpaid, 25 cents.

EXCLUSIVE MANUFACTURERS

**KENT & SMITH**

73 Blake Street : LYNN, Massachusetts



*It's Not too Late to  
Get Your Share of  
the Season's Bounty*

**T**HIS is the time of the year when people are looking about for suitable Christmas presents. What more practical gift than a B. T. & B. Club Bag?

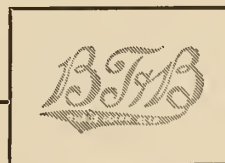
There's big business to be done if you get an attractive display of them in your window; but you must hurry—the festive season's drawing mighty close and many good sales will be lost if you don't order NOW.

*Berlin Trunk & Bag Co.*  
Limited

*Berlin, Ont.*

Your order to any of these  
selling agencies will receive  
immediate attention. :: ::

C. H. Griffiths & Co., Calgary, Alta.  
Thompson and Henselwood,  
Saskatoon, Sask.  
H. T. Johnson, 253 St. James St.,  
Montreal, Que.  
Harry Magee, St. John, N.B.  
H. McLeod, Sudbury, Ont.



# JOHN BULL OIL TAN LARRIGANS

Made by  
**The R. M. BEAL  
LEATHER CO., LTD.**  
**LINDSAY,  
ONTARIO**



No. 11—17 Inch Leg



No. 15—7 Inch Leg

We tan the stock  
from which these  
goods are made and  
know that it is the  
best.

In the heart of the Shoe & Leather District

## United States Hotel

Beach, Lincoln & 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 centres and  
also to theatres and places of interest.

### European Plan:

\$1.00 per day and upwards.

Table and service unsurpassed. Map sent  
upon application.

**Tilly Haynes**      **James G. Hickey**  
Prop.                      Manager.

### 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.

## A GOOD BUY

IS

## SHOE AND LEATHER JOURNAL

AND

## MEN'S WEAR for \$1.50 a Year

You will get ideas from "Men's  
Wear" if you have such a department  
that will soon repay you the price.

If you now get "Shoe Journal,"  
simply send on another 75 cents and  
get "Men's Wear."

## Shoe and Leather Journal Toronto                      ::                      Montreal

ACTON TRADE PAPERS—Shoe and Leather  
Journal, Baker and Confectioner, Furniture  
Journal, Painter and Decorator, Dry Goods  
Record, Ready-to-Wear, Men's Wear. Any one,  
\$1.00 a year, any two, \$1.50, any three, \$2.00.





## Have You Seen Our Splendid Line of Boy's, Youths' and Little Gents' Shoes?

In these lines we make 'quality' our watchword because we realize that it is even more important to put the best materials and workmanship into shoes worn by hustling, energetic boys who are naturally 'hard on shoes' than is the case with our men's lines—and this says a lot.

For an extra quality line for BOYS and YOUTHS buy our Goodyear Welts. For a medium priced line for BOYS, YOUTHS and LITTLE GENTS ask to see our McKay Shoes.

And remember, that no matter what line you buy, you get a line where quality is made paramount. The surest road to increased custom among these three classes of future men is to stock our "LEADER BRAND" Shoes for Boys, Youths and Little Gents.

Watch for our traveler or write to us direct if you prefer.

# Corbeil Limited

Manufacturers of Good Shoes to Retail at \$3.50, \$4.00 and \$5.00  
Makers of "BENCH-MADE" and "LEADER" Brands

Warehouse and Office  
71 St. Paul St.

Montreal, P.Q. 63-71½ St. Paul St.

Factory



# Rideau Lines

## For Spring, 1914, Have "Made Good" With a Vengeance

There is no other explanation for the splendid response of the retail trade to all the RIDEAU lines, especially those new lines added for Spring, 1914.

They have "caught on" everywhere as is evidenced by the orders we are receiving every day. The two styles illustrated here give a fair idea of the genuine "class" shown by RIDEAU Men's and Women's lines.

If you have not seen them yet, drop us a card. You cannot afford to be without them on your shelves.

**The Rideau Shoe Co.**  
LIMITED  
103 Latour Street  
MONTREAL





# SHOE & LEATHER JOURNAL

*Published Twice a Month*

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto. Montreal: Coristine Bldg., Montreal. New York, 5 Beekman St. London (Eng). Office: 85 Fleet Street, London, E.C. Quebec Office: 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 23

TORONTO, DECEMBER 1, 1913

\$1.00 per Year — In —  
Advance  
Foreign Subscription, \$2.00

## Cost Mark Systems and Their Value to the Retailer

The Various Ones That Can Be Used to Advantage—Plans Used to Disguise Cost Price From Those Who Have No Business to Know—If Store is Strictly One Price No Reason Exists Why Clerks Should Be Acquainted With the Marks

By A. E. EDGAR, Author of "How to Advertise a Retail Store," and other business literature

The marking of shoes before they are placed on sale is of great importance. Not only should the goods be carefully checked over with the invoice to see whether the quantity is as shown, but the value should be compared with the cost price, and the selling price decided upon.

In some stores the cost price is not indicated on the goods at all. In others the indications are of a nature to give the whole history of the article from its cost price to the very time of its purchase.

The general rule followed by most stores is to mark the cost and the selling price and let it go at that. The former is marked in some secret code, of which the merchant has a very large number to choose from.

Not all writers on business favor the use of a cost price being placed upon the article, as witness the following:

"It strikes me as funny that any merchant should give his clerks the cost price of the article to be sold. If any clerk has any gumption he will find it out without the boss bothering his head about it. I have solved dozens of them just for the fun of it. Never saw but one that stumped me, and it was so complicated that the boss could not make it out himself without a lot of figuring on paper.

"But why is a cost mark anyhow? If I was running a fire sale, a wreck sale, a below cost sale, or some other fake, I would use a cost mark and no other. The idea, of course, would be to never miss a sale. Get ten per cent. profit, or two hundred per cent., if possible.

"But for a legitimate business, I cannot see where it is of any value. It gives no information of value to any one that is entitled to it, and it may give considerable information to those not entitled to it. I think the best reason any merchant could give for using one would be that his father used one, or all the stores he ever worked in did. Most of us have outgrown that."

The writer of the above then tells of a scheme that does away with the cost mark on the goods, but which entails

a lot more work to find out the cost upon such occasions as it is required for reference.

### Real Necessity of Cost Mark

There is a real necessity for having a cost mark upon an article, as well as a selling price. But there is just as real a necessity for having the cost price in a code that cannot be understood, or deciphered by any one who should not know its figures.

There are a great many schemes used to disguise even the fact that the cost price appears on the goods at all. One of these may be described here.

An ideal cost mark must be one that can be spoken. That is why some of the best character marks are not suited for some businesses. It should be one that is easily remembered and one that cannot be deciphered in any but the right way, as mistakes are often very costly.

One that is decipherable at sight and well suited to the shoe business is the following:

Use the figures 1, 2, 3, and 4, as key figures. Let the figure "1" placed before a figure or set of figures mean that that figure is to be doubled to give the cost price. Let the figure "2" placed before a figure mean that it is to be divided in two. Let the figure "3" placed before a figure mean that it is to be divided by three. Let the figure "4" placed before a figure mean that it is to have half of itself added to itself to give the cost price. There may be other key figures used, but the more there are the greater the confusion.

Examples of the above are: "150" would mean that the cost is "100" or twice "50." In the next case we have "2350" making the cost "1.75," or the half of 350. "360" would mean that the cost is only "20" cents. "4230" would make the cost price "3.45."

These figures can be preceded by the abbreviation of the word "number" in this manner: "No. 4230"; \$5.00, and a very effective blind is secured.

By varying the use of the keys the customer will often be confronted by several sample numbers of different value

at the same selling price. Should there be any suspicion that this "sample number" is only a "dodge," the variety of figures will be misleading. For instance, if the cost is \$4.00, it might be expressed in either of the following different ways: "1200;" or "2800." It will be found that to express this figure in either the third or fourth method it will involve fractions which are likely to give the plan away. If the cost is \$3.00, it can easily be stated in all four ways, as follows; "1150;" "2600;" "3900;" "4200."

Even a clear headed clerk may be kept from suspecting such a cost marking system if the figures are varied from time to time so that the same "sample number" does not appear on too many lines of shoes at the same time. At any rate he may not figure out the cost as easily as from a code word. Yet code words are convenient and are used by a majority of merchants.

**Should Clerks Know Cost Price?**

If the store is a strictly one price store, there is no reason on earth why the clerk should know what the cost mark is. It is often a decided detriment to the business to have the clerk know the cost price. If a clerk finds that one shoe cost a quarter less than another, he immediately decides that it is of that much less value when as a fact it might be the better value of the two. This is one of the reasons why some merchants are advocating a change from the code word system. It is so easily decipherable that it does not keep secret the price of anything. But in the small store the use of a cost marking system is the sorest trial because it so soon becomes public property. Tom Jones, a clerk knows the cost mark. He leaves and goes to work for Brown, and he tells every customer of Brown that Smith's code word is "blacksmith," and soon every one is telling Smith that he is asking too much for his shoes, and telling him what they cost him. The only way to avoid this is to have a new cost mark used every so often or to use a different system altogether.

It is surprising what a little thing will throw the curious off the track in this matter. If the above system should be used and further reduced one half, the mark would be undecipherable to those who know it in its original form. Take the above examples: "1150" would become "575," "2600" would be "1300," "3900" would become "1950," and "4200" would be "2100." This would soon be easily read, as one would remember that "575" meant \$3.00. But in the main this would be likely to cause trouble and create errors in figuring. Any system that is likely to result in error should be avoided.

The objection to any system in which the cost price is not placed on the shoes that the writer has is the fact that when it comes time to take inventory, the labor of looking up the items is almost unthinkable.

Such a system leads the retailer to guess the cost in a great many cases, and to guess wrong.

**Inventory at Selling Price**

In some of the large department stores the inventory is taken at the selling price only. The buyer, or head of the department figures upon making a certain percent. on his wares. When the stock inventory is taken it is taken at the selling price, as all selling prices are constantly being revised they are supposed to represent actual selling values. The estimated percentage of profit is then deducted from this to give the cost price. Where this is done there is no reason why a cost price should be placed on the articles. But in place of the cost price there are certain other figures that give information of considerable value to the one who is in a position to find out their meaning.

In some of these stores, as well as in some smaller stores, the system adopted is more than a cost system as it includes the following information that is often of value in looking up

an article. The figures show: first, the season in which the article was purchased; second, a reference to the price as it shows where the price can be ascertained. This is usually an "invoice-and-line" number, a reference to which will give the cost price.

**Numbering Invoices and Lines**

Here is the plan in a nutshell:

All invoices as they are received are given a consecutive number. This may be preceded by a season letter if a letter is thought advisable. At any rate the first is numbered "1," the second is numbered "2," and so on. These are pasted in an invoice book, or placed in a file in the order in which they are numbered so that they can be easily found if wanted. Each item on each invoice is numbered from "1" up to the end of the list. If there are ten lines there will be ten numbers, and so on.

As an example let us suppose a case. Let us suppose that we are beginning the year and the first invoice of the year comes to hand. We number the invoice in the upper left hand corner "1," and we proceed to number the items from "1" to the end of the list. We get another invoice, and number this "2" in the same upper right hand corner. We also number the items from "1" to the end. When the goods arrive and are to be marked we take item "1" on invoice "1" and placing the season letter first follow it by the figure "1" than a stroke and another "1." It is then "J1-1." This means that the item is from invoice number one and is item one on that invoice. The cost price is to be found by looking up that particular invoice. Each season's, or each year's, invoices are kept separately thus facilitating finding the cost price, at any time, even years afterward.

This is an effective manner of hiding a cost mark, but it is of very little use in a small, or in an exclusive store. Cost prices are often wanted in a moment's time, and this will necessitate keeping the office records away from the office. The items can be copied into a stock book, and this is done in some stores, but the labor required is never repaid in any manner or from of value to the establishment.

Where a dealer finds he has trouble in keeping his mark secret, he can use a combination cost mark that will puzzle the most of those who may wish to ferret out the real figures.

1	2	3	4	5	6	7	8	9	0	R
a	b	c	d	e	f	g	h	i	j	
k	l	m	n	o	p	q	r	s	t	y

If we take the above table as a combination mark we can baffle almost every one who attempts to figure out our cost mark.

The cost price \$3.25 can be represented in any of the eight following combinations:

cbe cbo cle clo mbe mbo mlo mle

The cost price \$3.00 can be represented in as many ways by the use of the repeater, and two other ways by not using the repeater, as follows:

cjy cyj mjy myj cty cyt mty myt cjj ctt..

Having this number of marks for the same figure will be confusing if the cost is to be known at all times, but in the majority of stores it is not necessary, except on exceptional occasions. When one gets accustomed to this combination and knows that a and k stand for 1, and that b and l stand 2, and so on, it is an easy matter to figure these costs out in the head. A cost code can be carried in the vest pocket for handy reference, as it need not take up any more room on a card than as shown on this page.

**Code of Cabalistic Figures**

We might continue to quote systems that are in use by showing the minor variations of each system, but it will be found that all systems are found on, or are variations of those already shown, except the use of cabalistic figures, and



for those who would prefer to use a code of such a character. We append a few examples of these.

The oldest of the lot is perhaps the following:

1	2	3
8	9	4
7	6	5

1	2	3	4	5	6	7	8	9	0	R
J	L	C	F	N	7	K	O	X	O	

A better one and one that is very confusing to the uninitiated, is used by a firm in the West. It is simple and capable of a number of variations.

From three to seven variations can be made with each figure making an innumerable number of variations with cost marks of two to four figures.

1	2	3	4	5	6	7	8	9	0
	7	Γ	∩	T	F	J	L	E	I
\	+	+	+	+	+	+	+	+	+
/	J	L	J	L	E	T	t	7	7
				7	3	1	F	3	F
				7	7			±	
				Γ					
				J					

This cost mark is made on the principle that all marks on the left of the perpendicular stroke count two, and all marks on the right count three. This makes an excellent mark that can be easily figured out. There is no use for a repeater.

In the shoe business there are a great many systems of marking goods, almost as many as there are systems of cost marks. But it may be laid down as a principle that, at least, one of every pair of shoes should be marked with the cost mark, or the mark used for that purpose, as well as a mate number, both shoes being marked with the latter. Where this system is carried out and the same mate number placed in a conspicuous place on the carton, a boy can put goods away when the salesmen are all busy.

The carton should also be marked in some significant manner so that every one knows what is inside. In some stores the number of lines carried are few and the salesmen have no difficulty in remembering the sample numbers, and this sample number and the price is all that is placed on the label. In other stores where the number of lines are too numerous to remember by the sample numbers, a description must be given to distinguish one from the other.

In one store where the sample, or store number is used as the only description, there is a list of the numbers, with the description pasted up where any "extra" man can consult it, making an index of the stock for handy reference.

## Errors in Figuring the Price of Shoes

**Handy Ready Reference Tables for Computing net Profits and for Finding what Should be Real Selling Figure—How Many Retailers Wake Up to find all their Profits Have Gone—Way to Avoid Common Mistakes.**

There are three elements that enter into determining the selling price of any article, namely, the cost of the article, percentage of operating expense, and percentage of profit desired.

The cost of the goods is a known element in the selling price. The other two elements, percentage of operating expense and profit, must be figured out.

This is the rock on which so many retailers are wrecked, due to the fact that they use cost as basis for figuring instead of selling price, says A. G. Houston, of the Burroughs Adding Machine Co.

Taking a certain percentage of the cost price produces an entirely different result when applied against the selling price.

A merchant who finds at the end of the year that his returns are not satisfactory, sometimes assumes that the trouble is in one place, when, as a matter of fact, it is in another; sometimes he takes it for granted that the trouble is in his expense account and immediately adopts a rigid reduction, to the detriment of his service and sales, when his trouble was not there, but in fact that his average gross profits were not sufficient to cover the cost of doing business, no-matter how careful he might be.

### A Common Error

Many merchants make the mistake of adding to the cost of the goods a certain percentage, to cover operating expense and profit, and using the result as a selling price. Yet in figuring their profits for a given period, they expect to realize the same percentage of profit on the sales that they added to the cost. Is it any wonder that they are surprised at the results which show that they are making less than they think they are?

To illustrate this point, let us take a business, for example, in which the operating expense is 22 per cent. and the profit desired 10 per cent. Take an article that cost \$1.00, add 22 per cent., or 22 cents, as a cost of doing business and then 10 cents profit, making the selling price \$1.32. In arriving at the percentage of operating expense, the sales are used as a basis of calculation; therefore, the cost of doing business, 22 per cent., is figured on the selling price.

In this case 22 per cent. of the selling price, \$1.32, is 29 cents. The cost of the article is \$1.00 and adding to this 29 cents for operating expense, gives a total of \$1.29, which, subtracted from the selling price, \$1.32, leaves just 3 cents profit. Therefore, instead of realizing 10 per cent. profit, as anticipated, the actual profit is only 2¼ per cent.

### The Right Way to Figure It

The right way to have figured the selling price on this article is as follows:

The selling price is made up of the cost of the article, the cost to do business, and the profit, and represents 100 per cent. The cost to do business is 22 per cent. and the profit is 10 per cent., which, added together, amounts to 32 per cent.

Since the selling price is represented by 100 per cent. and the cost to do business and the profit amount to 32 per cent., the balance of 68 per cent. must represent the cost of the article, or \$1.00, then the whole selling price is 100, divided by 68, or \$1.47. Therefore, to make 10 per cent. profit on a dollar article it must be sold for \$1.47 and not \$1.32.

In this illustration we have shown the right way and

the wrong way of figuring the selling price, using the example just quoted.

**Table for Finding the Selling Price**

As a means of easily determining the selling price when the percentage of operating expense and profit desired is known, the table illustrated herewith can be used to good advantage. The percentage of operating expense is shown

Net % Profit	Table for Finding Selling Price											
	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	
1	1.19	1.21	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	
2	1.21	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	
3	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	
4	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	
5	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	
6	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	
7	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	
8	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	
9	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	
10	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	
11	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	
12	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	
13	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	
14	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	1.64	
15	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	1.64	1.67	
20	1.54	1.56	1.59	1.61	1.64	1.67	1.70	1.72	1.75	1.79	1.82	
25	1.67	1.70	1.72	1.75	1.79	1.82	1.85	1.89	1.92	1.96	2.00	
30	1.82	1.85	1.89	1.92	1.96	2.00	2.04	2.08	2.13	2.17	2.22	
35	2.00	2.04	2.08	2.13	2.17	2.22	2.27	2.33	2.38	2.44	2.50	
40	2.22	2.27	2.33	2.38	2.44	2.50	2.54	3.03	3.13	3.23	3.33	
50	2.86	2.94	3.03	3.13	3.23	3.33	3.45	3.57	3.70	3.85	4.00	

the selling price for an article that costs \$1.00 is then shown on the table. In this case it is \$1.47. If the article costs \$3.50, multiply \$1.47 by \$3.50 and arrive at a selling price of \$5.15.

**Table for Figuring Net Profits**

The other table shows what your net profit really is when you increase the cost price by a certain percentage.

For example, if you increase your cost price 25 per cent.

Table for Figuring Net Profits								
Cost to do Business	Percentage of Increase of Selling Price over cost							
	20	25	33½	40	50	60	75	100
10%	6½	10	15	18½	23½	27½	32½	40
11%	5½	9	14	17½	22½	26½	31½	39
12%	4½	8	13	16½	21½	25½	30½	38
13%	3½	7	12	15½	20½	24½	29½	37
14%	2½	6	11	14½	19½	23½	28½	36
15%	1½	5	10	13½	18½	22½	27½	35
16%	¾	4	9	12½	17½	21½	26½	34
17%	½ Loss	3	8	11½	16½	20½	25½	33
18%	1½ Loss	2	7	10½	15½	19½	24½	32
19%	2½ Loss	1	6	9½	14½	18½	23½	31
20%	3½ Loss	0	5	8½	13½	17½	22½	30
21%	4½ Loss	1 Loss	4	7½	12½	16½	21½	29
22%	5½ Loss	2 Loss	3	6½	11½	15½	20½	28
23%	6½ Loss	3 Loss	2	5½	10½	14½	19½	27
24%	7½ Loss	4 Loss	1	4½	9½	13½	18½	26
25%	8½ Loss	5 Loss	0	3½	8½	12½	17½	25

across the top of the page and the percentage of net profit shown down the left hand side.

In finding the selling price of the above article, first locate the 22 per cent. at the top of the page, and then read down this column until opposite the 10 per cent. at the side;

and your cost of doing business is 15 per cent. in the column headed "25" opposite the 15 per cent. at the left hand side of table appears the figure 5. This shows that by increasing the cost price 25 cent. and with an operating expense of 15 per cent., a net profit of 5 per cent. can be realized.

**Is the Boss So Slow?**

Half of the young men who aren't getting anywhere in the world are held back because they think they could run the business better than the boss. The "old man is a queer old duck," is the usual prefix to the explanation. "He does this and that when he ought to do so and so. It's none of my business, of course, but I'd just like to be in his shoes awhile," adds the all-wise, egotistical youth.

"The man who knows more than the boss" is a discontented fellow. He has convinced himself he is not paid what his services are worth, and all because the boss knows so little about his own business that he cannot recognize a good man when he sees one. He only half does the work assigned to him because he knows it ought to be done some other way—his way. "The man who knows more than the boss" is usually a kicker and a grumbler, and holds a \$10 a

week job as long as the spell is on him. Fortunately, young men have almost a monopoly on this undesirable state. When a man has pumped along the rough old path of business a few years it begins to percolate into his head that the boss is doing a pretty good job of landing on his feet every time, and he begins to take notice of how he does it. It begins to wear in on him that the boss has some brains after all, and that his "queer way" gets there in the long run. He begins to study the boss some instead of watching himself all the time, and the first thing he knows he gets the grand idea that the boss is an all-fired smart man. He begins to boost for him and his methods, and to amount to something himself.

What becomes of your empty packing cases, barrels, etc.? Do you get money for the by-products of your business or do you pay money to get them drawn off?



# Believe in Making Good Use of Reliable Mailing List

Postal Cards Sent Out Regularly by St. John Shoe Firm—How Trade is Directed to Their New Store Which is Excellently Equipped—Positively no Approbation Privileges Granted—The Power of Publicity

Evidence of what can be done by industry, care and effort, and diligent attention to general management and efficiency in the conduct of a shoe house, is manifested in the store kept by Messrs. Wiesel, Union street, one of the most up-to-date and best furnished in St. John, N.B. From a very small shop, not considered amongst the better class of shoe houses, they have graduated into one of the finest to be found about the city, conducting it as a strictly cash boot and shoe business with pronounced success.

A few years ago they were practically unheard of as business men, but now they are reckoned as bright, hustling young merchants with a distinctly hopeful future and the possibility of greatly increased business. The two young men are brothers, Herman and Joseph, natives of Hungary, but one would hardly be able to detect in ordinary conversation that they were not Canadian products, for appearance and speech would almost indicate that they were. When they came to this country their paths of life separated somewhat, so that Joseph became engaged in the clothing trade, while Herman entered in the boot and shoe business. They each gleaned considerable experience in these lines and find it decidedly helpful now when they are conducting a boot and shoe store with a clothing and furnishing store adjoining. Their policy is eminently progressive, as can be seen from the fact that in the short time in which they have been engaged in business pursuits they have climbed to good positions upon the ladder of success and there is every reason to expect that they will reach the uppermost rungs.

The building in which the store of Messrs. Wiesel is conducted is in a section of St. John in which the surround-

ings are mostly residential and where there is every promise of extension. Union street is an important thoroughfare and

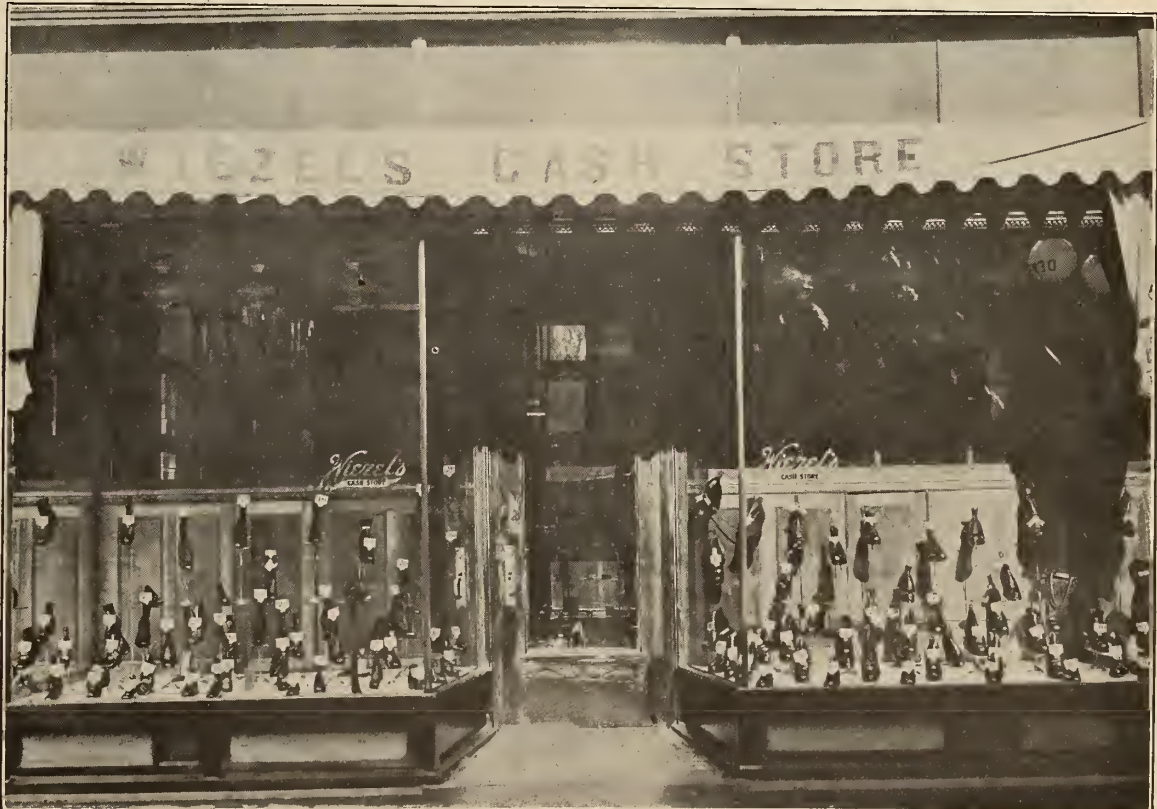


JOS. WIEZEL, ST. JOHN, N.B.

much of the traffic is directed by means of novel advertising, inducing prices, and up-to-date stock, toward Weizel's store.



THE FRONT  
OF  
WIEZEL'S  
NEW STORE  
AT  
ST. JOHN,  
N.B.



The building is of brick and one of the newest in the city. It is erected on most modern lines and is especially adapted for store purposes so that the brothers have an imposing looking plate glass store front, with a wide range to the rear in both sections of their premises. Their shoe department is 87 feet in length and 26 feet in width, handsomely furnished throughout and having the most modern fixtures installed. There are steel ceiling throughout and beautifully appointed electrical fixtures, though, except in the evenings, there is never much need of the use of these since there is an abundance of natural light. The windows are attractively finished in oak, are frost-proof, and very helpful in featuring any display lines.

### Introducing Their Goods

Messrs. Wiezel conduct their shoe business on most modern lines. Their name has been introduced into hundreds of homes about the city by a well kept mailing list



H. WIEZEL, ST. JOHN, N.B.

from which postal cards are regularly sent out telling of some special features to be had and inviting patronage. During the year they have two special sales, so regulated as to come at nearly the same season each year, just when there is a lull in business and a reduction in prices may induce custom. This practice has been found very successful, not only for the purpose of converting the stock into cash, but as well for disposing of many lines which might otherwise be reckoned very soon as "dead issues."

The proprietors of the store do not believe in the premium plan, and have made it their aim to make the price of the article more attractive and the quality more appealing, than to have to use bait in a premium case. Lines which appear to be slow movers are regularly pushed forward, while the newer stock is kept toward the rear and not brought out unless in emergency, for special demand, or until the dead issues are thinning out. As a matter of fact, the Messrs. Wiezel say, they very seldom have any dead stock to get rid of. If careful attention is paid to buying and too many freak lines are not purchased, there will be very little dead stuff to dispose of, particularly if a fair degree of skill is exercised in salesmanship. Besides this, stock is turned over four times a year, and nothing held more than six months.

Cards about the store warn intending purchasers that

there is positively no article to be had upon approbation. The system has been tried for about five years by the enterprising young merchants so that they are well able to say whether they consider it in the light of a help or hindrance to trade. That they have eliminated it from their store policy shows most emphatically that they do not regard it as an advantage. Requests are sometimes made for goods on approval, but are politely, though firmly, rejected. Regular customers have now grown so used to the policy of the store that they do not look for footwear on approbation, and come prepared to pay cash for what they buy and go home with it, satisfied. This counts for much less future trouble than many other dealers oftentimes have after an article is first sold.

Repairs are attended to outside. This system is found more practical than having the repair shop on the premises. The business hours of the firm are regulated more by their competitors than by themselves. If they had their way, they say that they would much rather close at 6 o'clock each evening, or even 7 o'clock, but because merchants in the immediate vicinity remain open until 9 o'clock, they are forced to do likewise in order to compete for the evening trade.

### Believe in Live Advertising

In addition to the advertising policy spoken of in a foregoing paragraph, keeping in touch with customers and prospective customers by the mailing of souvenir postal cards at regular intervals, the Messrs. Wiezel have a daily display in a local newspaper having the largest circulation, an evening paper preferably, because they think it is read by more of the people whom they wish to reach. Their space seldom varies except when they are conducting a special sale, but the display matter is changed at least twice, but generally about three times weekly. This policy of changing display, it might be said, is carried out also about the store arrangement, particularly with regard to window trims, the endeavor being to make them as attractive as possible, for the firm has strong belief in the power of suggestion.

In addition to the regular boot and shoe lines, they handle other leather goods such as suit-cases, valises, etc., but because of their location being quite remote from the centres of transient trade and general traveling traffic, the demand for these wares is not particularly keen. The profit on them is very satisfactory, however, and they are kept well to the fore in a prominent position. The firm do not handle hosiery, but it can be had in their adjoining store, which is connected with the boot department by a wide doorway inside.

## Facts About Shoe Selling

Under Dean Edwin F. Gay, of the Graduate School of Business Administration, and in immediate charge of Dr. Selden O. Martin, Instructor in Commercial Organization and Director of the Bureau of Business Research, the work was begun in 1911. To quote the first quarterly bulletin, recently issued: "Agents visited shoe retailers in Ohio and Wisconsin and soon learned that practically no two retailers kept their accounts in the same way, and that many kept insufficient accounts. Some, for example, reckoned profits on the cost, and some on the selling price. Some charged salary for their own time and rent for their stores, while others did not. Some meant one thing by selling expense and some meant another. Adjustments were made by the agents and serviceable figures obtained, but the need of some common basis of comparison, some common measure, was clearly seen.

"In other words, a uniform accounting system was needed by the shoe retailers."



# Satisfied Salesmen Always Give the Best Service

The Cause of Many Failures Can Be Traced to Poor Service—Your Salesmen Are Worthy of Their Hire—Views of Retailers on Clerk Question—The Benefit of Weekly Conferences by the Staff

"I do not think I am doing the business I should," said a shoe merchant in an Eastern Ontario town recently.

"Why, what's the matter?" replied the other shoeman, to whom the remark was addressed.

"Well, in the first place, I have always got to keep prodding up my clerks, and even then they don't seem to extend themselves."

"What are you paying your clerks?" said number two, who was intimate enough to ask such a question.

"Oh, I'm paying them an average wage of \$8 per week," was the answer.

"Well," said the other, "it's no wonder that your business isn't going ahead as it should. Where do you expect to find a clerk who will give you all that is in him for \$8 a week?"

The foregoing merely illustrates the case of hundreds of Canadian shoemen who find that things aren't going to suit them.

Are you a shoeman of this type? If you are, a little thought over the question of your policy with the store help, is liable to change your present views to a considerable extent.

Curiously enough, the dealer to whom the remarks at the opening of this article were addressed was not bothered in the least with poor service on the part of his clerks. Of course, he had the usual number of stereotyped grievances to deal with, but, not to the extent of their being a nightmare to him, as was the case with his friend.

## Good Wages—Good Service

Neither did they affect his business. The reason of this, he attributed to the fact that he had always believed in paying his help a fair living wage, and expected his clerks in return to do all in their power towards increasing the store's custom. This man is a student of human nature. He has studied his clerks, and at the present time they feel certain that their employer is their best friend, and are as faithful to his business as they would be to their own.

This same shoeman, who is an old timer himself, says, "Yes, I realize that I have got to pay my clerks a comfortable salary, if I am to get the best that is in them. I have studied the conditions which face the young man of today, and know that it takes more money to support him now, than it did when I was a boy.

"We all want our employes to make a neat, respectable appearance, yet some shoemen expect this on an allowance of seven or eight dollars a week, as is the situation with my friend whose complaint I just mentioned to you.

"When comparing the two classes of work, the clerk believes himself the intellectual superior of the man who cleans the street. We expect him to live on a higher plane, yet in some of these towns, you will find that the shoe clerk is receiving the smaller reward of the two. This is the reason that I pay my clerks higher wages. Why shouldn't I? I have the best selling staff in the country. Naturally, they will go where their services are best appreciated financially.

## The Clerk Who Always Wants More

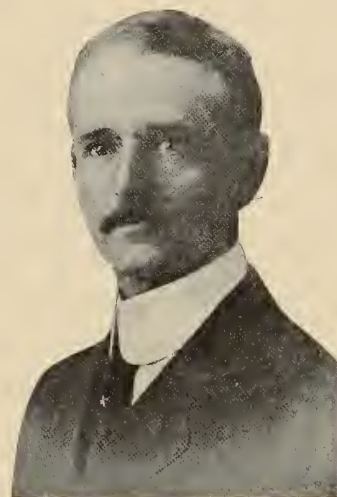
"Of course, you will strike a fellow now and again who would feel underpaid on a \$60 per week salary, but you can easily distinguish the difference between this order, and the young fellow, who makes only a reasonable demand for his services. A good clerk will not sell his services for half their worth, any more than I would sell a popular shoe for half its selling price.

"As I said before, I expect results from my salesforce, but I also realise that I must take a more than passing in-

terest in the methods used by my employes for the promotion of sales. When engaging a clerk, I hold a genuine heart-to-heart talk with him. I begin by telling him that he has not been engaged to hold down a "job," but that he is selling his services as salesman to a progressive business house that

## Began His Career On Dollar a Week

In the last issue of the SHOE AND LEATHER JOURNAL a reference was made to the handsome new department store of F. R. MacMillan, which was opened recently in Saskatoon. The SHOE AND LEATHER JOURNAL takes pleasure in presenting a portrait of the energetic proprietor. His store is indeed a substantial and imposing one and stands as a memorial to Mr. MacMillan's keen foresight, good judgment and sound business principles. The edifice has a frontage of one hundred feet on Twenty-first street and one hundred and thirty feet on Thirty-second avenue. The entrance is imposing and the interior fittings decidedly pleasing. Mr. MacMillan, the head of the establishment, has had a sig-



nally successful career and, in tabloid form, it may be summed up as follows: Forced to leave school at 12 years of age to go to work and make his own way in the world; paid the meagre salary of \$1 a week for services faithfully performed in a small country store in Ontario for a period of three years; given the same salary when he entered the employ of John Macdonald & Company, wholesale dry goods firm of Toronto, and in recognition of his industry, perseverance and intelligence, gradually promoted from one position to another until he became traveling salesman for the company, seven years of which time in this capacity he covered the territory tributary to Saskatoon; invested \$1,500 in his first business venture in that city five years ago, when he entered into partnership with C. D. Mitchener, purchasing a small furnishing and clothing line of H. S. Parker; later acquired different lines of business; in the fall of 1911 purchased the present MacMillan store on 2nd avenue from the old and reputable firm of Currie Bros.; dissolved partnership with Mr. Mitchener in August, 1912, taking over the entire department store himself; the increase in volume of trade was so rapid and substantial that it became necessary to acquire larger quarters, and they are certainly among the finest in the progressive West, costing about \$300,000.



would rather pay him double a low salary for superior service than to retain his mere "service of time" for the lower wage.

"I also tell him that the house is even more anxious than the salesman that he should be able to materially increase his monetary return for high grade service rendered, that I believe that the ultimate success of the entire turnover of the business necessarily rests in the efficiency of my selling staff, and that, accordingly, as he makes good, in that measure will the house make good to him.

"I go on to tell him in as nice a manner as possible, that I am not after a 'time server,' a 'clock watcher,' or a 'sulker,' and that if he does not feel like stretching himself in an earnest endeavor towards increasing the welfare of my establishment, he is not the man I want.

#### Creates Understanding With Clerks

"This talk nearly always creates a perfect understanding between the clerk and myself. He knows just what I expect of him, and if he has got the proper metal in him, he will 'come across.'

#### Keep Promises to Clerks

"Moreover, if I find a clerk is making good, I make good to him myself. I have frequently heard clerks complain of this subject, alleging that their former employer made promises which he failed to keep. There is nothing which will give the clerk more cause for grievance than this.

"Supposing you were clerking yourself and your employer refused a promised increase or put you off till some future date, after you had shown him substantial increase of sales, would your services improve any. Naturally, you would be disgusted with his action, and would not be inclined to put yourself out in the furtherance of a sale. Now, although this is not the right view to take, it is the one taken by the average clerk, and one can hardly blame him for not over extending himself. I feel that when I honor a promise made to one of my clerks, I am spurring him on to renewed efforts. My experience as to the truth of this satisfies me perfectly.

#### Holds Weekly Conference

"I have reaped numerous benefits," said a well known Winnipeg dealer, "through weekly conferences which we hold. We devote an hour or so every week to discussing sales methods, as well as problems which we are called upon to face frequently. These talks arouse all the worth-while spirits in the store. They let the staff know what the store is doing and intends to do. In fact, I am doing everything possible to increase the efficiency of my employes, and to help my men make money for themselves. At the end of the season I regularly consider each employe's services in view of recognising good work, and have in many cases voluntarily increased salaries in mid-season in order to give the employes their just dues. The p.m. system counts for nothing in determinating salaries with me. I pay my salesmen to treat the store's customers right, and expect and encourage them to build up personal trade and to win the confidence of every customer they serve. Every salesman is given a handicap based upon his salary. Whenever his sales exceed the handicap, a two per cent. bonus is paid on the amount in excess of the handicap.

"Every week I make out a chart showing how each salesman stands. Lines drawn in red ink on a printed diagram show the relative standing of the men, whether or not they have exceeded their handicaps, and by what margin. These charts, I make up from the daily records. Much interest is shown by the clerks, and there is much friendly rivalry."

Here again is shown the wisdom of giving your help proper remuneration. You demand just values from the manufacturer when purchasing goods, and so the clerk demands just value for his services. If you pay him half of his worth to you, the quality of his service will decrease rather

than increase. Keep in close communication with your sales-force. If your staff is not giving satisfaction, have a straight man to man talk with them, and you will find that with a good understanding, the inner workings of the establishment will be on a much sounder basis.

## Makes an Exhibit of Goodyear Welts

Here are shown the various parts of a Goodyear welt shoe and their appearance at various stages of the manufacturing process. Many shoe dealers have found that an ex-




hibit made up of the different parts, says Footwear Fashions, as shown, attracted much attention and allowed them to present in a most interesting and convincing way the arguments that would lead their patrons to purchase shoes of the higher grades, which necessarily mean those made by the Goodyear welt process.

Such a display can be readily obtained from almost any manufacturer making Goodyear welt shoes. The cost is very small when compared with the actual benefit derived, and those who have obtained such an exhibit have expressed themselves as impressed at the intense interest shown by the public in all that affected their comfort and welfare, at least from a shoe standpoint. They are described by number as follows:

1. A last. 2. An upper. 3. An insole. 4. Shoe lasted and ready to have welt sewed on. 5. Welt partially sewed on. 6. Shoe lasted, ready to have outsole sewed on. 7. An outsole. 8. Shoe with outsole laid and rounded. Channel lip turned up ready to be stitched. 9. Shoe with sole stitched on. 10. Shoe with heel in place. 11. Heel trimmed and shoe ready for finishing.



# STRAY SHOTS FROM "SOLOMON."



Be prepared for the worst. A fool's paradise is the blackest kind of hell. When you are planning success watch for loop-holes. "Happy is the man that feareth alway, but he that hardeneth his heart shall fall into mischief." "There's many a slip betwixt the cup and the lip."

**HEART HARDENED** Napoleon sent couriers to Paris announcing victory at Waterloo just before his curassiers were crumpled in the ditch that he did not know lay between him and the British squares. It is the "cocksure" man who gets caught. A stiff upper lip is a good thing, but the watchful eye above it is what counts. Push is a good dog, but caution is a better. You may do a thing nine times, but look out for the tenth. It is a hard thing to learn a good lesson from success, failure is a better master. Don't get heart hardened. Fear alway.

A crafty, greedy man has no use for the honest wholesome fellow whose open countenance is a standing rebuke to meanness and cruelty. You can tell how crooked a man is by the depth of his hatred of those who are upright. When you find a man sneering at Sunday School superintendents and deacons you have a rascal who hides his own black heart beneath this mask of contempt for hypocrites. If you find yourself discounting goodness stop and take a look inside. See if there is not something there that wants to drag down righteousness to its own level. If you were a better man you would not have so much to say about the faults of your neighbors. If you drank less whisky or let that "strange woman" alone you would not be looking around for the failings of better men. "The bloodthirsty hate the upright."

Don't let your feeling run you. A mariner might as well throw away chart and compass and run his vessel by the sun. "There is a way that seemeth right to a man, but the end thereof are the ways of death." Because you feel you are right it does not follow that you will not end up in a mess. "He that trusteth in his own heart is a fool, but whoso walketh wisely he shall be delivered." It is the man who looks well to his going and is not misled by his own sentiments who comes through safe. Walk wisely. Take nothing for granted. Don't trust your own foolish heart without it is backed by common sense, and caution. There is great need of walking wisely—circumspectly—these days of mad rush and maudlin sentiment. Even charity has become a vice, and business a gamble.

The greatest curse that can come to a parent is a mean and ungrateful child, and the genus is by no means scarce these days. The very times seem to breed irreverence and lack of filial affection. **ROBBING YOUR OWN** Boys as well as men seem to be on the grab and it does not seem to matter that the victims are those to whom the grabbers owe most in life or not. In fact, some young men who would scorn to steal from anyone else cheerfully appropriate what they can lay their hands upon amongst the possessions of their parents. The meanest man on earth is the rascal who regards not as sacred the things of his father and mother, whether it be their means or their good name. "Whoso robbeth his father or mother and saith it is no transgression, the same is the companion of

a destroyer." He is a murderer and only fit to associate with the devil's own at heart.

The spirit that slights a man because he wears homespun or talks bad grammar, and that yields attention to the fellow with the diamond ring and smooth tongue is in all of us and needs to be licked out. To have respect of persons is not good—"for a piece of bread will that man transgress." The man who is led by appearances lives next door to the grafter. Fine clothes and slick speech often do more harm than graft, because it is only the few who are caught with cash, but it is the wile of smiles and the lure of looks that catch thousands of poor suckers. Look out for the fellow who is ashamed of his shabby daddy or his faded mother and who is always boasting of his fine friends. The best character a man can have is his absolutely even-handedness to Jew and Gentile, Greek and Barbarian, bond and free.

Believe in people but don't believe all you hear. Have faith, but don't be a swallow. Especially don't listen to every story you hear about people or you will get to wonder if there is any truth or honor in the world. "If a ruler hearken to lies all his servants are wicked." If you believe what you hear your competitors are as crooked as a dog's hind leg. A customer called at a certain wholesale house the other day and stated in counsel that he had been offered certain goods at a certain discount by another concern. The head of the establishment immediately walked the telephone and, calling up the firm mentioned, stated what had been claimed by the dealer. Turning to the latter, he remarked "He says you are a liar. Would you like to talk to him?" The dealer did not take advantage of the opportunity.

What does your life stand for? Is it any better than that of a dog? Are you living for what you eat, what you put on, what you enjoy and what you make? These days when men become millionaires over night it is hard to get them to take a good square look at themselves. They fail to see that in this breathless chase after the things of life rather than life itself they are grasping shadows. "A faithful man shall abound with blessings, but he that maketh hash to be rich shall not be innocent." You may smile at the wise man's philosophy but he has the ages on his side for both ends of his saying. It is the faithful man today who knows the true meaning of life. It is the lot of the climber to put his hands as well as his feet in queer places in pulling himself up.

Are you sharing the spoil with some fellow who has done the dirty work you would not do yourself? Are you enjoying in your business the profits of a "deal" made by your partner or put over by a "smart" salesman? Are you pulling in dividends from an investment that you would be ashamed to have your wife or your brethren in the church know you were connected with? There are lots of men who will not put their finger into a dirty pie who are not above eating the plums someone else's thumb pulls them out. "Whoso is partner with a thief hateth his own soul." Some of these days the moral increment that always goes with such coupons will get to you.

## Dainty Facings and Lacings

The sandal of the Greeks has been revived in a modified form, and goes by the old name of the cothurne, says an authority on up-to-date footwear. The Frenchier of these sandals shows the turned up toes of the regulation Greek model, but the modernized version prepared for sale in this country is fashioned more like the regulation slipper. In fact a quick glance would give the impression that the Louis XV. slipper had been supplied with buckles and lacings, and in many instances this glance would reveal the truth. But the more elaborate cothurnes are fashioned from brocaded satin, showing glints of silver and gold thread. Rhinestone buckles are attached to the sides to hold the lacings, which extend often quite to the knee. The black velvet ribbon lacings are charming, but it is more often the French taste to select a colored ribbon to match some dominant color note in the gown, for if the cothurnes do not continue the color scheme the lacings must be depended upon to do it. Sometimes the color note is struck in the vamps of colored suede or cloth, for the low shoes as well as the high buttoned boots have the colored upper sections. The loots of to-day have undergone an even greater change than the slippers, for though colored slippers have been worn for years, black or tan or white in boots have been the only colors offered. This winter the boots of the well-dressed woman will match her street costumes, as the slippers do the evening frocks. The more daring women wear the light shades of leather on the streets, but the majority confine their choice to grey, tan, or white uppers. The lower part is of black patent leather, and the effect is comparatively conservative in this era of startling innovations. To accompany the dressy afternoon costume which one wears to teas, etc., boots of corded silk or satin are considered the last word. These boots are very high, as if to mitigate the effect of skirt slashing, and in some instances are laced with bright colored lacings. All of which being carefully considered by the woman of taste, she will proceed to furnish her feet with footgear whose charm and attractiveness will be in their quiet elegance, and in their adherence rather to conservative ideas of inconspicuousness than to glaring color effects that will draw all eyes to her feet.

## Rubber Trees Tapped Too Young

There is considerable dissatisfaction in the rubber market over the inferior quality of the present product coming to the markets. Interests in the raw rubber industry have been greatly disturbed of late by the extreme slump in prices.

The bearish situation appears to be due particularly to an over-production of an inferior grade, from the excessive tapping of young trees, in conjunction with which considerable importance is attached to the cost of production and lack of efficiency. Altogether, the market has been rather disabled for the time being and the immediate prospects do not seem to be especially bright.

The enormously added demand which has come with the advent of the increased sale of automobiles and other manufacturers, which require huge quantities of rubber, has caused the supplies to become scarce. In 1910, realizing this, the rubber gatherers of the Amazon Valley, who up to this time had largely gathered the product from wild trees began to buy plantations on which they started to grow rubber trees. This was the beginning of the upset of conditions such as exist at present. It takes a rubber tree seven years to mature sufficiently to produce good rubber. Not content to wait the natives begin tapping them too early and the result has been the flooding of the world's markets with an inferior product. To offset this and the rise or further wide fluctuations of prices a world's market is being considered and some manner in which the governments of the pro-

ducing country can better control the output and the marketing of the interior rubber and for the conservation of young rubber tree plantations until they have sufficiently matured to produce the proper grade of rubber.

An effort must be made, say the large rubber buyers, to lower the cost of rubber production and it must be made under more economic conditions.

## Travelers Elect Officers

At the general meeting of the Commercial Travelers' Association of Canada the following nominations were made for 1914: S. M. Sterling, President; James G. Cane, First Vice-President; George W. Moore, Second Vice-President; E. Fielding, Treasurer—all elected by acclamation.

Directors for Toronto Board—J. W. Charles, Alec. Cook, Harry Dodson, John Everett, R. G. Hector, Walter Moore, James McLaughlin, A. C. Rogers, C. J. Silver, C. J. Tuthill (nine to be elected).

Hamilton Board—W. H. Dean, First Vice-President; E. O. Zimmerman, Second Vice-President, each elected by acclamation.

Directors for Hamilton Board—W. W. Godard, Arthur F. Hatch, M. P. Malone, George A. Matheson, P. A. Somerville, C. C. Smye, H. G. Wright (six to be elected).

Montreal Board—W. Williamsen, Vice-President (elected by acclamation); D. Adair, George Dawson, Directors (one to be elected).

The following Boards were elected by acclamation:—Berlin Board, J. Fraser, W. J. Moody; Kingston Board, W. H. Graham, W. S. R. Murch; Guelph Board, Adam Taylor, Vice-President, R. Gemmill, Director; Brantford Board, J. S. Hamilton, D. J. Waterous; Winnipeg Board, A. C. Merrett, Vice-President, A. E. Rowland, Director; Vancouver Board, E. A. McMaster, R. E. Jamieson; Ottawa Board, J. H. Lawrie; Brockville Board, M. Moore.

\* \* \*

At the regular general meeting of the Ontario Commercial Travelers' Association, held in London recently, Mr. H. P. Rennie, of London, was unanimously elected as president for the ensuing year to succeed Mr. Donald Ferguson, who has completed his two years' term. There will be a contest for the first and second vice-presidencies, Mr. H. W. Lind and Mr. Colin Currie being nominated for the former and Messrs. G. C. English and Charles W. McGuire being named for the position of second vice-president. There will be an election for directors also. President Ferguson briefly reviewed the work of the year. The report he had to present was most favorable, which was gratifying to the board of management.

The total membership of the association is now 3,342, an increase of 145 for the current year. This brings the new membership since re-organization to five hundred. During the year \$21,000 had been added to the reserve fund, which now amounts to \$281,000. Thirty-four mortuary benefit claims have accrued during 1913, amounting to \$18,955.

The date of the annual meeting was fixed for Saturday, December 20th, when the election of officers will be completed.

\* \* \*

Joseph Wright was elected First Vice-President; J. A. Bernier, Second Vice-President, and Max Murdoch, Treasurer, by the Dominion Commercial Travelers' Association at the quarterly meeting in Montreal. W. C. Murray was nominated for First Vice-President, but was forced to decline, because of personal reasons. H. M. Levine and George Mann are candidates for President, and the election will take place about the middle of December. President J. M. Fortier announced that the membership roll had reached 8,279. A committee of twenty was appointed, with F. S. Cote as Chairman, to arrange for the annual dinner.





### A WINDOW DISPLAY THAT SOLD THE GOODS

The foregoing is an attractive and imposing display of men's shoes recently made in the window of the C. E. McKeen Shoe Store at 55 Hastings street, Vancouver. The flooring was covered with white butter cloth while the draping was of garnet velvet. A pumpkin was placed in the centre of the mirror and back of it was a large circle of sago leaves. At night the pumpkin was lighted up by an electric bulb and, as the display was made during Halloween week, much attention was directed to the fine array of shoes in all the leading fall styles. The floor was strewn with midnight ferns and a vase filled with roses occupied a prominent place in the decorative scheme which brought good results in the way of business. The trim was carried out by Earl P. Matchett, display artist for the firm. He is an

Owen Sound boy, in which town his parents still reside, and is meeting with success in the West.

### Did Not Like "The Squeak"

"I don't like those shoes you sold me," said the lady customer.

"What's the matter with 'em?" asked the shoe dealer.

"Why they squeak."

"Is that all?"

"Is that all? Well, isn't that enough? If I'd wanted something that would squeak I'd have spent a little more money and bought a phonograph."



**BLAMES US FOR LOW HEELS**

*Alberglaslyn Hall,  
Beddgelert, N. Wales,  
October 23rd, 1913.*

*"Shoe and Leather Journal," Toronto Ont.*

*I do not require any more "Shoe and Leather Journals" sent as long as the ugly low heels are in fashion. The American high heels for men were so smart and comfortable and I am very sorry to see that the new American footgear has now gone to the other extreme. I hope it wont last long. After trying all sorts, I find the military heel the most comfortable and still higher for evening wear.*

*Yours truly,  
John A. A. Williams.*

*P.S.—I recommended American shoes to many of my friends to try the high heels, and they liked them so. Now, of course, they will go back to English and have the heels raised, although they are not as low as the American new style.*

**Why Not Have a Daily Special**

At the annual fall dinner of the Philadelphia Retail Shoe thousands who daily pass by one of the biggest drug stores in Boston. Every day a special bargain is featured on this bulletin. The idea is a splendid one. It has resulted in increased sales on the articles advertised. Many persons who daily pass by on their way to work make it a point to glance at the bulletin, and when any article is featured that they need, step in and purchase. Shoe retailers could follow out the same plan to advantage. Have a bulletin placed in your window featuring a different shoe each day. This would soon attract attention, and, incidentally, business. At least, it would cause comment, and the store that has the people talking about its methods of doing business is the one that is going ahead.

**Stimulus for the Shoe Seller**

At the annual fall dinner of the Philadelphia Retail Shoe Dealers' Association, A. J. Geuting, a prominent shoe merchant said:—"Gentlemen, you have no competition! Each man has his own individual problem to work out. Let him do so without bothering about what his neighbor is doing. His neighbor's problem is different. To ape another man's method invites failure. Find what it costs you to do business and base profits accordingly, regardless of what the other fellow is charging. If he is cheaper, probably the difference in price means lack of service. Most dealers are selling too close, anyway. People do not want cheap shoes—they want good service and reasonable prices."

Regarding clerks, Mr. Geuting, said that most sales-people are indifferent. "If that is your trouble, get better ones and pay them good salaries. You will profit by it in the end. Develop your backbone, get out of the rut and you will succeed."

**Veteran in the Traveling Ranks**

One of the veterans of the road is Robert Hawley, who knows the shoe trade in Ontario like a book. He was born in Napanee, but since 1881 has resided in Toronto.

He began his career in the footwear line with J. J. Haines, of Belleville and at the time a branch of that firm was opened in Trenton was manager for about a year. Mr. Hawley has spent some thirty-four years on the road, and twenty-five of this period he has looked after trade east of Toronto. His first position as traveling salesman was with Young & Magaur, of Montreal. Next he was with Pinkerton & Turner of the same city, and then for a long period with George T. Slater & Sons, of Montreal.

After being in the commission business for some time in Toronto, he joined the staff of the Victoria Shoe Co., and was with that firm until he became a member of the sales force of Getty & Scott, of Galt, with whom he is now entering upon his fourth year. He has covered successfully eastern Ontario, and this season he has also looked after Montreal. There are few better known representatives than "Bob" Hawley, as he is familiarly known, and during his long record he has visited the Maritime provinces and made trips at different times throughout the Canadian West. He can probably call as many retailers by name as any traveler on the road to-day. He possesses the gift of making friends of all his customers and retaining their respect and goodwill.

**Capacity of the Repair Man**

*Editor "Shoe and Leather Journal":*

I was rather amused in reading in the November 1st issue of the SHOE AND LEATHER JOURNAL the article on "The Aggression of the Modern Shoe Repair Shop" to learn that a skilled operator can turn out on an average four pairs of boots soled and heeled per hour. The impressions of the author, who is not in the trade, are not bad as impressions go, but his article is not a very good description of a modern shoe repair shop, lacking as it does, so much of what is necessary to the repairing of shoes. Your correspondent, who is not in the trade, has been misinformed regarding an operator's ability.

An operator who can turn out two pairs of boots soled and heeled complete in an hour is doing rapid work: two men, one at the bench and one at the machines, could turn out four pairs, but not one man. Four pairs of men's boots at \$1.25 per pair is \$5.00 per hour, or say \$50.00 per day. The man who could do this would be a pretty good hustler and could soon retire. \$10.00 per day is a good day's work for one man.

Yours, etc.,  
READER.



THE NEW FACTORY OF THE BERLIN TRUNK AND BAG CO., BERLIN, ONT.



# ANNUAL WINDOW TRIMMING CONTEST

## Prizes for Best Christmas Displays

The joyous season is near at hand. Mr. Retailer, you will be making artistic and appropriate Yule-tide displays of shoes, slippers, findings, etc., in your show windows, designed to catch the eye and capture the trade of the busy throngs of happy, holiday shoppers.

THE SHOE AND LEATHER JOURNAL desires good, clear photographs of your display, and for the best dressed windows will give the following prizes in cash:

### City Shoe Store Windows

1st Prize \$7.00

Second Prize \$5.00

### Town or Village Shoe Windows

1st Prize \$7.00

2nd Prize \$5.00

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 trimmers to earn some pocket money as a result of their enterprising efforts. A committee of three experts, who have 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 persons designing and executing each trim.

ADDRESS THE

## SHOE AND LEATHER JOURNAL

13 Coristine Building  
MONTREAL, QUE.

1229-31 Queen St. W.  
TORONTO, ONT.

# How to Install a Nice Yule-Tide Window

By A. A. DAoust, MONTREAL

## A Suitable and Attractive Background for a Dealer in a Town or Village

This display can be put in at very little cost and trouble and should prove very valuable to the dealer. Make a pillar as shown in the sketch the size wanted and cover with white felt or paint pale green and after the paint has been applied sprinkle heavily with ordinary coarse salt.

The cross pieces should be made of lumber about two inches thick, covered with white felt or painted if the pillar is painted and sprinkle with salt. If your window has a mirror at the back, as in the sketch, use sprays of holly in each corner.

Make a holly wreath to fasten on the mirror. To make this wreath, take a barrel hoop and cover it with dark green tissue paper and then fasten green holly sprays, starting small at the top and gradually increasing to make it heavy at the bottom to give it the proper shape. Holly can be had in small sprays with red berries at very small cost.

The bells on the pillar can be drawn on a piece of cardboard and then gilded with the outlines showing in black. Use holly on the pillar as shown in the sketch. Cover the bottom of window with pale green felt and sprinkle with fine diamond dust.

To put in this window would cost about six or seven dollars, but it would well repay the dealer, as it would attract lots of Christmas trade. If the window has not a mirror at

the back, make a frame the size of the window and cover with felt or paint green like the pillar and cross pieces.

\* \* \*

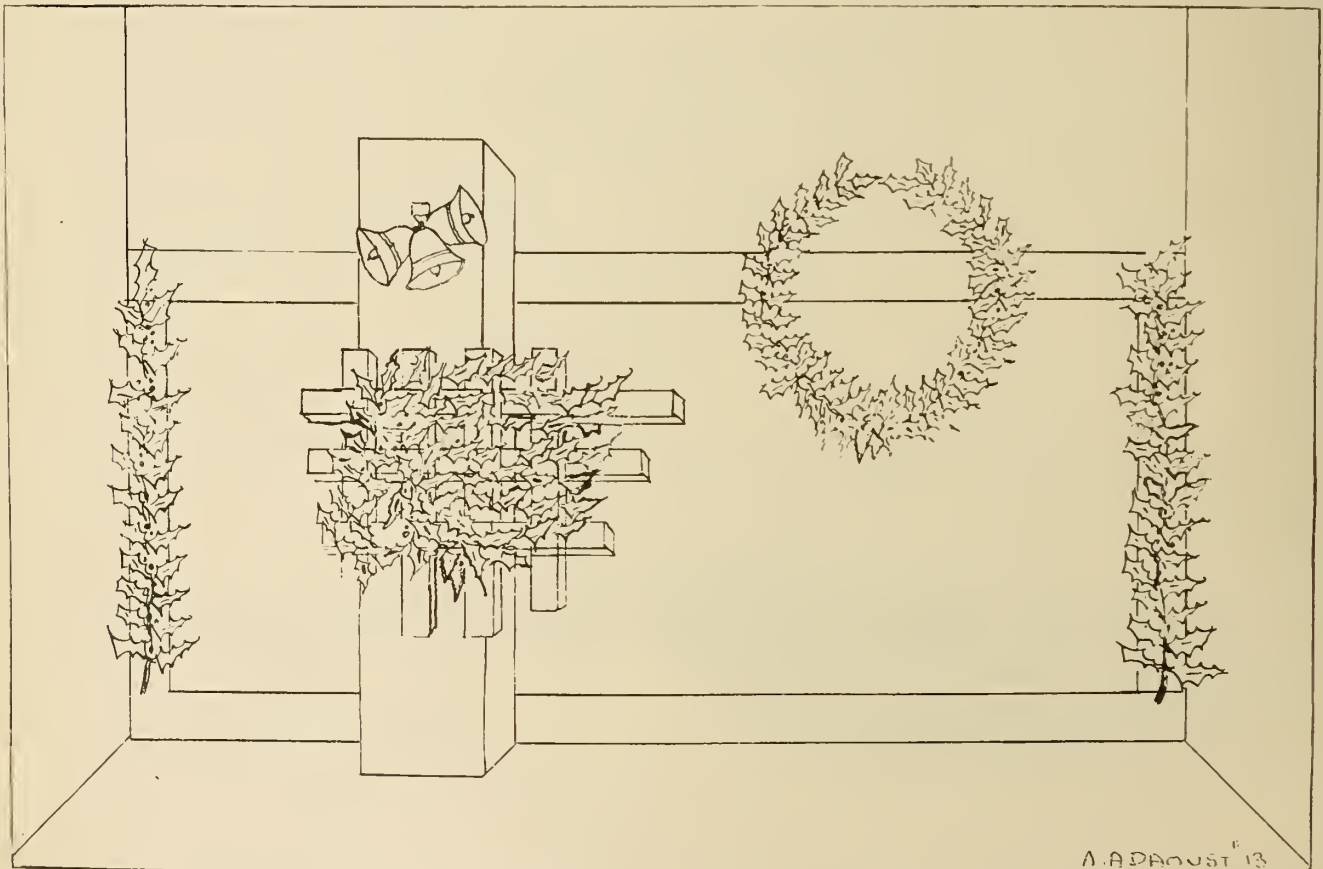
## An Inexpensive Background for the Dealer in a City or Large Town

You can make the two pillars at each end, using comboard or thin, soft wood boards. The cross pieces at the top should be made of pieces of wood two inches square. Make the frame between the pillars of comboard or thin wood and cover the whole with cream felt. The opening in each pillar should be large enough to receive a bell about nine inches high. Have shapes for the bells made of thin wire covered with red tissue paper and then stick on small pieces of tissue paper to take away the plain effect. Hang the bells in the opening with an electric wire coming down in the centre with a socket and an electric lamp frosted red.

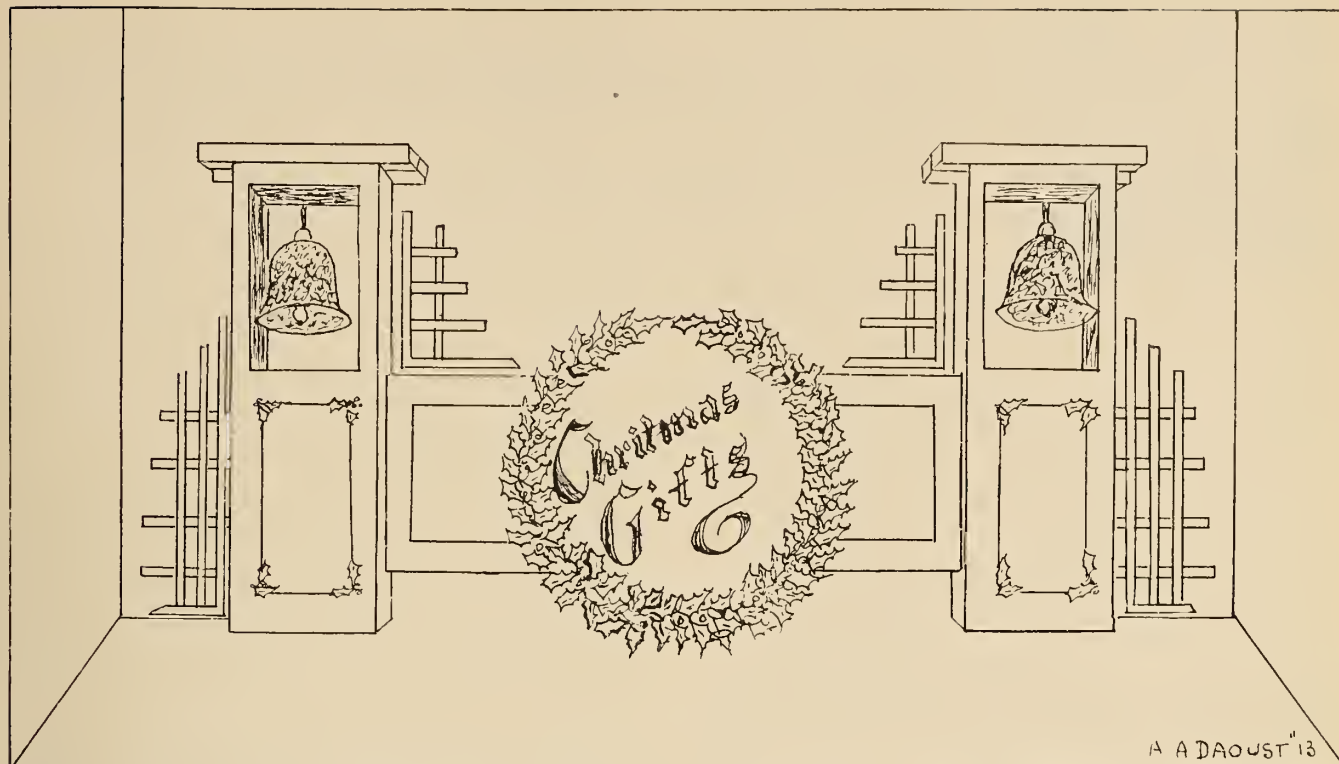
Make the small lattice work effect of small strips of smooth lumber about ve-eighths of an inch square. Paint these with pale red paint and sprinkle with ordinary coarse salt, after the paint has been applied thickly. Do this while the paint is wet so that the salt will stick to the paint.

To make the large wreath in the centre, take a barrel hoop, cover first with dark green tissue paper, and then fasten on green holly sprays, starting from the top and gradually increasing at the bottom to give the proper shape. Have a cord made to fit in the centre of the wreath.

If the trimmer wishes to add to the trim buy two red







cushion cords and fasten one on each bell to make them as if ready to ring.

Cover the bottom of the window with cream colored felt on which should be sprinkled fine diamond dust. The whole should not cost over \$10 and should well repay any shoe retailer for the money spent.

#### Good Rules for Window Decorators

In window dressing, as in advertising, concentration is one of the cardinal principles. Do not divide attention.

In dressing a window, as in writing an advertisement, symmetry is an absolute requisite. A good show window must "balance."

An effective window, like an effective advertisement, must not be overcrowded.

It does not pay, as a rule, to feature any but merchandise of quality. Inferior merchandise can not be effectively presented and drives away the ever-growing class that demands merchandise that satisfies.

One window can have but one decorative idea, and it must be carried out thoroughly.

The background is all-important. Like the color scheme it must have character and must contrast.

The color scheme should be harmonious throughout, but contrasts are effective.

Price tickets are absolutely necessary, and they must be neat and of good proportion.

The news of the day should be reflected in the show window, as well as in an advertisement.

It pays better to put in the show window what people want, rather than what you want to sell.

Show windows should be changed weekly. The life of a window display is practically the observation, therefore if it remains intact after most of the public has seen it, its usefulness is destroyed.

#### Chances of an Average Man

"There are always certain people who will try to discourage whatever you attempt to do.

"Don't heed their croakings.

"If at first you don't succeed—try, try again—but try

another method.

"To succeed in face of competition we have got to live the strenuous life.

"We have got to get up early and work hard all day.

"The young man who is thinking of starting in business will have to wait till he is a gray-haired old man without finding an opening free from competition waiting for him.

"He won't find that he receives a call from a town's deputation of the mayor, alderman and councillors to beg him to open a shop, or office, or surgery, presenting an address calling his attention to there being room for a merchant, lawyer or doctor in their town.

"On the contrary, if he inquires he will be told that there is absolutely no opening at all, that competition has killed every walk in life in that town, etc. Yet surely there the opening does exist, waiting for some one to seize the opportunity.

"Whenever one hears a wail about competition becoming keener each year one may be certain that the bewailer does not want the strenuous life, but is trying hard to solve the insoluble problem of the perpetual-motion-machine man applied to business.

"Now, Artemus Ward has put it on record that the man who invented a perpetual-motion machine found it ran best with someone working at the crank-handle.

"When we have built up a business we have not constructed a perpetual-motion, profit-making machine. We must continue to work hard at the crank-handle; and this is the best thing about a business.

"If employers think of nothing except how to get the highest possible in number of working hours with the biggest possible in skill and work for the least possible in wages, then the employer is blind to his best interests, and equally of course, the converse of this is true.

"If employes consider nothing but their own narrow, selfish self-interest, their sole thought being how to render the smallest possible amount of work in the shortest number of hours for the highest possible wages, without a single care whether the employer fails or not, the employe will some day have to pay the penalty, and a heavy penalty it will be.



## Popular Xmas Emblems for Show Cards

Are Your Cards Different to Anything Before Used in Your Town—Yuletide Season Provides an Opportunity for Special Work—Best Way to Obtain the Desired Color Effects—How Various Styles of Cards Shown Are Very Easily Worked Out

By R. T. D. EDWARDS. Copyright, Acton Publishing Company Limited

The Christmas season, the greatest harvest of nearly every merchant in the country, is close at hand. It affects nearly every person in connection with the retail trade, and is looked forward to by both young and old with anticipation of the good things and good cheer that this season brings forth. Besides the joys of the gifts that are received, the customers' hearts are gladdened by the cheery decorations seen, both in the windows and in the interior of the store.

A store, without some recognition of the holiday festival season, is a disappointment to all who patronise it. The store decorations are not complete, unless the show card is suitably decorated with the popular Christmas emblems. You have now plenty of time in which to get out some neat design, so prepare to set your store aglow with beautifully colored cards. Hundreds of varieties of designs are used throughout the country in different stores. Each merchant or the person who selects the style of card used, has his own idea of a Christmas card. He is always sure to select something that his opposition has not used. There are many lithographers and other firms throughout the country who, annually get out one design or more of a fancy Christmas card and distribute them throughout the country at a reasonable

price. Of course, these designs, being used by many different stores, are not exclusive.

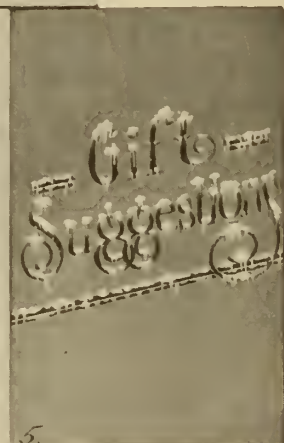
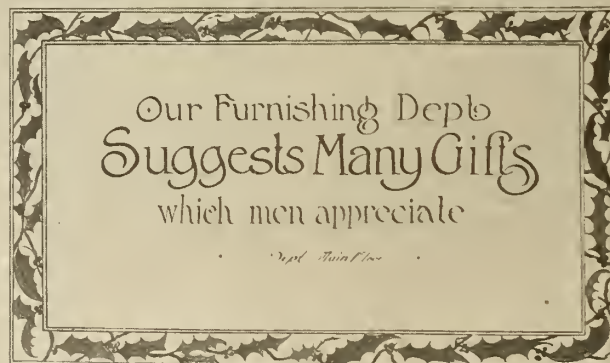
### Exclusive Designs Should Be Used

To get out a lithographed card of one's own would cost a considerable sum, and this would be entirely out of the question, even for any of our larger stores, yet exclusiveness of design is what all merchants should attempt. It is a good advertising point to have one's customers say that the cards were different to anything used before in the town.

A card writer, working in a store that does not require more than 200 Christmas cards, can easily get these out himself by the following method, and at a very low cost.

Figure on next page illustrates points to be brought out.

Most card writers can draw well enough to make an outline drawing of sufficient merit to have it reproduced by being made into a zinc plate. Any of the designs shown on the cards in this article can be reproduced in the same manner. When a design is selected that is suitable for the corner or top card, sketch it out with a lead pencil first, then draw it in black water proof ink. Only the outline and veins of the leaves should be done—the shade must not be put on. Then

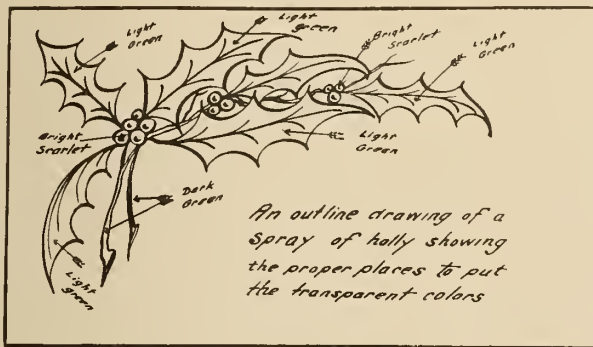




have this reproduced and made into a zinc cut of the size required. Have it printed on good china coated card board and then they are all ready to be colored. Doubtless among the card writing outfit will be found a set of transparent colors.

### Colors Are Easily Prepared

This is all right if there are only one or two cards to be done, but it is too slow for a large quantity of cards. Many things have been tried for this work by the writer, and it has been found that the best and cheapest colors can be made out of Diamond Dyes. A package of each color desired can be procured for a few cents each, and mixed up in a large bottle with a little liquid gum arabic and enough water to get the proper shade. For instance, if a light and a dark green are desired, divide the package into two bottles and add more water for the lighter shade. Other colors can be treated in a like manner. Delicate shades can be made by mixing various colors together. There is a good deal to learn in the mixing of these inks. When a good assortment of colors has been prepared, pour a small quantity of each into a small open vessel, that a brush can be easily dipped into. Pile the cards up close to your left hand, so that no time need be lost in handling them, by putting your brush down every time you



pick up a card. Have the drying rack handy so that it can be easily reached and the cards placed in it as soon as they are colored. Little things like this will expedite your work and make it much easier. To get the greatest speed, one color should be put on each card first. Do not finish a card up as you go along, as the brush has to be changed for every color. There is no reason why cards produced in this way should not look well if the colors are carefully put on. Do not run the color over the line, as this will spoil the regular appearance. If an air brush belongs to the outfit, this coloring process can be carried out a great deal faster by cutting stencils for the past where each color goes. The color must be made up thicker if the air brush is used. The darker shades are produced by heavier applications of the ink.

A card after the style of Card No. 1 could be worked out nicely in the manner just explained. It makes an exceedingly handsome card for any sort of Christmas goods, from toys to the best of wearing apparel. Christmas tree ornament cards make a good decorative card if good contrasting colors are used. Green trees, blue sky, red tub and house, with the snow shaded up a little and all outlined in black make a fine card. Yellow is sometimes used for the sky on a card of this nature and makes a relief for the other colors. On Card No. 3, there is reproduced the old-fashioned candle. This is still a favorite for the Christmas decoration. Card No. 4 shows a good holly design. Card No. 5 gives a snow effect hanging on the letters. This is very popular in all forms of Christmas advertising.

## Keeping Certain Customers in Line

It is almost impossible to avoid errors; mistakes will occur in the best and most carefully regulated establishments. He who guards as zealously and as securely as he can against possible confusion and misunderstanding is, in a way, a benefactor. The following method has been adopted by Willis & Co., shoe dealers, of Wingham, Ont. Like other stores, they have customers who claim they are infallible, think they have paid accounts when they have not, and others who are dead certain they have paid. They may make this claim in good faith, while perhaps a few attempt to work it as a bluff. When an account is settled, Mr. Willis attaches to it a little white card. The caption is "Keep this card," and the wording is as follows:

"We never let a customer leave the store without giving a receipt. In case any money is paid—we always keep a copy of receipt and therefore there is very little chance of error. In future, in case you claim you have paid money that is not credited, it will be necessary you to PRODUCE receipts or otherwise it will not be credited."

Another card is entitled "Keep this check." It is used in cases of approbation. Mr. Willis says that he has found many errors are very liable to creep in in connection with approbation. A customer enters and perhaps takes out three or four pairs and changes some of the shoes two or three times before being suited. Mistakes are more apt to arise in this way than in ordinary charging and this card warns the patron to bring the charged check each time, so that changes can be made on the same.

Mr. Willis takes care to point out that these cards are not used with all customers, but with those who are chronic kickers and who, as a rule, are always looking for errors or indulging in fault finding. The card reads:

"The amount this check calls for is charged to you.

If it is not correct let us know at once and in case of anything being returned do not leave the store without getting credit check. It is the easiest thing in the world to keep your checks. Just procure a small file for the purpose.

In future when errors are claimed we will not be responsible unless you produce check to prove same. We always give them, so its your fault if you do not keep it."

## Felt Goods Will Be Dearer

The prices of felt footwear for the coming season will undoubtedly be advanced, as stated in a recent issue of the SHOE AND LEATHER JOURNAL. The active selling season starts next month and the reason of the increase is on account of the higher cost of all raw material. Everyone is thoroughly conversant with advances in the figures for leather shoes, and in the manufacture of nearly all felt footwear there is more or less leather required. The price of wool has advanced to a greater extent than even leather, so that for these reasons a jump in felt footwear quotations is necessary. The makers contend that this kind of covering for the feet has in the past been sold at too close a margin. On account of the large immigration to Canada and particularly to the Western portion, there is naturally a prospect for added demand for felt shoes. Some nice new lines are being placed on the market which will appeal to the trade, not only for their comfort and durability but also on account of their style and general excellence.

# Why Some Shoe Clerks Never Get Ahead in the Game

Plenty of Energy, Foresight and Initiative in Some Directions, But Not Rightly Applied—Expect Advancement Before They Have Properly Qualified Themselves For It

By J. BRYANT WILLIAMS

## Tips for the Shoe Clerk

It's all very well to take things as you go along, if you don't intend going very far.

It's very nice to slide along, but he who slides generally goes downward.

Blessed is the clerk who keeps his temper when waiting on a cranky customer, for larger sales shall be his.

The clerk who allows his ambition to go down with the temperature, will also find sales going down.

A very little discourtesy goes a long way, and brings mighty little back with it.

The clerk who thinks only of the crease in his trousers, need not be surprised at a decrease in his salary.

You can hardly impress on customers the good points of nice footwear, when your own is not in keeping.

I was brought up in a country town, and my first interest in a shoe store began when a boy from our school, got a job helping a shoe dealer after school hours.

This fellow came from a good home, but he just naturally had a habit of "swiping" anything he could possibly get away with—especially if it was anything to eat. Our school lunches had suffered on a variety of occasions, for just this reason. The grocer had hired and fired this lad, all in two days, just because the edibles carried in stock proved too great a temptation for a ravenous appetite. But the shoe dealer reckoned that Jack would hardly carry off boots, and could not get much satisfaction out of chewing boot laces. However, he had not reckoned on the fact that Jack had brains when he was disposed to use them. He could not eat the shoe laces, to be sure, but that didn't stop him from selling them out the back door to his friends at half price, and using the money to buy candy.

## Operated on a Larger Scale

This game worked handsomely until Jack began to operate on too large a scale, thus attracting the dealer's attention. Caught red handed one day trying to make a big getaway, he was "booted" into the street by the irate dealer, his clothes disheveled and his reputation wrecked. He found it difficult to get taken on elsewhere, even after the "taking" habit left him. It did leave him, apparently being nothing but a weakness of youth. This shows however, just how careful a clerk should be to give every appearance of right, for a tainted reputation is a most difficult thing to live down.

Those same brains that allowed Jack to think out all sorts of novel schemes for getting hold of that which didn't belong to him, served him to good purpose when he began to devote them to more honest things, which all goes to show that many a clerk has the ability to make a success if he would only direct his talents in the right direction. Take, for instance, the clerk who can put up a strong argument as to why he should get off to see a football match, yet when it comes to putting strong selling arguments behind his goods, he falls down. The man who can deck himself out to look like a traveling beauty show, but apparently cannot decorate a window to catch the eye of passing customers; the man who can invent a dozen new excuses every week for covering up

some of his failings, but cannot invent one new selling idea in a month. Why is it?

Pure lack of ambition, is the only reason for this—lack of ambition caused by want of interest in the business in which they are engaged. If a man interested in his own appearance can dress himself so as to appear to advantage, why can he not decorate the store or window so it will look well? He could if he was as much concerned in the work as that of bedecking himself. In the same way, the man who is interested in increasing the sales of the store, can sell a good deal more shoes than the one who has that "don't care" feeling. Success to a large extent depends on ambition backed by real endeavor. Look at the men who are for-ting to the front today, and in the majority of cases, you will find that they are fired with the ambition to get along, and that they are not afraid to expend their best energy to do so.

## Lost a Fine Opportunity

I heard the other day of a great opportunity lost by a clerk because he did not apply himself. He was working for a shoe dealer in a country town. He felt that the world owed him a good time, and determined to take it as he went along. He had the ability, but he just refused to apply it. The proprietor of the store was taken down with illness, and the doctor told him he would have to take six month's holidays. He began to consider the care of his business during his absence. He would have favored this head clerk, but he considered his "don't care" ways, and felt that he likely wouldn't rise to his responsibilities, so he hired an outside man. Here was a case where a young fellow missed the finest opportunity of his life, just because of his listlessness.

Frequently, it is the case that the young clerk does not find promotion fast enough to suit his taste. He wants to secure a good position and a liberal wage in too short a period of time. When advancement does not come just as fast as he expected, he becomes dissatisfied, and begins to feel that there are no possibilities in his present position. There was such a clerk in an Ontario city last year. He was next to the manager of the department, but thought there was no chance for further advancement. He decided to take a position in a larger city, and coaxed a junior clerk to accompany him. The junior decided to stick, however. Two months after the dissatisfied fellow left, the manager of the department died, and the junior clerk was promoted to his position with a bigger salary than the one who went to the city was securing.

## Discontent is Not Ambition

There has been a good deal said in recent years about the need of the clerk having ambition; it is a commendable asset in the make-up of any young man, but too frequently what some clerks call ambition in themselves is merely discontent. They can always see greater possibilities in some other town or district, or in some other line of mercantile life. They have heard or read of remarkable success made by some one else, and they are aching to attempt the same thing. It is the old story of other fields being green. True there are some remarkable instances that are wonderful enough to tempt ever the ordinarily staid and sober to tackle the same thing, but it must always be remembered that we hear only of the ones who have made a success—not of the many who have tried it and made a miserable failure.

The clerk who wants to get along in this world must remember that there is no royal road to success.



## SHOE NEWS IN PARAGRAPH

R. G. Pope is starting a shoe making business in Mortlach, Sask.

J. Scheurer, leather goods, New York, was in Montreal recently.

G. R. Davey, shoe retailer, Port Perry, has sold out to H. A. Sydnie.

N. Wagner has opened a new shoe store at 500 Dundas street, Toronto.

J. W. Friedman has opened a men's wear and shoe store in Medicine Hat.

Joseph Savard, shoe dealer of Kenogami, has assigned to J. P. E. Gagnon.

S. Shapiro, dealer in shoes and clothing, Hamilton, has made an assignment.

D. St. Amour has acquired the shoe business of O. B. Naubert & Co., Ottawa.

E. Topp, of Meaford, has opened a new shoe and clothing store in Collingwood.

C. C. Begg, of Collingwood, was in Toronto last week calling upon the shoe trade.

J. B. Edington is opening a new shoe store in Medicine Hat, located on Toronto street.

J. A. Vallary, Ontario representative of Thompson Shoe Co., has returned to Montreal.

C. F. Rannard, of Winnipeg, has bought out the shoe store of George Nickle, Winnipeg.

The assets of the B. B. C. Shoe Co., Lac a la Tortue, Que., were sold on November 28th.

McBurney & Taylor, boot and shoe merchants, recently sustained a loss by fire at Vancouver.

J. G. Robinson, of James Robinson, Montreal, and bride have returned from their honeymoon trip.

S. H. Parker, sales manager for W. A. Marsh Co., Quebec, was in Toronto last week on business.

F. J. Eveleigh, of J. Eveleigh & Co., Montreal, was in New York and other American centres recently.

Hicks & Williams is the name of a new shoe firm located at 142 Cordova street, Vancouver, B. C.

The assets of Mrs. A. Terroux, Montreal, consisting of shoes, rubbers, etc., were sold on November 28th.

The Western Boot and Shoe Store, of Melfort, Sask., has opened for business with a fine range of stock.

Jas. Muir, jr., of the James Muir Co., shoe manufacturers, Maisonneuve, was in Toronto last week on business.

Oscar Vogt, of the Great West Felt Co., Elmira, N.Y., was in Toronto last week showing a fine range of samples.

W. S. Northey, of Cavan township, has bought the shoe business of T. J. Lang, Millbank, Ont., and taken possession.

D. S. Johnstone, of George G. Lennox, Winnipeg, was in several Saskatchewan towns last week on a business trip.

Chas. Cullum has opened a shoe repairing shop in Millbrook, Ont., in the store formerly occupied by T. J. Lang.

L. H. Jones and D. E. Cronk have just completed an addition to their shoe department, 324 Alberta avenue, Edmonton.

J. Hicks has opened a new shoe store at 2236 Yew street, Kitsanilo, Vancouver. Mr. Hicks was formerly in business at Calgary, Alta.

E. M. Jones & Co., of Pembroke, Ont., have sold their shoe business to J. E. Wallace & Co., from the same town, who have taken possession.

John Fingland, for many years in the retail shoe business in Brampton, has disposed of his stock and will retire. Mr. Fingland has been one of the veterans of the trade, and his withdrawal from the business severs another link

that connects many of the old-time shoe dealers with the present.

S. R. Ernst & Co., of Berlin, have put in a new front and remodelled their store, which adds very much to its appearance and inviting character.

There have been no recent developments in J. Richer & Co., Montreal, in liquidation, but the executors state that a settlement is expected very shortly.

J. Horsley, of Sudbury, recently made an assignment to Osler Wade and the stock consisting of general merchandise was sold in Toronto recently.

C. F. Tugman and Charles L. Owens, of the Royal Shoe Co., Limited, Toronto, were in Boston, New York and Philadelphia recently on business.

R. T. Tobin, Western Canada representative of the Adams Shoe Co., Toronto, has returned to London after an extended trip to the Prairie Provinces.

W. D. Fox, representing P. Jacobi, shoe store supplies, Toronto, has returned from an extended business trip to Eastern Ontario and Quebec province.

C. McLure, of the Charlottetown Rubber Co. (selling agents of the Kaufman Rubber Co. in P. E. I.), was in Toronto and Berlin last week on business.

Retail trade is reported rather quiet owing to the mild weather. Wholesalers say that sorting business has been very dull during the past two or three weeks.

C. B. Thomas, representing Woodard & Wright, last manufacturers, Campello, Mass., recently paid a visit to Quebec, Montreal and Toronto on a business trip.

E. E. Delaney, boots and shoes, Swift Current, Sask., has doubled the size of his store. The interior is nicely arranged and attractively finished in white enamel.

Creditors of Leclair & Chalifoux, Montreal, will receive 7½ cents on the dollar. The business has been taken over by J. B. A. Corbeil, Montreal, who is now operating it.

Wallace Waller, city traveler for McLaren & Dallas, Toronto, who has been confined to his home with an attack of appendicitis, is making good progress toward recovery.

Clarke Bros., who are managers of the new shoe factory in St. Stephen, N.B., are installing the machinery and hope to be in full operation early in the new year. They have a fine building.

Ed. Lynch, Western Canada representative of the Minister, Myles Shoe Co., Toronto, has returned from an extended visit to all the important centres in the Prairie Provinces.

W. B. Spalding & Co., who succeeded the McBain Co. in Medicine Hat, Alta., have added several new departments including a stock of shoes, and are occupying 615 and 617 Railway street.

McPherson & Johnston, shoe dealers, Orangeville, Ont., have recently installed a new front, which is decidedly attractive and makes their store one of the brightest in Western Ontario.

S. L. Lawther, of Montreal, representing Marlatt and Armstrong, Limited, was in Toronto last week visiting his brother, J. Lawther, Ontario representative of the Hartt Boot and Shoe Co.

E. E. McIntyre, Eastern representative of the Brandon Shoe Co., Brantford, has returned to Toronto, having completed a very successful spring selling trip in Eastern Ontario and Quebec.

Milton Cumming, shoe retailer, of Preston, Ont., has opened a branch store in Galt. It is located on Ainslie street and Mr. Cumming reports that trade has opened up much better than he expected.

Andrew Irving, late of the Regal Shoe Store, Winnipeg, was in Boston, Montreal, Toronto and other points, during the past few weeks. He has taken a position as manager of the new Edington shoe store in Medicine Hat. His

many friends will wish him every success in his new position.

Geo. Cowling and L. F. Jackson, Western representatives of the Relindo Shoe Company, Toronto, have returned. J. Murray Pirritte, Eastern representative of the Relindo Shoe Co. has also returned, along with F. E. Rousseaux, who covers North-western Ontario and Soo line.

O. E. Hoffman, the Maritime Province representative of the Thompson Shoe Co., is back in Montreal after a successful season. Mr. Hoffman reports business conditions as fairly brisk in that part of the country.

Chas. Fisher died recently at his home in Queenston, Ont. He resided in St. David's, Ont., for forty years, where he conducted a shoe business and was also Post Master. For the past ten years he resided on a farm.

Jos. Kitchen, a respected resident of New Glasgow, N.S., died recently in his sixty-eighth year. He was a shoemaker and worked at the trade for some time and was also engaged in the tanning business several years ago.

E. A. Chalk, Northern Ontario representative of the Kaufman Rubber Co., and James Linton & Co., who has been confined to his home in Toronto for some weeks with an attack of typhoid fever, is able to be around again.

Fire visited the Hamilton and Stott building, St. Thomas, recently, doing \$10,000 damage. The water penetrated to James Houston & Sons' shoe store, doing several thousand dollars damage to the stock and premises.

William Ewens, shoe dealer, 932 East Second avenue, Owen Sound, has found his present premises too small and early in the new year will remove to more suitable and spacious quarters in the Parson's Fair Building in that town.

J. S. Weir, who has been manager of the Temple shoe store, Brantford, for some time, has gone to Collingwood, where he has assumed charge of the shoe department in C. C. Begg's store. Mr. Weir's friends will wish him every success in his new position.

J. K. Rose, No. 1 Lumsden Building, Toronto, Canadian representative of Rice and Hutchins, Boston, has received his samples and is now comfortably installed in his new quarters. Mr. Rose recently returned from a business trip to Ottawa and other points.

W. D. McFarlane, of Cranbrook, B.C., has opened a new men's wear and shoe store in that town and will occupy the premises vacated by A. C. Pye. Mr. McFarlane is having the store remodelled and new fixtures put in. He has been in business in Cranbrook for a number of years.

The St. Leger Shoe Co. are opening up another store in Toronto, on Bloor street west, just a few doors east of Dovercourt road. This makes the sixth store which the St. Leger Co. are now operating in Toronto. Two are on Queen street west, one on Queen street east, one on Yonge and two on Bloor street west.

A very successful sale of 2,500 cases of rubbers, consisting of boots, lumbermen's cloth shoes, light shoes, etc., belonging to the Independent Rubber Co. of Merritton, Ont., was held at the auction rooms of Suckling and Co., 5 Front street east, Toronto, on November 18th. There was a good crowd of buyers.

A. A. Daoust, for several years with George G. Gales & Co., Montreal, who has been a frequent contributor to the columns of the SHOE AND LEATHER JOURNAL, will take up his residence next month in New York City, where he will enter in partnership with an uncle, who carries on a wholesale art business. Mr. Daoust has been very fortunate in securing such a good business connection and many friends will wish him every success in his new position.

Fred R. Foley, shoe retailer, of Bowmanville, Ont., has made good use of his new store by having a picture of it printed on a private post card which he sends out to his customers. Since moving into his handsome new business home



PATENT LEATHER TANGO, EXTREME LONG VAMP, PARIS LAST, WOOD KIDNEY HEEL, ORNAMENT, LOVER'S KNOT OF RHINE-STONES, LACED WITH SILK RIBBON. SHOWN BY ROYAL SHOE CO., TORONTO

"on the sunny side of the street." Mr. Foley writes that trade has increased by twenty per cent. during the first eight months and he expects to observe his thirteenth anniversary by having the largest turnover of any year in his history. Mr. Foley is a liberal advertiser in the Bowmanville papers, while his window displays are decidedly neat and attractive.

W. H. McLaren, President of McLarens, Limited, and one of Hamilton's best-known business men, died very suddenly on November 20th, at the City Hospital, Hamilton, following an operation. While he had been ailing slightly for some time his illness was not regarded as being serious. J. A. McLaren of McLaren & Dallas, wholesale shoes, Toronto, and Lt.-Col. McLaren, officer commanding the 31st Regiment, Hamilton, are brothers of the deceased.

J. L. Chisholm, who has rejoined the staff of the Regal Shoe Store in Toronto, has been putting in some particularly attractive windows in which floral effects are used to good advantage. A cabinet, lined with white satin, has been built at the back of the entrance door, and the interior ornamented with Boston ivy. Here, the latest style of boots are displayed under soft shaded electric light and valuable use made of space, which is often not taken advantage of. The cabinet or showcase, arranged on the door, can be made by any shoe dealer and really gives the Regal, a third display window.

J. A. McRae, senior member of the firm of McRae Bros., shoe retailers of Campbellton, N.B., passed away recently. Mr. McRae had been in the shoe business thirty-three years starting on the bench, and thoroughly understood the trade in all its branches from the practical to the mercantile side. He was highly esteemed. In the big fire which practically swept Campbellton off the face of the map a few years ago, the McRae firm suffered the entire loss of their property. They, however, set to work to erect a new block and soon had one of the finest business homes in the town. It possesses an attractive front and the store is up-to-date in every particular.

Death came suddenly November 26th to John Ryan, the senior partner of the well-known Notre Dame boot and shoe firm of William Dangerfield, Montreal. The late Mr.



Ryan was sixty-two years of age, having been born in Ireland in the year 1849, coming to Montreal when six years of age. At twelve he entered the Dangerfield establishment and at fifteen he was head of the manufacturing department, where he remained, much esteemed by patrons and customers alike, until about thirteen years ago. At William Dangerfield's death Messrs. John Ryan and P. Donnelly, another faithful employee, took over the business, the partnership now being dissolved by the death of the senior member.

The Bartlett shoe store, corner of College and Clinton streets, Toronto, has secured effective publicity at the price of a dog license and a certain amount of dog feed. A lively and willing cocker spaniel has been provided with a coat made of oil cloth, whereon the advertisement of the shrewd owner appears in yellow letters, on a brilliant red background. The dog does not seem to mind in the least being used as an advertising medium. If one could get the canine's views on the subject, one would probably find the sagacious and friendly bow-wow is rather proud of the distinction that such a bright and attractive coat confers upon him. Everywhere the animal goes, he is the cynosure of all eyes, and the name of the enterprising retailer is carried all over the neighborhood.

The shoemen of Vancouver, B.C., evidently believe that printers' ink pays handsome returns as evidenced by the large space which they use in the daily papers. They are among the most liberal and consistent advertisers on the coast. In an ordinary edition of a daily paper of recent date, Johnston's Big Shoe House, Limited, carried practically a full page announcement, seven columns wide. James Rae, 139-141 Hastings street west, carried another full page, while H. D. Rae, Cordova street, had six columns the full depth of the page and the Wilson Shoe Co., 159 Hastings street west, had six columns, covering three-quarters of a page. All the announcements were well displayed and contained good cuts, while short, snappy descriptions of the shoes were given in every instance. The advertisements were not over crowded and record sales must have resulted.

A gentleman, who was very highly respected in the shoe trade, passed away in Toronto recently in the person of Ewen McDiarmid, at the age of eighty-five years. He was born in Carleton Place and, before coming to Toronto, was for a number of years in business in Brownsville, Ont. For seven years he was in partnership with W. T. Fegan on Queen street west, Toronto, the firm being known as Fegan & McDiarmid. The latter retired in 1900 and had since lived quietly at his home, 49 Bernard avenue. He leaves besides his wife, two sons, Duncan E. and J. G. McDiarmid, traveler for the Cook-Fitzgerald Co., London, who returned from his fall western trip only to learn that his father had passed away before he reached Toronto. The late Mr. McDiarmid was a member of the Methodist church and the remains were laid away in the Mausoleum at York Mills, the funeral being private.

The Adams Leather Goods Co. have just opened a handsome shoe and leather store at 462 College street, Toronto, near Bathurst, under the management of E. B. Sidley, who was for several years with the Brockton Shoe Co. The new store is sixty feet deep, has fine double windows, with tiled entrance. On one side is the single shelf carton system which runs from the floor to the ceiling. All the cartons are of deep red with brass ticket holders, and the uniform effect is decidedly pleasing. The fixtures are finished in oak and a bicycle ladder is used to reach those cartons on the top shelves. The fitting chairs are of golden oak with arms, and there are long green strips of carpet running along in front. The latest self-measuring fitting stools, with mirrors attached, have been installed. A complete stock of men's, women's and children's shoes is carried and the window fixtures are of mission oak. On the left side of the premises

club bags, suit cases, satchels, purses, hand-bags and a very large variety of other leather goods are stocked.

Repairers would greatly please customers if they would place a slip inside of McKay shoes. The material for a slip sole should be very glossy. There is one kind of a grayish hue, that appears to be waxed and powdered. This material is an ideal article for men's McKay shoes that have been repaired and are full of nails—more so than ever. The McKay shoe, without a slip sole, is a damaged shoe and really is not fit for the feet of a civilized person. The slip sole should be well pasted or cemented to the insole, as the trouble with slip soles is the tendency of those kinds of soles to lift up and curl up against the foot. The material above referred to is quite heavy and is intended for a man's or boy's McKay. The thin slip sole is only intended for women's shoes, and this is the sole that calls for an even layer of adhesive in order to keep it in position relative to the insole. The inside of shoes is not given enough consideration by repairers, generally speaking. The repairer should not only build for wear, but also for comfort—The Shoe Repairer and Dealer.

### HE IS COMING TO THE FRONT

December 1st is a memorable date in the career of G. Campbell, for just one year ago he was made manager of the shoe findings department of the Great West Saddlery Co., Limited, Edmonton. That he has succeeded in his work is attested by the volume of trade done during the past twelve months under his direction. While his parents are of Scotch extraction, coming to the Dominion in the early seventies, Mr. Campbell is a genuine North-west Canadian, being born in Elkhorn, Man., where he was educated at the public school. At the age of fourteen he took a commercial course in the



Winnipeg Business College and then secured his first position as assistant bookkeeper with a furniture firm. His father later bought out a large department store in a Saskatchewan town, where the son spent four years. The business was then sold out and the family removed to Edmonton. The subject of this sketch entered the service of Douglas Bros. in Strathcona, now South Edmonton, and was manager of the shoe department for about a year, when he was offered his present position, succeeding George E. Girling, who was promoted to the post of credit man of the Great West Saddlery Co. Mr. Campbell is only twenty-two years old and is rapidly coming to the front.

## HAPPENINGS IN FACTORIES

S. & H. Borbridge, of Ottawa, are completing a new harness factory and warehouse on Musgrove street, in that city.

The Freytag Co., Limited, Red Deer, tanners and manufacturers have been absorbed by the Calgary Tannery Co., Limited.

A. R. Hewetson, of the Hewetson shoe factory, Toronto, was recently elected President of the Toronto Christian Endeavor Union.

The shoe and leather dressing plant of Levor & Co., at Gloversville, N.Y., was damaged by fire recently to the extent of \$200,000.

F. W. Knowlton, of Montreal, general manager of the United Shoe Machinery Co., of Canada, was in Toronto recently on business.

The last monthly conference of the superintendents and managers of the Canadian Consolidated Rubber Co.'s plants was held at St. Jerome, Quebec.

H. H. Crosby Co., Limited, of Hebron, N.S., have recently increased the capacity of their factory. They report business as very good and large orders ahead.

Jas. Dunn, son of George Dunn, Campbellford, was awarded \$500 in a suit for damages for the loss of a finger, which he suffered in the Weston Shoe Co.'s factory last spring.

At a recent meeting of the Boot and Shoe Workers' Union held in Fredericton, N.B., E. W. A. O'Dell, of Hamilton, organizer of the union, was present and gave a stirring address.

Ralph Locke, of Dufresne & Locke, Montreal, W. V. Matthews and Thomas Lane, of Ames-Holden-McCready Co., Montreal, were visitors in the Boston leather market recently.

R. H. Greene, secretary and manager of the shoe department of Gutta Percha and Rubber, Toronto, is on an extended trip to Montreal, Quebec and the Maritime Provinces.

A provincial charter has been granted to the Consumers' Tire & Rubber Co., St. Catharines, which has secured a site for a factory in that city and will begin with \$800,000 capital stock, equally divided between preferred and common.

The Ideal Shoe Co., Limited, at the head of which is F. Nolinaky, have branched out and will install a line of machinery for the making of little gents' and youths' McKays. The firm have been manufacturing soft sole and felt shoes for some time in Elmira, Ont.

The members of the Superintendents' and Foremen's Association, Montreal, intend holding an interesting event in the shape of a "get together" supper at an early date. Preparations are also being made for the annual ball which will take place in February.

It is understood that a large shoe manufacturer of Brockton, Mass., is looking for a sight in Western Canada and Prince Albert has hopes of securing the industry. Negotiations have been opened up with the firm by the Board of Trade and are now in progress.

J. A. Cyr, formerly general manager of O. B. Shoe Co., Limited, of Drummondville, Que., resigned some time ago to start business for himself. His principal trade is in imported Goodyear welting. Mr. Cyr has already secured a good trade all over the Dominion.

Garrett's tannery in Bracebridge was destroyed by fire recently. The loss to Mr. Garrett is a heavy one, as he had a large stock of hides on hand as well as a large number that

had been left by customers. It is understood that Mr. Garrett intends re-building and continuing the business.

The annual report of the British Boot and Shoe Operatives' Union shows a membership of 47,000. The shoe workers' organization is one of the few British unions which have adopted the union label plan, and the report indicates that it is producing good results.

Andrew Englert died recently in Berlin, where he had resided since 1887. For 23 years he was employed in the shoe factory of C. A. Ahrens, Limited, and for the past three years had worked at the Berlin Felt Boot Company. He was one of Berlin's best known and most highly respected citizens.

Valentine & Martin, of Waterloo, Ont., will shortly branch out into the making of Goodyear welts for men and have placed an order for a full line of Goodyear machines. Mr. Messer an experienced shoemaker, who has had many years' insight into the trade in various factories across the line, will have charge of the new department.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, has been re-elected a director of the Vancouver Board of the Commercial Travelers' Association. He has been a member of the association for about eighteen years and resided in Vancouver for seven years before returning to the East in 1911.

The new factory of Gourlay-Fogelberg, Limited, of Berlin, which is located at what is known as the five corners, will be completed in a couple of weeks' time and the firm expect to be in their new home before the holidays. It is understood that later on they may start the making of Goodyear welts for women. At present they turn out a fine class of McKays.

The Faultless Rubber Company, Limited, is the name of a new company incorporated in Winnipeg to carry on business as manufacturers of, wholesale and retail dealers and traders in and commission merchants for the sale of rubber goods, specialties and notions and goods in the manufacture of which rubber is used or employed, either solely or in part.

The Great West Felt Co., of Elmira, Ont., have found it necessary to double their capacity, owing to the demand for Great West felt footwear being so active. Notwithstanding the increased output of the company, they have found it necessary to work overtime a greater part of this season, and are still doing so, in spite of the very mild fall and early winter weather.

Chas. A. Ahrens, Limited, of Berlin, state that, with the completion of their new addition, the capacity of the factory is doubled. They are endeavoring to make the next year a banner one by a long way. Orders so far are satisfactory and, with one more representative covering an entirely new field with good success, the outlook for next spring is decidedly encouraging.

Chas. C. Keane is the new assistant superintendent and quality man of the Relindo Shoe Co. Previous to coming to this company Mr. Keane was with The Thatcher Shoe Co., Richmond, Va., P. J. Harney Co., Lynn, and Milton Shoe Co., Milton, N.H. Mr. Keane has had large experience on women's McKays and welts, and ought to be a valuable addition to the company.

A despatch from London says: "The boot and shoe makers of England, who have organized a campaign to capture some of the trade of America now that the duty has been abolished on their goods, realize that in one way they are handicapped. This is in respect to cheap leather. Until America took off the duty on hides, England was the one free market for this raw material of the boot and shoe maker. From all parts of the world hides were shipped to England, and when such countries as Australia, the Argen-



tine and America had surplus stock they found their way to this country. Now America is expected to be a competitor for these hides and the English manufacturer will have to pay higher prices for them, unless of course there are more than the two countries can consume, which is not likely to be the case.

W. J. Heaven, Toronto, manager of the Anglo Canadian Leather Co., who has returned from an extended business trip through the Maritime Provinces, reports trade conditions down there as generally very satisfactory, and says that merchants and others do not seem to have felt the depression as much as the business men in Ontario and the West. He found the shoe factories fairly active and the outlook for the future as promising.

W. J. DeWitt was in Montreal on behalf of the Lionne Varnish and Leather Co. for two weeks recently demonstrating the advantages of the Lionne Patent Tip System, with very satisfactory results. Mr. DeWitt was formerly superintendent of the Hamilton-Brown factory at St. Louis. He has been in several of the leading factories acting as superintendent. He is now with the Lionne Varnish and Leather Co. as manager of their Boston office.

Under the Winding-Up Act the assets of the Canadian General and Shoe Machinery Co., Limited, of Levis, Quebec, which went into liquidation some months ago, are being sold this week by public auction at the factory by C. R. Grenier & Cie, auctioneers. The stock consists of the tools of the foundry, coppersmith department, boiler shop, drafting room, models, etc., as well as the material, rolling stock, office furniture, etc. R. Ernest Lefavre is the liquidator.

The report comes from New England shoe centres that in spite of pessimistic business sentiment and evidences of recession in certain lines it is encouraging to find the shoe business well sustained and manufacturers taking a hopeful view of the future. This is backed in some cases by more substantial orders for spring goods than were received a year ago—advance order in some cases being 5 per cent. to 8 per cent. higher than last year at this time—and an immediate business on duplicate orders for fall and winter goods at least equal to 1912, says an exchange.

It appears that overtures have been made by the city of Sherbrooke, Que., to induce the shoe firm of J. B. Blouin & Co. to remove their factory from Levis. The company employs one hundred and forty hands in Levis and has a weekly pay roll of \$1,000. Sherbrooke has offered the Blouin Co. tax exemption for ten years, free motive power and a bonus of \$15,000. In return the company is to erect a concrete and iron building and conduct an up-to-date factory. While negotiations have been going on for some time nothing definite has so far been settled.

Clarence F. Smith, vice-president and general manager of the Ames-Holden-McCready, Limited, Montreal, says that advance spring orders are in excess of last year, and latterly collections in the West have been such as to indicate a freer distribution of money. Winnipeg collections show an advance of 12 per cent. over last year. Calgary is ahead of the same year, but Vancouver is a little behind. Mr. Smith states that the business of the company up to the present shows a slight falling off from that of a year ago, but it is accounted for by the exceptionally mild weather prevailing throughout for the past few weeks.

The Adams Shoe Co., who recently removed to the new Crown Tailoring Company's Building on College street, Toronto, have a much larger area than in their former premises and the capacity has been increased by over fifty per cent. The dimensions of the factory are 73 x 110 and there is abundance of light on every side. Several new machines have been added in the fitting department, including a new model Reece button sewer and the very latest American

hooker. All the shaftings are fitted with ball bearings and each machine and cutting board has electric light brackets which may be adjusted to any position. The company are now at work on fall samples and for some time past have been selling direct to the trade. Several smart new lasts have been put in. The company make infants', children's and misses', little gents' and youths' McKays and turns. W. M. Adams, manager of the company, recently returned from a successful trip to the West.

A recent despatch from New York says: Decision of the United States Rubber directors to finance at this time, while something of a surprise, has been rendered expedient by the substantial growth of the business, calling for more working capital, and by the fact that the big crude rubber development in Sumatra, amounting to over \$5,000,000, has never been financed. Up to October 1st sales of tires were 27 per cent. in excess of the first nine months of 1912, while mechanical goods were six per cent. in excess of 1912—a satisfactory year in this respect. There has naturally been some decrease in rubber footwear sales. This has amounted to 15 per cent. or slightly more, but this decrease has not been reflected in net, which is fully as good as in 1912. A fifteen per cent. decrease in footwear gross is felt by the management to be excellent considering the very mild, open winter of last year. It has required considerable courage on the part of the rubber directors to proceed with financing at a time when pessimism is the order of the day in the financial world. But the company is having this year the most satisfactory gross and net in its history, and bigger business demands additional working capital for its proper handling. In the 1912 year gross sales of the system were slightly over \$98,000,000. This year they will cross the \$100,000,000 mark for the first time.

#### HE HIT A STUMP BUT NO DEER



The Horseshoe Hunt Club returned recently from their hunting grounds in the North after having the most successful and enjoyable annual hunt in the history of the organization. They obtained eleven deer, of which the members from Newmarket, Ont., secured a fair share, Aubrey Davis, of the Davis Leather Co., getting two, Mr. Broughton one, E. J. Davis, jr., one, and Elmer Davis, of Kingston, who is also a member of the club, obtained two. Hon. E. J. Davis had a rather unique experience. Not having fired his rifle since leaving camp the year before, on reaching there on the afternoon of October 31st, the former Provincial Secretary put a small mark on a stump and then paced off eighty yards. He fired a practice shot and the result was so satisfactory that he considered he was ready to hunt on the following morning. This, Mr. Davis followed with great care and patience for eleven days on the runways, and during the whole time never had an opportunity to blaze away at a deer. He returned home having only fired once during the whole hunt—the practice shot. If this were baseball the fans would say the breaks of the game were against him for this year.

There is perhaps no better organized deer hunting club in Ontario than the "Horseshoe." They have a complete set of rules prepared after very careful consideration and long experience, which the members are compelled to rigidly carry out. One or two of the features of the rules are that no intoxicating liquors are permitted in the camp; no member of the club is allowed to fire his rifle in the woods until he is absolutely certain at what he is firing, neither will the

club allow a member to bring his rifle into the house at night with a cartridge, either in the barrel or the magazine. Every rifle must be absolutely empty before it can cross the threshold of the hunting camp, and no cartridges are allowed to be placed in the rifles on going out until after they are outside the camp. There are many other rules, but these are sufficient to show that the general principle operated upon by the members of the club is to have safety guarded at every point, and avoid accidents which so often mar the pleasure and enjoyment of deer hunting.

#### NEWS BRIEFS FROM QUEBEC

E. Samson, formerly of the Rock Shoe Co., has taken a position with Elie Jobin, Limited. The firm will put on the market some new lines at low prices. They are making a fine range of shoes and last year were given the gold medal for a guaranteed solid leather shoe. The firm, of which J. Metivier is the general manager, sell direct to the retailer and have several salesmen covering Canada.

The Louis Gauthier Co. are installing some thoroughly modern machines and increasing their capacity.

Alphonse Bilodeau, son of George Bilodeau, gave an oyster supper recently to the shoe manufacturers and foremen. Among those present were Messrs. Alf. Marois, J. H. Larochelle, A. Richard, A. Ross, C. Robitaille, G. Fex, H. R. List, J. Belmer and others. Mr. Bilodeau's residence is situated at Charlesbourg West, and after spending an enjoyable evening the party returned to town.

The outlook for the demand of shoes is that it will not be as heavy as in previous years. Jobbers are obliged to reduce their stock and this coupled with the scarcity of money and the unfavorable selling weather makes business none to brisk.

Raoul Garant, son of Gustave Garant, tanner, of St. Marie de Beauce, died at his father's residence. He was accountant at the Banque National at St. Marie.

Damage to the extent of about \$1,000 was caused by fire to the saw mills of M. O. Chalifour, situated at St. Roch. This mill makes pegs for shoe factories.

Fire broke out in the engine room of the Wm. A. Marsh Co. recently but the damage was slight.

Renovations at L. Duchaine's shop are now completed and he is running full time. J. M. Stobo has commenced his spring run with a new staff of foremen. Marier & Trudel, Limited, E. Thivierge and J. B. Blouin, Limited, are very busy at the present time. Manufacturers remark that they are filling sorting orders and that spring deliveries will not be going out until after the first of the year.

On account of the fine weather retailers have not been reducing their stock of rubbers. By this time last season repeat orders had been sent in.

Alf. Garant, of Dupere & Garant, was on a business trip throughout the Western part of the province last week.

The following were in town last week: L. S. Odell, of Fisk, Limited; H. Parker, The Dominion Supply Co.; G. Whitley, F. Whitley & Co.; W. Linklater, The Boston Blacking Co.; S. Sturdy, Paul Galibert, Montreal, and T. W. Beckwith, Beckwith Box Toe Co., Dover, N.H.

Stewart Ritchie, of the John Ritchie Co., was in Boston last week on a business trip, looking for new styles of shoes.

#### FINE NEW SHOE FACTORY COMPLETED

The new factory of the J. W. Hewetson Co., Limited, shoe manufacturers, which has been erected in Brampton, Ont., is completed and most of the equipment has been removed from 88 Teraulay street, Toronto, to the new shop which is admirably laid out. The location is on Mill street,

at the switch intersection of the G. T. R. and the C. P. R., about one hundred yards west of the G. T. R. station. The structure, which is in the form of an "L" facing Mill street, has 105 feet frontage on that thoroughfare and runs for 150 feet beside the G. T. R. tracks. The width of the premises is 45 feet. The building is two storeys high, with cement two feet above ground and walls of red pressed brick. It is of slow burning, mill construction with an abundance of light and every modern convenience. The sides are one mass of glass and working conditions will be exceptionally good. The stairways, elevators, etc., are in separate wells outside the quadrangular layout, so that the floor space is uninterrupted. All the machinery will be motor driven, there being ten motors in the factory and the heating system will be by steam, tubular return boilers being installed in the boiler house which is 36 x 50 feet. On the ground floor are the offices of the firm, treeing room, packing room, bottoming and finishing departments, while upstairs are the fitting, cutting, sole stock and lasting departments. The full capacity of the plant will be two thousand pairs of infants', children's, misses' and growing girl's, little gents' and youths' McKays and turns. It is expected that work will start in the lasting room in the new premises by the end of the present month, to be followed shortly after by the fitting, cutting and other branches of the business. The Hewetson Co. will continue to operate a fitting department in part of their Toronto factory until May next, when the lease expires.

#### THE PROPULSIVE POWER THAT WINS

Back of every successful business there is a policy which carries it onward and upward. One reason that Maybee-Kennedy, Limited, of Moose Jaw, Sask., have forged to the front is that they know how to buy goods at right prices, know how to display them, how to sell them and also how



GEO. A. MAYBEE, MOOSE JAW, SASK.

to get the money for them when sold. They believe in sane, conservative development—a healthy expansion—and all the members of the firm are attentive to business every hour of the day. The house have a policy that is worth while and a clientage of the very highest class. The best evidence of this is the fact that, in the last two years, Maybee-Kennedy, Limited, have not lost a single dollar through bad debts. All the members of the organization know how to work and, when the work is done, they know



MAN'S  
TANGO PUMP

Low flat heel with rubber  
plugs on sole to pre-  
vent slipping

how to enjoy themselves, and the company are like a happy, contented and satisfied family. The president and treasurer is G. A. Maybee.

Born in 1873, in the village of Woodville, Ont., he was retained at home until he was of age. "Because of reasons," he said, "over which I had no control. While I was quite satisfied to do that and never have any regrets, still I think there is a period in the life of the ordinary young man, between the ages of fifteen and twenty, that means a wonderful lot to him in obtaining the fundamentals of a business education. This, I was denied."

The first position that Mr. Maybee held was buying eggs and general farm produce for T. W. Dodds, who turned over his stock to Dundas & Flavell Co., of Lindsay. He worked so hard at these duties for three years that his health gave out and it took him over a year to get back on his feet again. He then went to McLaren & Co., in St. Catharines, Ont., and engaged in the shoe department, where he remained for three and a half years, learning not only the shoe business but the men's wear as well, and receiving the rudiments of a fine business training. Twelve years ago he wended his way westward and took a position with Nation & Shewan, Brandon, Man., as a salesman in their clothing and fur departments. The following year the company was re-organized into a joint stock concern and Mr. Maybee invested a few hundred dollars with the firm—all that he had at the time—and stayed with the house six years when he came to Moose Jaw and joined Mitchell & Hembroff, reorganizing the firm into Mitchell, Hembroff, Maybee, Limited. In January, 1909, they decided to add a jobbing department and embarked into the wholesale handling of boots and shoes, rubbers, mitts, gloves, sheep-lined coats and other goods. For the first two years Mr. Maybee did all the buying and traveling with Mr. Hembroff's able assistance in the store. In March, 1912, Mr. Mitchell and Mr. Hembroff both retired, and Mr. Maybee took over the whole proposition, forming the company of Maybee-Kennedy, Limited. R. H. Kennedy and James Kennedy, two young men who were in the employ of the old firm, joined forces with him and later the concern was further strengthened by the acquisition of A. R. McEachern, as secretary and credit man. Their jobbing business has grown very fast and they have two men on the road and

intend to add a third at the beginning of the year, which will mean increased volume. The success of Maybee-Kennedy, Limited, has been well deserved and the firm are held in the highest regard and esteem by all their customers and by several manufacturing establishments which they so ably represent.

#### WANT ORDERS BETTER FILLED

A Brockton, Mass., paper of recent date says: Canadians say they don't want to buy "factory dust" on American shoes and are finding fault with the way American shoes are shipped to their order. American manufacturers are being warned by the Bureau of Foreign and Domestic Commerce to be more careful in their shipments to Canada, quite a serious note having been received on this score from Consul Johnson, stationed at Kingston, Canada. He reports that in the last quarter of this year so bad were the American goods sent that they had to be returned in a quantity the largest in sixty years. Orders, for one thing, are not being correctly carried out, the consul reports. Shoes are not properly prepared for the Canadian market, the factory dust in many instances not having been removed prior to shipment. The Canadians say that they are not buying this dust, don't want it and will not pay for it and will send the shoes back. "As this part of Canada," says the consul, "imports large quantities of American shoes, it is important that American manufacturers should see that this detail of Canadian orders is executed."

#### SALE OF THE TANGO IN LONDON

A London, Eng., correspondent says: Shoes are still worn matching dresses and stockings, and the shoes and boots with cloth tops are again shown for the season's wear. A great many shops are showing the slipper for evening wear with the ribbon lacing, reminding one of the pictures of long ago. The "Tango" shoe comes in fancy silk brocade with a Louis XV. heel, and the ribbon lacing almost to the calf of the leg. A pair can be bought for about nine dollars of Canadian money. Although Englishwomen in the



WOMAN'S EVENING SLIPPER WITH TANGO ATTACHMENTS, CUT STEEL  
BEAD ORNAMENTS. KIDNEY HEEL, SILK RIBBON LACE

country and for sports wear stout, heavy boots, the tradition that all Englishwomen wear ugly, sensible footwear must have exploded long ago. A great many feet seen in London are quite inadequately shod for walking, whatever they may be for driving in carriage or car. One sees more thin, high-heeled buckled shoes in the morning, and in chilly weather in London than seems at all healthy or sensible. There is a great difference in the dress of the Englishwoman within the past few years. At one time she may have deserved the jibes of foreigners for ill dressing, but that day has quite passed, as anyone who knows London can testify.

#### SELLS FOOT-EASERS IN AUSTRALIA

Mr. Ward, of the Scholl Manufacturing Company, Limited, London Office, has returned from a very successful trip



around the world, opening up new branches and distributing agencies in Melbourne, Sydney and other marts in the commonwealth, touching India and Africa, opening agencies in Johannesburg and Cape Town. Speaking of the Orient, he says: "In spite of what we hear about wooden soled shoes, there is nevertheless a great amount of foot trouble." Mr. Ward arrived at Vancouver and went immediately to the Scholl Manufacturing Company's headquarters in Chicago. He reports great success.

#### AUSPICIOUS OPENING OF NEW STORE

The new store of George G. Gales & Co. opened in the Union Bank Building, Sparks street, Ottawa, last week under the management of C. R. Teetzel, is one of the handsomest retail establishments in Canada. Mr. Teetzel is a former resident of St. Thomas, where he grew up in the shoe business. He then went to Montreal and was first with W. H. Stewart & Co., then manager of the shoe department of Henry Morgan & Co., and for the last five years has been manager of the main store of Geo. G. Gales & Co., St. Catherine street west. It will be remembered that last May Mr. Gales opened a handsome and artistic branch store in the east end of Montreal, at the corner of St. Catherine and St. Denis streets, and the new Ottawa shop makes three fine, palatial business homes of the company. The floor space of the three exceeds 25,000 square feet. The store in Ottawa has several unique features. A rest room has been provided with writing desk materials and telephone for the

use of shoppers who may meet and converse. Another feature is a marble shining stand, where shoes of both men and women are polished without charge. The store, the opening of which was attended with great success, is modern and tasteful in every respect. It is a symphony of mahogany and gold and green. Mahogany furniture and fittings—green rugs and draperies—and golden railings and fixtures please the eye—while the polished glass tops and fronts of the silent salesmen—and the tier on tier of white cartons with their mahogany and gold labels—all display the goods and proclaim the munificence of the stock in reserve awaiting the pleasure of the buyer. Its creators have builded better than they knew—for the charm of the place and the courteous attention of the well informed clerks—make it a pleasure for the chance visitor to sit back in the comfortable chairs and inspect stylish footwear. Ottawa has always had several fine shoe stores and the latest addition is a credit to the retail trade of the Capital city.

#### WILL MOVE INTO LARGER PREMISES

Tom Stedman, Limited, the widely known shoe firm, of Winnipeg, will, at the beginning of the year, move from their present store on Main street to the Somerset building, Portage avenue. The new quarters of the firm contain over 10,000 square feet and will afford facilities for making many changes. All the latest fixtures will be installed, including a mezzanine floor, so that the system of shelving can run entirely to the ceiling. Tom Stedman reached Winnipeg nearly eleven years ago and the second day after he arrived he started in the shoe business on Alexander street on a small scale. To-day the firm, of which he is president, have one of the largest wholesale and retail connections in the West. The wholesale end of the business, known as the Western Shoe Distributing Co., is under the immediate supervision of Mills C. Simpson, secretary of the company, and Bernard Stedman. The son of an expert master shoemaker of Liverpool. Tom Stedman was born in 1867. He worked in his father's store until he attained his majority and then took a position as salesman with the William Reynolds Shoe Company, Liverpool. He afterwards assumed the management of the store, purchasing the business and running a chain of twelve shops in the Liverpool district. Owing to ill health,



he decided to try the Canadian climate and in the Dominion has met with a wide measure of success. Mr. Stedman is an enthusiastic angler and hunter, and that he is recognized as one of the leading representative business men of the Prairie Capital is evidenced by the fact that some months ago he was appointed a member of the Board of License Commissioners of Manitoba.



## The "Get a Receipt" Plan Benefits

Merchant

Clerk



### The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for all goods sold, and get all the money for these goods ;
2. It enables me to give quick service to customers ;
3. It gives me a positive control over my business ;
4. It tell me which is my most valuable clerk ;
5. It prevents misunderstandings with customers and thereby increases trade.



### The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for having handled each transaction correctly ;
2. It enables me to wait on more customers and establish a better selling record ;
3. It proves my accuracy, honesty and ability ;
4. It prevents disputes with customers ;
5. It teaches me to place the correct value on money and to handle it accordingly.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers.

Stores using the "Get a Receipt" plan can give quick service to their customers.

This result is a **satisfied** trade, which is the best advertisement for your store. Every merchant can give better service to his customers, increase the efficiency of his clerks and get more net profit for himself by using the "Get a Receipt" plan.

Write for more information

## The National Cash Register Company

285 Yonge Street

TORONTO

Canadian Factory, Toronto

The receipt issued by the National Cash Register protects customers against mistakes; furnishes proof of what servants and children spend when sent to the store; prevents mistakes on charge accounts.

**So-Cosy**  
TRADE MARK  
**Shoes for Baby**

**The Canadian-made Soft Sole for Canadian Babies**

Our Soft Sole factory makes a *specialty* of soft sole shoes.

We are supplying everything that is *good* in the soft sole line that others have, and besides have many So-Cosy shoes that sometime others will imitate; but by that time we will have something new.

Your jobber can supply So-Cosy soft soles of superior quality at the same prices as the "near quality" are sold for in foreign countries



THE HURLBUT CO. LIMITED  
PRESTON, CANADA

**NEWSY NOTES FROM WINNIPEG**

W. G. Downing, of Brandon, was in Winnipeg for a few days recently.

The weather during the greater part of November was very mild and the retail shoe trade only fair.

H. Gibbins, representing Getty & Scott, Limited, of Galt, Ont., was in Winnipeg recently on his way East.

The National Shoe Store is branching out, having leased store room in the Clarendon Hotel. They intend to make this an up-to-the-minute shop.

Mr. Arbuckle, manager of the Moyer Shoe, Limited, has had some beautiful windows during the past few weeks. They have shown originality and have proved instructive in the matter of styles.

The Rannard Shoe Company has bought out the Nickle boot shop. Mr. Nickle and family have left for California to spend the winter and many friends will join in wishing him a very pleasant trip. Mr. Rannard is retaining all the staff of the Nickle boot shop.

W. A. Moyer has sold his lease to the Haddon Co., merchant tailors, and has taken a large room on the second floor of the Builders' Exchange Block, at the corner of Portage avenue and Hargrave street, where he intends to have one of the finest high-class shoe stores in the West.

**PICKLED SPLITS WANTED**

Cash prices paid for pickled splits and heads in all weights and qualities. Write us your offering. Wright & Wright, Inc., 109 Lincoln St., Boston, Mass.

**Learn  
Chiropody  
and  
Orthopedics**

A new, dignified and highly profitable line of work open to intelligent salesmen in Retail Shoe Stores.

With a thorough knowledge of foot ailments and their correction, you can increase your earning power wonderfully and also make more money for the proprietor.

Our complete home study course includes, Anatomy, Physiology, Orthopedics, Foot-gear, etc. You can learn this highly profitable profession right in your own home by studying our course during your spare time.

Our Graduates receive a diploma, enabling them to practice and work. A diploma that will add to your prestige and give you a high standing in your community

Be a pioneer in this branch of the Shoe Trade and reap the early advantages.



**The Illinois College of Chiropody and Orthopedics**

1321 C North Clark St., Chicago

Fill out this coupon and return to-day.

The Illinois College of Chiropody & Orthopedics,  
1321 C North Clark St., Chicago, Ill.

Gentlemen:—

Send me catalogue and full information as I am interested in becoming a Chiropodist and Foot Specialist.

Name .....

Street and Number .....

City .....Prov. ....



Established Over Half a Century



## TAP SOLES, COUNTERS, HEELS, ETC.

Now is the time to buy. Owing to the hide and cattle shortage, Sole Leather, as you know, has gone away up in price and cannot go lower for a long time. Nevertheless, we are still filling orders for Cut Stock at the old prices. We don't know how long this will last. Any orders for Taps, Counters, etc., that reach us during December, will be booked yet at the old prices. It will be to your interest to favor us with your orders. We guarantee quality and selection of our stock. For profitable easy working and for wear and water-proof qualities, our product remains unexcelled.

Shall also esteem your order for PENETANG SOLE, EAGLE UNION OAK SOLE and TRENT VALLEY OAK SOLE.

Leather is a "safe buy," as any change in prices must be upward.

### THE BREITHAUPT LEATHER CO., LIMITED

BERLIN - - - ONTARIO

In Pictou, N. S., there is made a Union Slaughter and a Sweat Sole Leather that is the best you can get anywhere. The Logan Tanneries make it. You should find out more.

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.

## KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds  
Sheepskins Skivers "Ryco" Matt Kid

## RICHARD YOUNG CO.

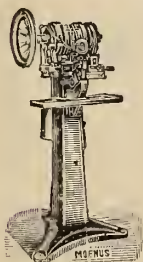
36 and 38 Spruce Street - NEW YORK, U. S. A  
Branch: 54 South Street, BOSTON, MASS.

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

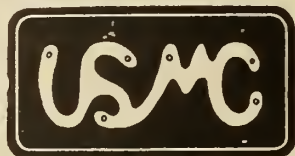
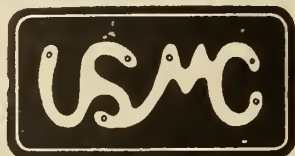
CASH ADVANCED  
ON CONSIGNMENTS.

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

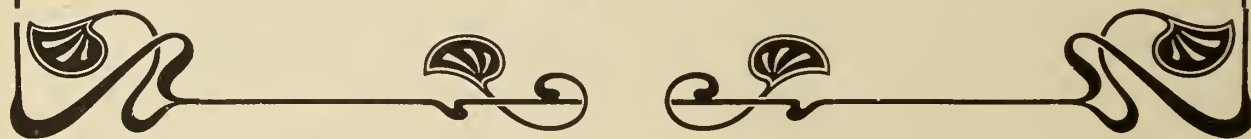
Cable "HIDES," Leicester.



"Moenus" Non-Royalty Welt Fair Stitcher No. 919  
is the best in the market. Write for particulars to  
Moenus Machine Company Frankfort-on-Main, Germany



**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**

**MONTREAL, QUE.**

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



## --less time in fitting --more profit in selling

WHEN you consider the time it takes there is no great profit in trying to fit a man with shoes that do not fit. Every minute unnecessarily spent in fitting takes something off your profit. And even when you do "jolly" your customer into believing he has a fit you stand a big chance of losing him because his foot will convince him otherwise.

"Professor" Shoes will save you time in fitting, and give absolute satisfaction besides. For they are built naturally as the foot *should* be. Being correct in shape they do not crowd the toes, or rub and chafe them. They fit snugly but not tightly—comfortably but not loosely. And there is no pinching here, and looseness there, requiring much fitting.

Whatever size shoe a man wears that size in a "Professor" Shoe will fit him better than any shoe he ever wore. Spend a little less time in fitting, and make a little more profit in selling.



**The Tebbutt  
Shoe &  
Leather Co.  
Limited**

**Three Rivers  
Quebec**

THE  
**AHRENS**  
SHOE

EVERY  
PAIR  
SOLID  
LEATHER

Charles A.  
**AHRENS**  
limited

BERLIN, ONT  
Manufacturers of  
Solid Leather Shoes

**Cheaper Satisfaction**



YOUR customer's customer will pay less for more satisfaction if you put **GUAY ALL-LEATHER COUNTERS** in your shoes. It pays.

Prices and Samples on application

**Eugene Guay**  
230 St. Marguerite St.  
MONTREAL

We also make Union, Standard and Leather Board Counters

All Leather Fair Stitched

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.

"La Duchesse" Shoe Co.  
REGISTERED  
"Successors to B. Vaillancourt"  
40 Grothe St., MONTREAL

**Women Labels**

SHOE PULL STRAPS  
SHOE FACINGS  
SHOE LABELS and WEBBINGS

**The Colonial Weaving Co. Limited**  
PETERBOROUGH, ONTARIO

THE SHOE THAT IS KNOWN IS THE SHOE  
WITH A GOOD LABEL

**DUCLOS & PAYAN**  
Manufacturers of CHROME SIDE LEATHER

Box Sides  
Velours  
Matt and Waterproof Sides  
Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
ST. HYACINTHE. MONTREAL

**Snappy Styles for Spring**

The most complete, neat-fitting and attractive at popular prices

REGINA in McKays } For Women  
DINA in Goodyear }

Wait until you see this high-class range in all leathers. A decidedly smart selection in pumps and colonials that will boom your sales

**J. HEFFERING**  
Permanent Sample Rooms  
709 LUMSDEN BUILDING -:- TORONTO

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





**SPHINX**  
**Shoe Cement Paste**

"SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.  
It is a quick, strong and clean adhesive, ready for use.  
It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.  
It is flexible—when applied thin with a brush. Will fasten counters and toe pieces, tap soles, etc.  
Best for sock linings, as they never loosen.  
There is nothing made that is just as good.

**THE ARABOL MANUFACTURING CO.**  
NEW YORK CITY

**THE BARRIE TANNING CO., Limited**  
Tanners and Hide Dealers  
FACTORY AND HEAD OFFICE: BARRIE, ONT.  
Makers of—

STAPLE LEATHERS	CASE LEATHERS
FANCY " "	TRUNK " "
BAG " "	SHOE " "
STRAP " "	BRIDLE " "
COLLAR " "	SPLIT " "

**BOOKBINDERS' LEATHERS AND SPECIALTIES**  
Our recent factory extensions give us a capacity of 800 hides a day. Manufacturers are sure of reliable leather when it's from "Barrie" Tannery. Your business solicited.

Warehouse and Salesrooms:  
51 Front St. E., TORONTO, Ont. Phone M. 2818



**McKay Specialists**

All our energies are being expended on making MeKays. All our experience is being gained on them. Why shouldn't we make better MeKays than factories that do not specialize?

**DUPONT & FRERE**  
301 Aird Ave.  
MONTREAL



**BOX TOES**

We make all grades, sizes and styles of Toes from the best stock.

Our Heel Department is also equipped to give you splendid service.

Send for samples.

We buy all Offal for cash.  
**Independent Box Toe Co., 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

*The* **Bonner Leather Co.**

—Manufacturers—  
**GLAZED KID**  
(Black and Colors)  
**CHROME LAMBS**  
(Glazed and Dull)

---

**1060 Notre Dame St. W., Montreal**

**TANNING RESEARCH LABORATORY**  
H. C. REED, Manager

**Analysis of Any Material Employed in the Tannery**

OFFICES, LABORATORY AND SAMPLING ROOM  
227-229 FULTON STREET  
NEW YORK, N.Y.



Satisfaction Guaranteed  
by factories using

**Ullathorne's**  
ENGLISH-MADE  
**Shoe Thread**

Stocked by all Wholesale Dealers  
The Original HEEL BALL Manufacturers

INDEX

	PAGE		PAGE		PAGE
Ahrens, Chas. A., & Co.	60	Dupont & Frere	61	National Cash Register Co.	55
Aird & Son	22	Guay, Eugene	60	Packard & Co., L. H.	22
Ames-Holden-McCready, Limited	18	Hawthorne, D. D. & Co.	24	Penmans, Limited	19
Arabol Mfg. Co.	61	Heffering, J.	60	Perth Shoe Co.	14
Barrie Tanning Co.	61	Hurlbut Co. Limited	56	Pfister & Vogel	21
Beal, The R. M. Leather Co., Ltd.	26	Independent Box Toe Co.	61	Ramselder-Erlick Co.	24
Bell, J. & T., Limited	7	Independent Rubber Co.	6	Rideau Shoe Co.	28
Berlin Trunk & Bag Co.	25	Kaufman Rubber Co.	21	Robinson, James, Inside Front Cover	
Boivin, P. E.	3	Keith, Geo. E., Co.	12	Scholl Mfg. Co.	17-56
Bonner Leather Co.	61	Kent & Smith	25	Sisman, T., Shoe Co.	24
Brandon Shoe Co.	8	La Duchesse Shoe	60	Staynes & Smith	57
Breithaupt Leather Co.	57	Lionne Varnish & Leather Co.	23	Tanning Research Laboratory	61
Canadian Consolidated Rubber Co.	10	Logan Tanneries	57	Tebbutt Shoe & Leather Co.	59
Chicago Tanning Co.	26	Marden, Orth & Hastings	25	Tetrault Shoe Mfg. Co.	15
Clarke & Clarke	57	McDermott Shoe Co.	23	Ullathorne & Co.	61
Colonial Weaving Co.	60	McKeen Co., C. E.	3	United States Hotel	26
Corbeil, Limited	9-27	Miner Rubber Co.		Valentine & Martin	3
Cook-Fitzgerald Co.	11	Outside Back Cover		Wood-Milne Co., Limited	62
Cote, J. A. & M.	20	Mocnus Mach. Co.	57	Young, Richard, & Co.	57
Davis, A. & Son	20	Montreal Box Toe Co.	60		
Davis Leather Co., Limited	5				
Dominion Die Co.	61				
Dorothy Dodd	13				
Doyle, Tho's. C. (reg'd)	3				
Duclos & Payan	60				

# 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



## 22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



**MODEL N**

**T**HIS 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

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valler Street, QUEBEC

## Why Not Rubber Shoes For Christmas Gifts ?



☞ You can sell them, if you will point out the advisability of common-sense giving, which means *useful* presents instead of baubles or trinkets useless afterward. See that you get *your* share of the Christmas money that is floating around.

☞ When you stock "MINER" or "SHEFFORD" brands you will have a range of rubber footwear suited to all needs, tastes and pocketbooks. Four from our many lines are shown here. Let your customers and the general public know that you have these lines by means of your windows, printed matter, etc.

☞ And be sure that you have a sufficient stock on your shelves, when the weather changes—as it surely will very soon.

### The Miner Rubber Co. Limited

Granby - Montreal - Toronto - Quebec

#### SELLING AGENCIES:

Jackson & Savage, Limited, Montreal.

R. B. Griffith & Co., Hamilton

J. M. Humphrey & Co., St. John, N.B.

The Miner Rubber Co., F. Maranda, Mgr., Quebec, Que.

W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton

Coates, Burns & Wanless, London.

Dowling & Creelman, Brandon

Blachford, Davies & Co., Limited, Toronto



Twenty-Eighth Year

TORONTO

December 15, 1913

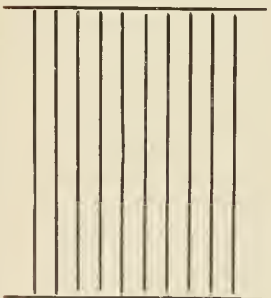
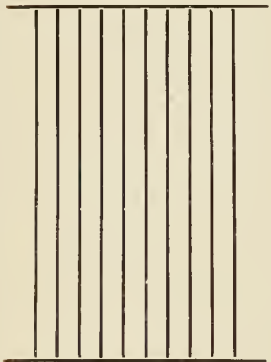
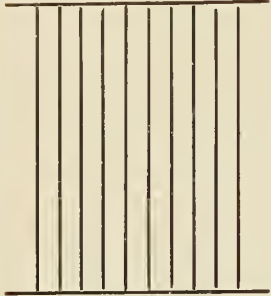
# THE SHOE & LEATHER JOURNAL



Christmas Number  
1913  
ACTON PUB. CO.

ACTON PUBLISHING CO. LIMITED  
TORONTO MONTREAL

# Dust Off Your Shelves for Union Made Shoes



If you haven't been handling UNION STAMP FOOTWEAR, Mr. Retailer, it's high time you turned over a new leaf in your ledger, dusted off your shelves, and installed a live line of UNION STAMP SHOES.

Understand they cost no more than non-union shoes.

And at the same price, consider how much better they are for your business.

They insure you the trade of the Union man and his family. Moreover the official seal of the Boot and Shoe Workers' Union stands for honest footwear made under the best conditions by expert workmen.

There are no delays by strikes or lockouts in the Union shoe factory.

But recollect there is only ONE UNION STAMP, and that is the stamp of the Boot and Shoe Workers' Union.

Bolster up your profits, increase your patronage, share in the value of Union Stamp advertising by handling only UNION STAMP SHOES.

Write for our list showing what manufacturers make UNION STAMP SHOES.

## Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

**BOSTON, MASSACHUSETTS**

JOHN F. TOBIN,  
General President

CHAS. L. BAIN,  
General Sec.-Treasurer



---



---

 THE STANDARD



---



---

 OF QUALITY

---

# PATENT LEATHER

---

A.R.C. Brand Patent Leather means less waste and greater economy in the cutting room. Those that use it use no other because no other is equal to it.

And not only does A.R.C. Brand assure a saving in manufacturing cost, but it also assures satisfactory wearing qualities to your ultimate customer. It is a double-headed profit-maker.

*Made in the Largest and  
Most Modern Patent Leather Plant  
in the British Empire.*

## A. R. Clarke & Company

Limited

Toronto - - Ontario

*Branches: Montreal and Quebec*



We Wish You A  
**Merry Christmas**

and our interest in your Prosperous New Year goes farther than a simple wish. With every resource at our command we promise to do our utmost in making 1914 the best year you have ever had. For that will make it also ours.

**The C. E. McKeen Co., Quebec**

Mfrs. of the Famous Twentieth Century Welts







**N**o previous year has found us at this time more pleased with the happenings of the preceding twelve months; we feel we have much to be thankful for.

**I**t is a real pleasure to do business on businesslike lines with patrons who appreciate good leathers, dependable service and right price.

**W**e thank our clients for their orders and wish to express our sincere appreciation of their co-operation during 1913.

**M**ay this be a joyous Xmas to everyone and 1914 a most prosperous New Year.

**Davis Leather Co., Limited**

Newmarket

-

Ontario



Mr. Alex. Brandon



## Season's Greetings



We want you to know that we thoroughly appreciate the liberal patronage you have extended to us during 1913 and the co-operation and cordial relations that have existed between us, for which we are indeed grateful.

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.

The Brandon Shoe Co., Limited

Brantford

::

::

Ontario





**Christmas Greetings**  
to the  
**Shoe Merchants of Canada**



Patricia Last

**J. & T. Bell Limited**

**Montreal : : : Canada**

**Makers of High Grade Footwear**





## From the View Point of the Retail Merchant— An Interview with The Joseph Pietzuch Co., Cincinnati, Ohio

The Joseph Pietzuch Co., of Cincinnati, represents what is probably a record for quick, yet solid, growth of a retail shoe business.

Though less than five years old, it is today the biggest high-class shoe store in Cincinnati—a remarkable development under any condition, but especially so in view of the strong competition faced in this instance.

"When we started this store," said Mr. Joseph Pietzuch, recently, "we took up trademarked lines because they offered the *best chance for quick development of a big trade.*"

"Although not a specialty shoe store, the largest percentage of our business is done on QUEEN QUALITY Shoes.

"Style and fit are big factors in selling women's shoes, and there is no line made which offers as big a measure of those qualities as the QUEEN QUALITY line.

"We not only do our biggest women's business, but also make our best profits on this line. The gross profit on the QUEEN QUALITY Shoe is as great as on any line, and the shoes sell out so cleanly that there are few mark-downs to pull down the showing."

If you are familiar with shoe conditions of five years ago in Cincinnati, you know how remarkable the success of the Pietzuch Store has been.

At that time, named shoes were supposed to have a black eye in Cin-

cinnati. They had been much misused, several stores having handled them in small lots—lots too small to permit of proper fitting.

And yet, in the face of established competition, the biggest high-class shoe store in the city was developed through the *proper featuring* of named lines.

How much more could have been done under ideal conditions, as would apply to the average store in selling QUEEN QUALITY Shoes backed by its local reputation?

If you want bigger shoe sales and better profits, write for *facts.*

A post card will bring catalog, trunk of samples, or salesman.

## THOMAS G. PLANT COMPANY

101 Bickford St., BOSTON, MASS.

A full stock of best sellers ready for shipment

NEW YORK CITY

248 Duane St.

Branch "In-Stock" Departments

W. M. Murdoff & Son, Box 478, Trenton, Ont., Canadian Representatives

CHICAGO

308-312 So. Jefferson St.



# “Walk-Over” The Shoe for You

**For Nearly 40 Years the Geo. E. Keith Co.**

has been manufacturing shoes and now WALK-OVERS are the world's most famous brand of Shoes for Men and Women.

The business has increased from a few pairs to a capacity of over 20,000 pairs a day. The Geo. E. Keith Company own and operate the world's greatest fine shoe plant.

Walk-Over shoes are sold in all the large cities and towns of 83 countries and are recognized as the height of shoe perfection.

People all over the earth go into Walk-Over Stores and say “Fit me to a pair of Walk-Overs.” Would this happen if Walk-Overs didn't have exceptional value?

If there is no Walk-Over representative in your town we would like the opportunity of explaining our proposition to you in detail.



“BONITA” MODEL  
Stock Dept. No. 2333.



“KNICKERBOCKER” MODEL  
Stock Dept. No. 5013.

## GEO. E. KEITH COMPANY

Manufacturers of WALK-OVERS for Men and Women.

CAMPELLO (Brockton) Massachusetts

ST. LOUIS, Missouri,

1117-19 Locust St.





The year Nineteen-Thirteen  
has made history for  
Classic Shoes.



It is but fitting that  
we should acknowledge  
the material co-opera-  
tion of the shoe mer-  
chants of Canada, and  
take this opportunity to  
wish them a

Merry Christmas  
and a  
Happy New Year

GETTY & SCOTT  
LIMITED  
GALT - - ONT.





# Christmas Greetings

WITH the festive Christmas Season only a week or two away, we pause in the midst of an unusually busy period to wish all our customers and friends a very Merry Christmas and a Bright and Prosperous New Year.

**The Hartt Boot & Shoe Company**  
Limited  
Fredericton, N.B



# “DOING ONE THING AND DOING IT *WELL*”

THAT IS WHAT OUR  
ST. JEROME FACTORY  
IS DOING! WE MAKE  
*NOTHING* THERE BUT

**FLEET FOOT**

## Outing and Sporting SHOES

AND WE MAKE THEM *WELL*



*EXAMINE YOUR STOCK TO-  
DAY AND SEND YOUR ORDER  
FOR THE SIZES AND STYLES  
YOU ARE SHORT OF.*



Canadian Consolidated Rubber Co. Limited  
MONTREAL

28 BRANCHES THROUGHOUT CANADA



MR. RETAILER

*The members of the  
Cook-Fitzgerald Co., Limited  
and their sales staff  
wish  
You and Yours a very  
Merry Christmas  
and a  
Happy and Prosperous New Year.*

*London, Ont.*

ASTORIA and LIBERTY shoes for men.

YOUR



USMC



GUARANTEE  
FOR QUALITY

---

**UNITED SHOE MACHINERY COMPANY**  
OF CANADA

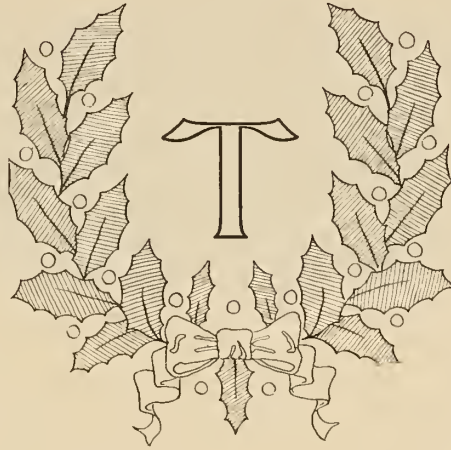
**MONTREAL - - QUE.**

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



# December 25th, 1913



*We trust that 1913 has been for you a most prosperous year, and that it will be surpassed in 1914.*

*Many thanks for the share of your business with which you favored us.*

*Merry Christmas to You and Yours.*

## The Tebbutt Shoe & Leather Co., Limited

Three Rivers : : Quebec

# NUGGET POLISHES



*That you may have  
a real  
Merry Christmas  
and all happiness and  
prosperity in the  
New Year  
is the  
sincere wish  
of*

**The Nugget Polish © Limited**

9, 11 and 13 Davenport Rd.

TORONTO

ONTARIO



# “The Secret of the Puzzle”

—Why we can turn out 1650 pairs of Men's Goodyear Welts Every Day from Sept. 1st. to May 1st.

To our unique factory system enabling us to know at a moment's notice just how each order is progressing, is due to our unequalled success in shipping same *on the date promised*.

That our customers everywhere appreciate this efficient service is shown by the fact that our factory is the only one in Canada *whose total output is sold up to May next*.

We wish to thank our customers for their more than generous support, and take this opportunity to wish them all a very Merry Xmas and a Prosperous 1914.

May we point out that we will do our share to wards contributing to this prosperity by continuing to keep in the forefront of style progress, thus further enhancing our present reputation **for making shoes at prices that cannot be duplicated in Canada.**

Moral for the Retailer:—

When buying from the Jobber—Ask for the Tetrault Shoe and you're sure to get your goods on time.

**Tetrault Shoe Manufacturing Co.**  
MONTREAL

“Largest Men's Goodyear Welt Manufacturers in Canada **BAR NONE**”

# FOOT AILMENTS

Instantly Relieved and Permanently Corrected

SCHOLL'S system of fitting enables the Boot Dealer to fit Scholl's Specialties absolutely accurate, avoiding all discomforts and dissatisfaction. Backed up by a forcible campaign of educational advertising, Scholl's FOOT-EAZERS find a ready sale, and give the dealer unusually large profits. SCHOLL'S advanced methods and co-operative "helps" afford the dealer an opportunity of increasing his sales and prestige.



Patented Self-adjusting feature  
Friction of Foot Eazer top plate is on under spring

### SCHOLL'S FOOT-EAZERS

Made with two Springs of special milled German Silver, with oak-tanned leather top piece, gently raise the arch or instep. Light and comfortable, worn in any boot unnoticed. Retail price, \$2.00 per pair.



### SCHOLL'S KORREKTO

A moderate priced Arch Support, with a broad supporting plate of German Silver; no metal under the heel. Retail price, \$1.50 per pair.



### SCHOLL'S ABSORBO CORN PADS

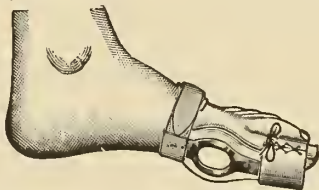
Made of pure antiseptic rubber, for the instant relief of painful corns and callouses. Held in position with strips of adhesive tape, supplied free in each box. Made in eight sizes as under: A, B and C, for corns on top of toes, retail price, 15c. each; D, E, for tender joints, 20c.; F, G, 25c. each, and H, 35c. each, for callouses on the soles, 35c. each.



### SCHOLL'S BUNION REDUCER

Made of Pure Para Gum Rubber; fits close to the bunion, keeps the pressure of the boot from the affected joint, shuts out all air, retains the moisture, thus arresting the growth. Made in small, medium and large sizes, for right and left feet.

Retail price, 50c. each.



### SCHOLL'S ANTI-BUNION SPRING

Acts as a lever to draw the great toe back to its normal position; especially recommended as an appliance for night wear. Made in small, medium, and large sizes, for right and left feet. Retail price, \$1.50 each.



### FIXO CORN PLASTER



A medical treatment for corns, no matter how old, how hard, or how painful and troublesome: does not blister or irritate; absolutely removes the corn in 48 hours. Put up in packets containing three full-sized treatments. Retail price, 10c. per packet.

Write for free Booklet "Scientific Correction for Ailments of the Feet."

## The SCHOLL MANUFACTURING CO., LIMITED

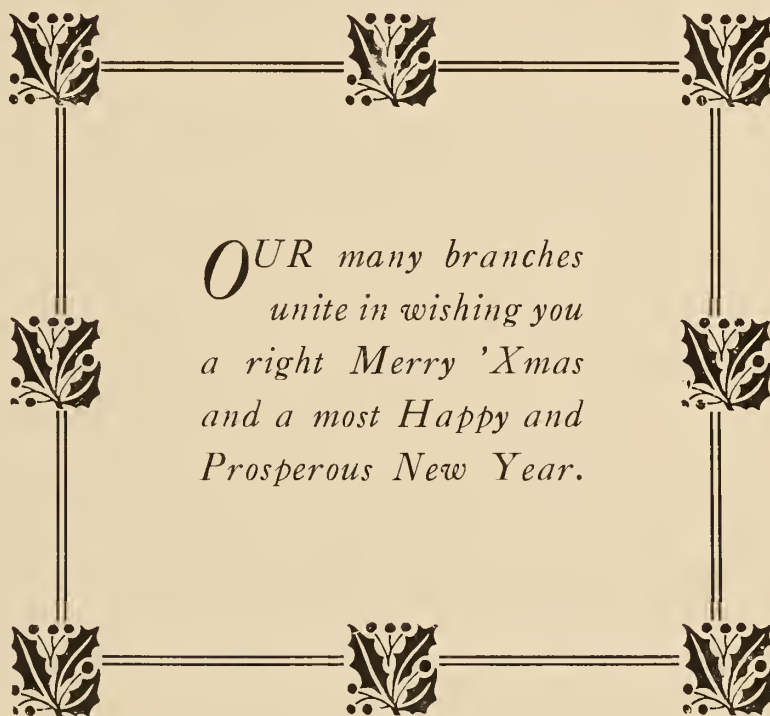
Largest Makers of Foot Appliances and Specialties in the World

214 KING STREET EAST

TORONTO, CANADA



# The Old, Old Wish for You



Ames-Holden-McCready, Limited

MONTREAL

TORONTO

ST. JOHN



WINNIPEG

CALGARY

EDMONTON

VANCOUVER

# 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





# GREETINGS



W



HEN WE LOOK BACK over the year 1913, we feel that we owe you our sincerest thanks for what you have done in increasing the popularity of Perth Shoes.

It has been our strict endeavor to put into Perth Shoes values that would merit your esteem and win the appreciation of your customers.

We feel now that our efforts have been amply repaid by the additional business you have brought our way.

Let us then extend to you our heartfelt thanks and our sincere wishes for a most Merry Yuletide and a New Year overflowing with Happiness and Prosperity.

**Perth Shoe Company, Limited**

*Women's Goodyear Welts Exclusively*

PERTH, ONT.

# SHOE BUCKLES

such as illustrated, characterize our entire line of over 1,600 patterns. Our designs are "Up to the Minute" in style, our finish is guaranteed and our prices are right.

We are showing over 150 designs of "The Tango" which will enable you to convert a plain slipper into a sandal.

Our Canadian representative, Mr. Wm. J. Cowen, Coristine Building, Montreal, will be pleased to show you our many new novelties.

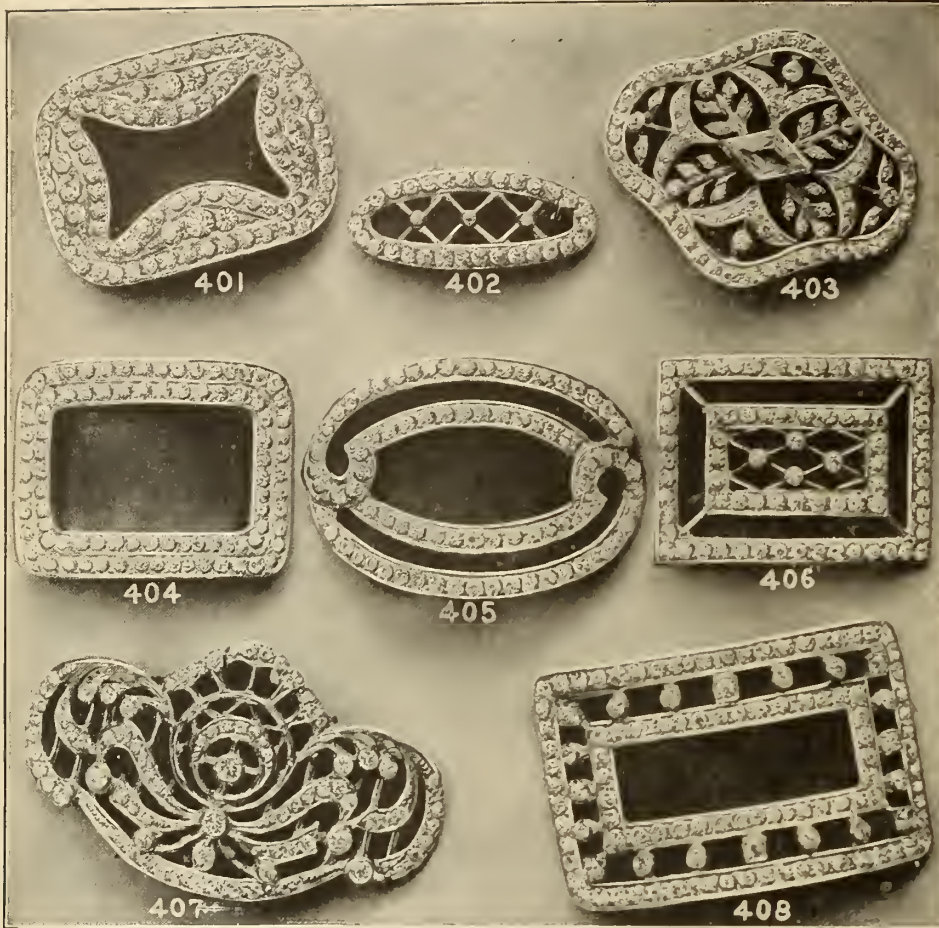
Write for catalogue.

## Fishel Nessler Co.

Largest Manufacturers of Footwear Jewelry in the World.

184 Fifth Ave., New York

Established Over a Quarter of a Century.



# Learn Chiropody and Orthopedics

A new, dignified and highly profitable line of work open to intelligent salesmen in Retail Shoe Stores.

With a thorough knowledge of foot ailments and their correction, you can increase your earning power wonderfully and also make more money for the proprietor.

Our complete home study course includes, Anatomy, Physiology, Orthopedics, Foot-gear, etc. You can learn this highly profitable profession right in your own home by studying our course during your spare time.

Our Graduates receive a diploma, enabling them to practice and work. A diploma that will add to your prestige and give you a high standing in your community.

Be a pioneer in this branch of the Shoe Trade and reap the early advantages.



## The Illinois College of Chiropody and Orthopedics

1321 C North Clark St., Chicago

Fill out this coupon and return to-day.

The Illinois College of Chiropody & Orthopedics,  
1321 C North Clark St., Chicago, Ill.

Gentlemen :-

Send me catalogue and full information as I am interested in becoming a Chiropodist and Foot Specialist.

Name .....

Street and Number .....

City ..... Prov. ....



# Our Growing Business Tells the Story

¶ And it's an interesting story of growth, not only in quantity, but also in *quality* production. The latter idea is never lost sight of for an instant---which is the main reason for our rapid growth.

¶ Ask for AIRD Turns and McKays. They mean more and better business.

## Aird & Son

Turns and McKays for Men,  
Boys, Youths and Women

Montreal, - P.Q.

Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Patent Colt

Spring  
Styles



Dongola Kid

For  
1914



Gun Metal Calf

A Merry Xmas and a Most Prosperous  
New Year to All

**Solid Leather Shoe Company of Preston, Limited**  
PRESTON, ONTARIO, CANADA

# Greetings!

At this happy season we extend to our many friends our greetings for a Merry Christmas and a Happy New Year.

May this be the most pleasant and profitable holiday season of your career.

**THE McDERMOTT SHOE COMPANY**

*Women's Shoe Specialists*

**MONTREAL**

WE EXTEND TO ALL OUR PATRONS  
OUR BEST WISHES  
FOR A

**Happy Christmas**  
and a Prosperous  
**New Year**

**L. H. Packard & Co., Limited**

**Canada's Largest  
Shoe Store Supply House**





Bright Christmas and ::  
 A Merry One; A New  
 Year of Happiness and  
 Prosperity to our Many  
 Patrons and Friends. :: :: ::

## Star Shoe Limited, Montreal

MAKERS OF 'STAR' BRAND SHOES

City Agent: MEDARD GAUTHIER, 16 La Patrie Building



Are your sizes complete in  
Rubber Footwear?

"The Brand  
 that stands  
 for Quality"



We have complete stocks  
 in all Lines and can fill  
 your requirements imme-  
 diately. Order from  
 warehouse nearest you.

Made by

**The Kaufman Rubber Co., Limited**  
 Berlin, Ontario

Vancouver, Edmonton, Saskatoon, Winnipeg, Toronto,  
 Ottawa, Montreal, Fredericton, Truro, Charlottetown



# TANINE      MIXTURE

For Tan Shoes, faded or discolored by the sun or otherwise.

This TANINE MIXTURE will make all such shoes look just as good as new again, and save you, Mr. Retailer, many dollars which you have lost in the past for lack of such a renovator.

The Price to You is \$2.00 per Dozen.

It sells at 25c. per bottle. Figure the profit yourself—and remember that it is also a QUICK SELLER!

**A Merry Christmas and a Happy New Year**

MANUFACTURED BY

**The Lionne Varnish & Leather Co.**

531 St. Catherine St. East

Montreal

SELLING AGENTS FOR ONTARIO:

The Boot & Shoe Specialties, Limited, 310 Yonge Street, Toronto

## “Altera” Embossing Machine

built by the

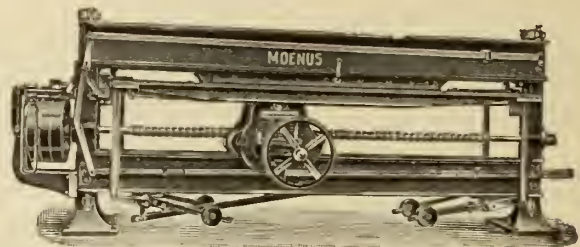
**MOENUS MACHINE COMPANY, Frankfurt a.M., Germany**

Another testimonial that  
speaks volumes.

Newark, N.J., July 21st, 1913

MOENUS MACHINE COMPANY,  
Frankfurt, a.M., Germany

Gentlemen,—



I am in receipt of your recent communication in reference to my large and small Altera Embossing Machines, and in reply wish to say, that the work they are turning out is exceeding my expectations, and I do not believe there is another machine in the market that can compete with them, and I can cheerfully recommend them to any one intending to do fine work.

Yours very truly,

(Signed) CHAS. NIEDER,

225-233 Emmett Street, Newark, N.J.



THE **M** SHOE

**F**AMOUS FOR  
FIT  
FASHION  
FINISH

**I**F you haven't seen the Valentine & Martin range of samples you haven't seen the best line of ready sellers on the market. They're sure to please your customers by the lasting service they give and the profits accruing from their sale, more than justify you pushing them to the limit.

**Valentine & Martin**  
WATERLOO, ONT.

Nobody slips with the  
**Featherweight**



**It's the best  
Accident  
Policy**

Featherweight Ice Creepers will keep your patrons on their feet on the slipperiest pavement. Their grip is sure and certain, and though they are small and light, they are wonderful preventers of accidents.

Put up handily, a pair to a box. Order a dozen boxes assorted sizes as a starter. They'll bring you Big Money.

**P. E. BOIVIN, Granby, Que.**  
and **TROY, N.Y.**

In the heart of the Shoe & Leather District

**United States Hotel**

Beach, Lincoln & 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 centres and also to theatres and places of interest.

**European Plan:**

\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

**Tilly Haynes** Prop.      **James G. Hickey** Manager.

**JOHN BULL  
OIL TAN  
LARRIGANS**

Made by

**The R. M. BEAL  
LEATHER CO., LTD.**

**LINDSAY,  
ONTARIO**



No. 11—17 Inch Leg



No. 15—7 Inch Leg

We tan the stock from which these goods are made and know that it is the best.



May we be permitted to extend to you our best wishes for a prosperous New Year, plus all the Compliments of the coming Festive Season. We will do our share toward a realization of this wish.

The Rideau Shoe Co., Limited

103 Latour Street :: :: :: :: Montreal



# SHOE & LEATHER JOURNAL

*Published Twice a Month*

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto; Montreal, Coristine Bldg.; New York, 5 Beekman St.; London (Eng). Office, 85 Fleet Street, London, E.C.; Quebec Office, 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 24

TORONTO, DECEMBER 15, 1913

\$1.00 per Year <sup>In</sup>—<sub>Advance</sub>  
Foreign Subscription, \$2.00

## Another Milestone in History of Trade



WITH this edition, The Shoe and Leather Journal completes its twenty-eighth year of publication and celebrates its third anniversary as a semi-monthly medium. Each succeeding year the Journal has found a larger measure of appreciation from both advertisers and readers, and to-day is stronger and more influential than at any time during its long and successful history.

Much, indeed, might be said of the progress and expansion of shoe and leather industries since this paper made its initial appearance. It is only necessary to recall that these important enterprises have kept pace with the development and advancement of Canada.

In entering upon another year, The Shoe and Leather Journal desires to be of increasing usefulness and service to the trade, and for many expressions of encouragement and appreciation that have been received in the past the publishers are extremely thankful.

Much more might be said regarding the good work that this paper has accomplished in the past twenty-eight years; how it has raised the standard of retailing and shoe store service; how it has inspired dealers with higher ideals and the spirit of mutual helpfulness; of the manner it has cleared away many misunderstandings existing between the wholesale and retail end of the business and sought to place every branch on a higher and firmer footing.

While much has been done, there is a great deal yet to do. With the assistance and co-operation of its hundreds of readers in every province of Canada, The Shoe and Leather Journal looks forward with earnest hope that the cordial relations that have always been enjoyed with the trade, will be maintained and strengthened, and that the coming year may bring to each and every one engaged in any department the fullest measure of prosperity and happiness.

This edition of the paper is largely devoted to presenting illustrations of the rapid strides that have been made in shoe store construction, both from an interior and exterior standpoint. Pictures of representative retail establishments are presented from Sydney in the East to Victoria in the West. It is doubtful if any land can show brighter, cleaner, more attractive or admirably appointed business homes than are to be seen in all the leading centres of the Dominion.

A Merry Christmas and a Happy New Year to all our readers.

# Recovering Value of Goods Stolen in Transit

Retailers Should Call in Transportation Company's Representative at Once and Let Him See State of the Cases—How Delay in This Matter Causes Loss and Misunderstanding—Shipment Belongs to the Consignee

The recent arrest and conviction of several young men for breaking into freight cars at Bridgeburg and other points, and stealing goods in transit, should have a deterrent effect on many others who are in the habit of ripping open cases of merchandise and filching certain articles therefrom. All wholesale houses have many complaints to adjust in this matter and while the railway, express and steamship companies are no doubt doing their utmost to prevent the purloining of various wares, still, the practice seems to go on unabated. There is not a wholesale establishment in Toronto but receives, each week, several complaints from consignees regarding goods being extracted from cases. Rubber and leather footwear firms suffer in many instances, and the entanglements over this matter are enough to try the patience of a modern Job.

## Every Precaution Against Error

Speaking of the troubles of goods stolen in transit, a leading Toronto wholesaler said this week: "It is practically impossible for any number of orders to be filled here and to go out with goods missing. We have a triple check system, and our shipping clerks and checkers are particularly careful. If a customer's order, say for some point away in western Canada, comes to 375 pairs, why, in laying out the stock, after everything is completed, we actually count the cartons in order to see that not one is missing. Then the goods are put in the cases and checked again there, and each case is securely fastened with hoop wire, while those going to nearby points in Ontario, are bound with wire at the corners. We nail everything as securely as we can and yet we receive three to four complaints every week from retailers who declare that so many pairs were missing when the goods were opened up.

"After thorough investigation, we have discovered that in 99 cases out of 100, there has been no error or oversight at this end. Anything missing has been abstracted in transit. Now the shoes, as soon as they leave us, belong to the consignee, and if an order goes out from us properly filled, no claim can be brought against us. The retailer should look to the railway, express or steamship company to have his claim made good and if promptly and properly notified, with the invoice and shipping bill presented, the company is generally willing to adjust the loss.

## The Work of Experts

"You would be surprised how skilful some thieves are in opening up cases, even when bound with hoop wire, and replacing the bindings. It would almost require an expert to detect any trace of their work. The main thing is that a retailer gets the goods, signs the book or slip for them as being all right, and then starts to inspect them a day or two after, and compare the number of cartons, sizes of the shoes, etc., with the details on his invoice. He, perhaps, finds that there are two pairs of men's shoes or three of women's missing, but the cartons look all right, and, judging from the exterior appearance, one would think that the contents had never been disturbed.

"Now, instead of calling in the local express agent or railway agent, or whoever is the representative of the transportation line in that centre by which the goods were shipped, and showing this man exactly how matters stand at the time, the dealer will not take any such trouble. He will write us—sooner or later—expecting us to make the claim or to stand for the shortage. Well, as you know, this leads to all sorts of entanglements. Some retailers are so indifferent that they do not want to follow up the claim and think

we should do everything in connection with their goods. If we refuse to take up the matter, they threaten to deduct payment for the goods missing or they ask for a credit note for the amount. If we refuse they then threaten to cancel their account, and endless correspondence results.

"Now, I think it is time for the SHOE AND LEATHER JOURNAL to take this matter up, and in case of damaged goods or losses in transit, each merchant should promptly notify the local transportation representative, who will either adjust the matter or report the case to the claims agent, and, if there is any doubt, the whole matter is likely to be cleared up on the report of the inspector.

## Goods Belong to the Merchant

"You see, we have no business interfering in this matter at all. Instead of being only too ready to blame the shipper or consignor, retailers should keep after the transportation companies. In all shipments to the western provinces we not only send the invoice, but also a copy of the shipping bill, so that the business man has everything to guide him when the goods are delivered. It is really a shame that the theft of shoes and other articles in transit, cannot be stopped, but is a brand of petty larceny that seems to flourish in certain centres and the railway, express, or steamboat companies find it difficult to fasten the guilt on the proper parties. Some hauls may not be very large, but the fact that from one to a dozen pairs of shoes are often abstracted from a single case, leads to confusion, delay and misunderstanding.

"Again, let me repeat that if anything is missing, the local merchant should report immediately to the representative of the company, by whose line the goods were shipped, and have him come and see the exact state in which they reached their destination. Then the statement of the claim is made easy—but when no such precaution as this is taken, and the consignee attempts to fix up matters at the shipping end of the line instead of the receiving end, there is very little hope of securing redress or avoiding the troubles to which I have already referred to."

## The Next Big Market Fair

The seventh National Shoe and Leather Market-Fair will be held in Mechanics' Building, Boston, for one week—July 8 to 15, 1914. It will, as usual, be under the management of its original promoters and managers, the Jacobsen Publishing Co., publishers of Hide and Leather, of Boston and Chicago. The six previous Shoe and Leather Fairs were highly successful. The fair was omitted during the present year, 1913, in deference to a sentiment in the trade at large, due to pending tariff changes, and the general conservatism in business. In proof of the popularity of the Shoe and Leather Market-Fairs in America, about sixty per cent. of the exhibitors in the last market-fair in Boston, have already asked for space in the one to be held next July. Other exhibitors state they are willing to again take space. It is understood that a large number of manufacturers of shoes, leather and of machinery and materials for making shoes and leather, who have not participated in previous fairs, are now asking for floor plans with the intention of taking space and showing goods. The omission of the National Shoe and Leather Market-Fair in 1913 will be compensated by the largest and most successful fair in 1914 that has ever been held.



# Palatial Shoe House That is a Show Place in Sydney

Splendid Establishment of A. W. Redden & Co., is Admirably Laid Out—A Distinct Credit to Eastern Mercantile Interests—The Progressive Head of an Historic Shoe Firm and His Able Associates

Mercantile endeavor in Sydney (Nova Scotia)—the leading industrial city of the Canadian "Far East"—during the year just closing has struck a note of optimism and progress that surely indicates still better things in the near future. The principal commercial thoroughfare—Charlotte Street—in that community is rapidly being rebuilt with substantial and highly modern brick, freestone, or concrete business houses, and as a corollary to this very marked advancement is the installation of a "White Way," undertaken and carried into effect by the business men of this centre upon their own initiative and at their individual and personal expense. As in many other directions, Sydney thus leads the way in Eastern Canada in respect to this progressive idea.

It is doubtful if another city in the Dominion from the Atlantic to the Pacific, can claim a location similarly advantageous.

Among the wide-awake business firms that are taking full advantage of the local situation is that of A. W. Redden & Co., retail footwear, an offshoot of the parent establishment at Halifax, which also has a second store in Sydney and a branch house at the big mining town of Glace Bay.

Establishing in Sydney in 1901, this firm has since that date developed from a comparatively small undertaking to what is now generally conceded to be the leading shoe house of the Maritime Provinces. The mercantile house of "Redden" to-day enjoys the distinction of having, perhaps, the finest boot and shoe retail apartments in Canada. During the present year this firm has advanced—in Sydney—from the position of tenants to landlords and now occupy premises that would be a credit to like institutions in much larger trade centres.

The mercantile three storey building erected for the

firm at the beginning of the year is from an architectural point of view an exceedingly handsome structure and lends much added attractiveness to the city's main business



HON. A. W. REDDEN, HALIFAX, N.S.

thoroughfare. It has easily the most striking front of any commercial edifice in the community. Constructed as it is



THE ATTRACTIVE DISPLAY WINDOWS AND WIDE ENTRANCE TO REDDEN SHOE STORE, SYDNEY, C.B.





THE IMPOSING AND SPACIOUS INTERIOR OF THE REDDEN ESTABLISHMENT IN SYDNEY

of Sydney pressed brick, Sydney cement, Sydney steel girders, with Sydney nails and roofed with Sydney felt roofing, and Wallace red freestone, it lends itself at once as an excellent advertisement for local industries and home products. The contractors, the Rhodes, Curry Co., Limited, completed their work in the record time of about four and

jeweller and optician. The second floor is laid out in several suites of well arranged and well lighted offices.

The upper flat is devoted entirely to apartments for King's School of Dancing, the interior economy being especially designed to suit the requirements of this dance hall. The roof is supported by steel trusses, allowing of a large hall uninterrupted by post or pillar supports. To the rear of the hall are comfortable dressing rooms and above these is a balcony for the use of non-dancers attending public or semi-public functions. Off this landing, again, are lounging and smoking rooms overlooking the harbor and the Westmount shore and providing a magnificent view of the upper and lower stretches of one of the grandest natural salt waterways in the world.

#### A Decidedly Inviting Interior

The Redden boot and shoe store is one of the points of interest in and around the city to which visitors are always directed. Two large, well-apportioned show windows, and an unusually wide entrance to the shop, greatly add to the beauty of the premises. The interior of the store is finished in quartered oak and the electric lighting is of the semi-indirect character. The fixtures and furnishings throughout are distinctively elegant and thoroughly in keeping with the tout ensemble of the structure. The jewelry store of "Munn"—a leader, too, in his line—is the counterpart of all other sections of the edifice as to finish and refinement. The Redden store is 95 feet deep.

The rapid upbuilding of the Redden Co. and its business connection is but consonant with the temperament and commercial sagacity of the "men behind the gun."

The senior partner, Hon. Arthur W. Redden, of Halifax, was born at Windsor, Nova Scotia, fifty-six years ago, but has resided since his boyhood days at the provincial capital, practically growing up in the boot and shoe business, where, in conjunction with his son, John K., he has a large retail trade, the largest, practically, of its kind in Nova Scotia. The business house of A. W. Redden & Son is one of the handsomest and most centrally situated in that city.

The Hon. Mr. Redden, however, does not confine his energies to boots and shoes. His enterprising nature has



F. W. BISHOP, SYDNEY, N.S.

a half months and all of the mechanical end was first-class in every particular. Never was a more painstaking piece of building construction carried forward in any part of the country.

On the ground floor are two stores, each having basement accommodation, the larger shop being occupied by the Redden Co. itself, and the smaller by A. H. Munn,



always taken a wide scope, even reaching out into the seven seas for the coveted seal pelt. He, too, is known from one end of the province to the other for his interest in politics and has taken part in the making, as well as in the unmaking, of many a would-be political leader. He is a big man in the Liberal camp and has had much to do with shaping the local destinies of his party. Last spring, when on a visit to the southern United States seeking health recuperation, his political leader, the Provincial Premier, created him a member of the Legislative Council.

As a sportsman the Hon. Mr. Redden excels and as an angler he has to his credit the hooking and landing of many beauties of the finny tribe. This season he has given considerable attention to golf. He owns and occupies one of the handsome suburban residences for which Halifax is so famous, is a member of the City Club and is looked upon as one of the best all-round men in the old Garrison City.

#### An Able Business Associate

The junior partner of the A. W. Redden Co. is Mr. F. W. Bishop, a man of very great energy, keen business instinct and foresight, whose motto and principle is: "Application and concentration of effort." To his close attention and to the fine details of the business is due almost entirely the pronounced success attained by his firm both in Sydney and in the big mining town of Glace Bay. Mr. Bishop was born in Harvey, Albert County, New Brunswick, in 1872. He has been engaged in the footwear business for the past twenty-two years. Twelve years ago he became a member of the Redden Co. and then went to Sydney to open up the new establishment in that city. To-day he is accounted one of the most prominent, most progressive and aggressive commercial men in eastern Nova Scotia. Under his careful guidance no limit can reasonably be placed upon the advancement and prosperity

of the concern of which he is the local head and propelling force. Mr. Bishop is a member of the Royal Cape Breton Yacht Club, which as an institution is to Sydney what the Royal Nova Scotia Yacht Squadron and the two leading social clubs of Halifax are to the provincial capital.

## A Term That Is Abused

Co-operation and Its Relation to Efficiency—The Former Must be the Forerunner—A Study of Some Principles

By GEORGE GIRLING, Edmonton, Alta.



Co-operation is a word used much but little understood. Co-operation is talked of, sought after and its need is realized in every phase of life, commencing rightly (or should do) in the house and on through the various outlets of the mercantile world. Co-operation is a word greatly misinterpreted and abused, is a word that often those who frequently

use it, and clamor after its benefits are those who have never sat down for five minutes and seriously asked themselves the question—What is co-operation? How does it affect me? What does real co-operation expect and demand of me? What sacrifices am I prepared to make? Do I cultivate the spirit of generosity against my own personal interests for the sake of efficiency, which can only come through real unselfish and practical co-operation?

These are only a few of the questions one must answer if we are to get right down to the root of co-operation, and some hard, deep thinking must be done. The mind of every unit representing a commercial house must be educated to a strict sense of duty, by being fair to yourself and your fellow workers, by loving your work for work's sake, followed by a desire to have things done right, because its right to do right, not because of any pecuniary benefits we receive. The neglect or indifference of an apparent minor detail is sufficient to disorganize and cause turmoil throughout the whole house.

At a meeting of employes held for the purpose of promoting efficiency, a certain young man once said: "We don't want to talk about co-operation, let's talk business."

Right here is where many make the fatal mistake in their efforts to promote a higher standard of efficiency. They aim high before first studying the cause and effect of co-operation—"a house divided against itself cannot stand."

The writer as a boy was taught the simple process of joining pieces of string together efficiently, whereby instead of wasting it, good use was made of it. This simple act of linking two pieces of cord the right way was an act of efficiency. In this case the cause of efficiency was co-operation between employer and employe, or the training of two minds towards a certain object, and the effect was efficiency, through co-operation.

He who wants to talk business or efficiency must first cultivate the mind to a true sense of the fundamentals of co-operation before he can have efficiency, and practise it. Then and only then can we hope to attain even a moderate standard of efficiency.

Co-operation is the forerunner and acts as steam does to the steam engine, causing gradual and smooth motion. It is like the pole on top of a street car coming into contact with the electric wires overhead. There must be a connection before we can get movement. One co-operates with the other with the desired result.

Show me the house that has a high standard of efficiency without having first studied and practised the fundamental principles of co-operation, and I'll show you a house whose efficiency will be short-lived.



SPLENDID BUSINESS BLOCK IN SYDNEY, OF A. W. REDDEN & CO.



# Different Kind of "Shoe Bosses" That One Meets

Some Evidently Do Not Understand How to Treat Their Help—The Scolder, the Tyrant and the Fussy Individual—How Community of Interest Can Best Be Secured

It has been a frequent occurrence in recent years for the newspapers to offer prizes to employes who had been for the longest period engaged by the same individual or firm. As a rule, it would be found in practice that the employes who secured the prizes were connected with the firms which had had more than ordinary success. Much of that success, could, no doubt, be traced to the fact that these people had been treated so well that they had taken as much interest in the business as if they had been the proprietors.

It is generally agreed that with the advent of the large concern there is less room for the close personal relationship that used to exist some years since. All the same there are still a number of businesses where there are only a few persons employed and the employer has equally as good a chance in these cases to show his interest in his workers as his father and grandfather did. Sometimes he does so, and sometimes he does not.

## Scolding Boss at Close Range

A few months ago the writer had an object lesson in the treatment of assistants. In the course of the day he called on three merchants, all engaged in the retail shoe line. The first party had only been three or four years in business. Apparently, he had had an average success, but he is hardly the type of man one would care to engage as a hand. The man is usually scolding one of the clerks. On this particular occasion he was scolding all the staff of five. It is certainly not by any means an agreeable thing to call at a place under such circumstances, but one has to accept these things as part of his day's work.

## An Exhibition of Temper

In the case of the second call, the "boss" was in a raging passion on account of a certain pair of shoes not having been sent out. The whole staff were getting it pretty hot. Indeed, it seemed that, given the slightest provocation, he would have struck out at any person in his vicinity. And yet, strange to say, that man is a most desirable individual to do business with, and, as a rule, gives no indication of being possessed of an uncontrollable temper.

The last call was on an entirely different type of individual. In the footwear line he has been probably the most successful man who has started in his particular Ontario city during the last ten years. A very affable individual, and also a successful salesman, he has built up a business of large dimensions in a comparatively short time. All the machinery of the establishment seems to go like clock-work. The principal is never heard uttering a cross word to any clerk in the presence of customers, and, judging by the activity of the employees, it would appear that they fully appreciate that they have been fortunate in getting employment with an ideal shoe merchant.

## The Tyrant Loses Financially

It is a most remarkable fact that some shoe retailers who are perfect tyrants pay good wages. Probably this is the case of cause and effect. The reputations of these men get so widely known amongst assistants that no one will go to them unless they get a wage slightly better than the average. Employers of that type are, in a sense, in a similar position to the inefficient salesman.

The latter can only get employment at a wage slightly

below the average, while the former can only get assistants by paying them a little more than the regular wage. In both cases—the inefficient shoe clerk and the bad-tempered dealer—each has to be the loser in a financial sense on account of his personal defects.

## Moral and Financial Issues

It is evident that in the relation of proprietor and salesman there is a moral and also a financial issue involved.

No retailer with the sense of moral responsibility highly developed, will ever act as a tyrant. Indeed, we may take it that the men who cannot get along with their hands do, as a rule, live on a low moral plane. They never recognize that there is such a thing as moral obligation. The moral principle cannot be expressed in terms of dollars and cents and, consequently, it does not appeal to some men. They are more concerned about exceeding last year's profits.

## Make Surroundings Agreeable

Granted that they act on the dictum that a shoe dealer's chief end is to make money, and that there is nothing else worth living for, it is questionable if that end can be better attained by making the life of every one connected with the establishment as miserable as possible. John Ruskin pointed out that the old political economists overlooked the fact that men were living beings and not inanimate things, like wood or stone. The clerk thinks and reasons. He has a variety of characteristics, and amongst these are the feelings of retaliation and revenge. In dealing with our fellow men, we will invariably find the Biblical statement that "Whatsoever a man sows that shall he also reap," is generally true. The merchant who makes his establishment as near as possible to an ideal one is the man who will be able to extract the greatest amount of work out of his staff.

## Credit for Average Intelligence

One of the greatest blunders an employer can make is to treat his assistants as if the one faculty they did not possess was brains. If that is the case, then he stands condemned as an incapable in having selected such assistants. It does not necessarily follow because a man has not started in the shoe business on his own account that he is therefore defective in any sense. It may be a proof that he has too much sense to take the risk. The wise retailer treats his employes as if they had ordinary intelligence, and he will do everything in his power to enable them to equip themselves better through holding weekly conferences and other means. It has been said that knowledge is power. In a business sense it is power if the knowledge is in possession of the principal, but properly utilized, it may be equally a great power if the knowledge is the possession of someone in a subordinate position.

A successfully conducted shoe business is one in which all those connected with it work harmoniously together. This community of interest can best be secured by the principal treating his sales force well, encouraging every legitimate aspiration and making them realize that their merits are being fully appreciated.

---

A man's success as a salesman is in direct ratio to his possession of that valuable quality called tact.

---

A man may have a legal right to waste as much of his own time as he will, but it is another matter when it comes to wasting the time of someone else.



# Become Interested in the Welfare of Your Customers

How to Create New Friends for the Shoe Store—Victoria Dealer Tells of His Methods and Policy in Building Up a Paying Patronage—Make all Advertisements Definite and Purposeful

Commencing in an humble way some nine years ago in Victoria, Robert Watson, has steadfastly gained the confidence of the public until to-day Watson's Shoe Store, located at 633-635 Yates street, has an annual turnover equal to that of any other in the capital city of British Columbia and the business is still growing. The proprietor attributes much of his success to the personal element in salesmanship. His customers are his friends and he and his capable staff are closely interested in their welfare. He believes that this feeling among customers is well worth cultivating as it gives the store a great deal of forceful and valuable advertising—thoroughly sincere and of the right kind—another illustration of the old maxim, that a satisfied patron is the best asset that the retailer can possess.

Catering to both workers and business men and their families the establishment carries a somewhat extensive and mixed stock and the proprietor is of the opinion that in a city the size of Victoria, with the many different occupations of the people, this is the policy that proves most successful. He finds a ready sale of women's shoes at five dollars and a good proportion of the trade is done at this figure, while in men's lines the popular sellers are four, five and six dollars.

Inadequate space debars the store from conducting its own repair department, although this branch of the business

is not overlooked and attention is given by sending the work outside to a capable shoemaker. The firm looks on repairs as an extra service to the public and does not figure on a monetary profit on this end of the business.

## Advantage of End of Season Sale

The store meets with very few calls for approbation and is careful that any request for goods on approval does not lead to an extension of credit to undesirable persons. Gradually the house is swinging from any credit to a strictly cash basis, and where shoes are sold on time, the transaction is accompanied in every instance by a definite understanding regarding when settlement will be made for the footwear.

Speaking of the holding of sales, Mr. Watson says that he deprecates continual sales, "the kind," he humorously added, "that start in January and, on one pretext or another, continue until the following Christmas. We, however, believe that used rightly an 'end of the season' sale is an excellent way of rounding up and disposing of stickers and shelf warmers generally. On every occasion it is necessary to represent accurately what is on sale and to give valid reasons for the reduction. We have always made use of our sales as a means of attracting new customers and it would be sheer folly to disappoint the people. When we have a sale it affords us an opportunity of impressing upon



THE PROGRESSIVE CENTRAL SHOE STORE OF ROBERT WATSON, 633-635 YATES STREET, VICTORIA, B.C. STANDING FROM LEFT TO RIGHT ARE E. SMART, R. MCCOUBREY, W. STEWART, A. J. CHATER JOHN STEWART, JOHN JOHNSTON AND ROBERT WATSON, THE PROPRIETOR.



those persons who call and are not regular patrons of our store some appreciation of the high quality, reasonable prices and courteous service of the shop. We take great pains to fit new customers properly and comfortably and send them away satisfied, thus ensuring a return visit."

Regarding advertising the firm limits its expenditure mainly to newspaper publicity and never allows the same announcement to appear twice in the press. "We generally," continued Mr. Watson, "mention that a certain article can be bought on a certain day at a certain price. We find that this gives directness and point to our advertising and produces good results. While we have never investigated the subject very closely we believe that an inquiry for a certain named line of shoes, accompanied by the remark 'I saw your advertisement in the papers,' which generally means a sale, is the true test of the success or otherwise of retail advertising."

Two years ago Mr. Watson found it necessary to open a

branch establishment on Douglas street in Victoria to accommodate his growing trade and in December, 1912, the adjoining store to the original stand on Yates street was acquired and an up-to-date tiled front put in. This has doubled the floor space and makes it much easier to handle customers.

Mr. Watson, who hails from the south of Scotland, but has been many years in Canada, is an enthusiastic advocate of tasty and effective window trimming and finds that frequent changes and a small expenditure in this direction bring handsome returns. Fresh displays are put in at least once a week and often twice, and this ensures a maximum value to this form of publicity.

In men's shoes the firm handles such widely known lines as the Hartt, Invictus, Dr. Reed's Cushion Sole, and Doctor's Special, and in women's footwear Empress, Smardon, and J. & T. Bell goods figure extensively in the stock, while in misses' and children's the leading range is the Classic and for the boys the best sellers are Ahrens and Boy Scout.

## Why Shoes are Steadily Advancing in Price

Who gets the money? Shoes are threatening to follow beefsteak into greater altitudes of price. The rapid depletion of the cattle herds has reduced the supply of hides and leather, as well as meats, and the effect will be another advance in the price of footwear. So the makers of shoes are saying.

While the world's supply of leather is diminishing, the demand is increasing much faster than the mere growth of population. In considerable measure this is due to the development of the automobile industry, and the use of vast quantities of leather for cushion and upholstery, say Lapham Bros. & Co., who are large dealers in hides in Chicago, Kansas City, and New York.

The spread of European and American fashions in footwear among the Oriental races, too, is counted a factor in sending up the price of leather. Every time a poor, benighted heathen takes to wearing brogans, he aids in propelling the price of footwear higher. The effect of a "higher standard of living" on "cost of living" is a world wide proposition.

### All Shoegear Has Gone Up

Like nearly everything else, shoes have gone up in price during the era of "high cost," and shoemen are expecting them to advance still higher. Last year men's brogans of the quality that sold in 1904 at 93 cents wholesale, had gone up to \$1.23, an advance of about 33 per cent. in about eight years. Men's calf shoes, of the kind that sold for \$2.25 a pair wholesale, in 1900 sold for \$3.05 in 1912. All shoegear has gone up. During the last two years alone the price of leather has advanced 25 to 50 per cent.

"Hides, leather and shoes will cost more in the future than they do at present." Such is the gist of the advice which shoe manufacturers are sending to the wholesalers. One large shoe manufacturing concern summarizes the outlook as follows:

### The Decline in Range Cattle

"While fluctuations in the price of hides and hide products will occur from time to time, the underlying tendency in the price movement has been upward for the last twenty years and promises to continue in that direction. The larger part of our domestic hide supply originates from cattle other than milk cows; in other words, from our beef and range cattle. The following figures show the decline in the number of range cattle compared with the increase in population, taking the country as a whole, and also show the decline in the herds of Texas, the greatest of the cattle states.

	Beef and Range cattle Texas	U.S.	Population U.S.
1900.	8,570,000	50,600,000	75,994,000
1910	5,920,000	41,200,000	91,970,000
1911.	5,507,000	39,700,000	93,200,000
1912.	5,177,000	37,300,000	94,700,000
1913, say	5,022,000	36,000,000	96,000,000
Change 13 years	41% Dec.	29% Dec	26% Inc.

In considering the above figures, it may lead to a clearer understanding of their import to draw the following comparison from them:

- In 1900 there were for every 100 people 62 beef cattle.
- In 1910 there were for every 100 people 45 beef cattle.
- In 1913 there were for every 100 people 37 beef cattle.

If cattle continue to decrease at the present rate, and the population to increase, it is not too much to say that five years from now there will not be more than 30 beef cattle for every 100 people. Judging, then, from the present, we conclude that the per capita supply of cattle in 1918 will be less than half what it was at the beginning of the century.

Argentine, whose herds are second only to the United States in the Western hemisphere, is experiencing a situation similar to our own. The following quotation is from a notable article in the LaNacion in December, 1912. Referring to stock raising it says in conclusion: "All the data referring to this subject seems to indicate that the quantity of cattle killed each year exceeds the capacity of production of our ranges." When the shoe business in the United States is flourishing, hides and leather must be imported in enormous quantities, as is seen by looking back at the years of 1909 and 1912. As the years go by we are forced to buy more and more hides from foreign sources.

The following figures show the actual rise in hides during the last two years. Good damaged middle-weight is taken as an index of sole leather hide prices and Ohio buffs and Chicago city calfskins as an index of upper leather hides and skins.

	Good Damaged middle-weight	Ohio Bufs	Chicago City Calfskins
January, 1911.	19.5	10.0	16.0
July, 1911.	22.0	13.0	18.0
January, 1912.	22.0	13.0	18.0
July, 1912.	24.0	14.0	20.0
January, 1913.	26.0	14.5	18.0
August, 1913.	27.5	15.5	20.0
Increase.	40%	50%	25%

(Continued on page 46)



# Thinks Skates Profitable Side-Line for Shoe Store

Cornwall Man Believes Shoe Dealer Should Go After the Business—Country Merchant Will Find Side-Lines Profitable—Sporting Goods in the Shoe Establishment Draw Paying Trade

No article of attire conduces to personal comfort so much as a well fitting pair of shoes, and no trade is of greater importance. Hence the necessity that those engaged in the providing of footwear should be men of expert and practical ability.

Though a young man, L. H. Clark possesses the largest establishment in Cornwall exclusively devoted to the sale of boots and shoes, and a store second to none in appearance.

"Herb" Clark is well known not only in Cornwall itself, but in every town within a radius of a good many miles.

## HIS START IN BUSINESS GAME

Born in South Branch, the son of the late Benjamin Clark, he started his business career first as bookkeeper for his uncle, L. A. Ross, a prominent Cornwall man. He subsequently acquainted himself with a thorough knowledge of the boot and shoe trade, and bought out the business conducted by A. F. Mulhern, Cornwall, obtaining with it the good-will of a large circle of customers in the town and surrounding country, which he cultivated assiduously, and greatly increased, until to-day he has one of the finest town shoe stores that could be desired.

"I believe," said Mr. Clark, "in shoe merchants handling not only boots and shoes, but also every other line for which the shoe store is the natural outlet. This includes shoe findings, trunks, bags, and suit cases, hosiery, skates, straps, and many other articles which I could name. Take, for example, skates. In Cornwall we have created a very strong call for this line. People come to us and purchase

hockey boots. Now, I would like to know who is a more logical vendor of skates than the shoe dealer. Many folk,



L. H. CLARK, CORNWALL, ONT.

shoemen themselves, imagine that the hardware store is the proper place to secure a pair of skates. This may have been



CROWD IN FRONT OF L. H. CLARK'S SHOE STORE DURING FREE DISTRIBUTION OF LACROSSE STICKS



so in the days of the old-fashioned, detachable skate we used when we were boys, but those days have gone by, and with the advent of the modern hockey skate, which is screwed on the boots, a new field has been opened up for the shoe retailer, and it is his own fault if he does not make the most of it. Now, with the approach of Christmas, is an especially good time for the sale of this class of goods, and you may be sure we are not letting the grass grow under our feet."

While carrying on this conversation with the SHOE AND LEATHER JOURNAL representative, Mr. Clark was superintending the installation of his annual stock of skates. These, along with hockey boots, occupy the entire fixture space of the rear wall.

Traveling goods, he stated, also sold well, and these were tastefully as well as prominently displayed. Corn-

wall is a good "sport town," and about two years ago Mr. Clark decided to install sporting goods as a sideline venture. This line, he thinks, is one that can be sold to advantage in the town and country shoe store, being not only a paying one itself, but helping to attract the young men's footwear trade. The accompanying photo to that of Mr. Clark shows the free distribution of lacrosse sticks to Cornwall boys. This took place recently from the Clark shoe store. Joe Lally, the well known lacrosse manufacturer, whose factory is in Cornwall, gave several hundred sticks free to the youngsters in order to encourage the national game.

Mr. Clark has built up his business on sound principles, selling reasonably, and invariably giving satisfaction. He has never betrayed the confidence of a customer and never will. This is the secret of success.



AN IMPOSING FRONT OF LIVE WESTERN SHOE HOUSE

In a recent issue of the SHOE AND LEATHER JOURNAL there appeared a view of James Maynard's new shoe store at 649 Yates street, Victoria. The illustration showed that the establishment, in its interior arrangements was one of the most complete and attractive in the West. In this edition the SHOE AND LEATHER JOURNAL presents a picture of the front of Mr. Maynard's establishment. The side windows measure 12 feet by 4 feet, and the centre one, 5 feet by 3 feet. The base of the windows is green marble, the woodwork and doors are of mahogany, while that of the remainder of the store is fir, in its natural finish. The office is also fir, with figured glass around the upper portion. The photo

shows most of the staff, including the shoeblack, who stands directly behind J. W. Maynard, son of the proprietor. The shoe repairer, who is next to the "shoe-shine," is spoken of by Mr. Maynard as being unsurpassed as a workman. Jas. Maynard is seen behind the young lady bookkeeper. Extra hands are employed on busy days. The Maynard shoe store has a very handsome embossed label in gold. These labels are put on all cartons before the goods are shipped. The store does not use its own cartons. On each label are seen two stags, and this design was chosen because the crest of the Maynards in the Old Country was a stag. The store is noted for its prompt and efficient service to patrons.



# Shoeman Who Co-Operates With Men's Furnisher

Two Montreal Business Men See Advantage of Arch Between Stores—Like Many Former Travelers, Mr. Vinet Has Found Retail Shoe Game Paying One—Strong Believer in Window Displays.

The retail shoe business may, in some places perhaps, be a rather unprofitable calling, but when one walks into the footwear establishment conducted by J. P. Vinet at 1255 St. Lawrence Boulevard, Montreal, he is at once struck by



the air of prosperity which the store carries. There is a reason for the existence of this state of affairs, and one has only to make the acquaintance of "Pete" Vinet to know why his store prospers.

His motto is "progress." He is a living maxim saying that it is impossible to stand still; that a man and his business must either go forward or backward. He firmly believes in the truth of this, and is at all times on the lookout for methods which will increase sales.

One outstanding feature of his establishment is in the communicating arch between his own and the men's furnishing store of R. A. Girard. This opening easily permits of access to one shop from the other, and it can be seen of what value since its installation the innovation has been to the proprietors of both stores, by a glance at sales records.

This up-to-the-minute proprietor recognized that the average man today is out to save time, and to shop with a minimum of trouble. So he co-operated with his neighbor to their mutual benefit.

Another fact which he realized was the value of putting his wares before the eyes of prospective customers. Very often, a patron of the men's furnishing shop, while waiting for a parcel or change, or after completing a purchase, will saunter through the arch, and show a passing interest in some lines of footwear displayed. This is where the advantage of the two stores being connected comes in. Mr. Vinet or one of his clerks will take charge of the inquirer, show him something which he thinks will create a desire to buy, and by handling the case properly, a sale is made nine times out of ten. No two lines could be merged together to better advantage, as the one bears a close relation to the other, catering as they both do to the same class of buyers.

Here is another branch of the shoe business where Mr. Vinet excels. His store has an enviable reputation for high-class window displays. He believes in their trade-pulling power, and works them for all he is worth. He made a

strong fall display recently, which resulted in many additional dollars finding their way into the cash register. In this window Mr. Vinet used only what was seasonable, gathering leaves, nuts, etc., which he employed to great advantage. He even went so far as to purchase a squirrel from a taxidermister. When finished, the scene was well worth the trouble expended.

Mr. Vinet does not lack initiative. Although he has been in his present location only nine months, his business has increased nearly a hundred per cent., and he reports it as still going ahead.

He started this shoe career when he was eighteen years of age, engaging with A. Binette, Montreal. He was with this firm six years, being manager the two years before he severed his connection with them. After this he covered Montreal and district in the interests of Dupont and Frere, Maisonneuve. During the period he was with this company, Mr. Vinet also covered different territories in the West and in Ontario. Later he entered the employ of Mendelsohn Bros., Montreal, as head salesman. He also spent some time with Alfred Lambert Inc., Montreal, leaving them last January to go in business for himself, purchasing the shop of Girard & Olivier, which he now conducts. Since that time.



AN ATTRACTIVE DISPLAY THAT BROUGHT RESULTS

he has installed a stock of women's and children's goods. He specializes in high-class and medium footwear, and has found that by treating all customers in a fair and generous spirit, the returns have proved very satisfactory.



## Holiday Windows That Bring in the Trade



### AN OLD ENGLISH WALL AS A CHRISTMAS SHOE SETTING

This splendid window installed in the store of J. S. McNulty, shoe retailer and men's furnisher, Port Arthur, Ont., represented an old English cement wall, six feet high with a heavy stone capping, extending out over the top and gateway. The wall was a light framework covered with canvas and painted with dark grey muresco, blocked off in cement blocks with white chalk. The wall was set out eighteen inches from the background, and extending above the mural fixture were the tops of fir trees, some of the branches

of which extended over. The trees were heavily laden with cotton batting in imitation of snow. There was no gate, but immediately in the rear and to the side stood another snow-laden fir tree, leaving enough space in the gateway to enter the window. On top of the wall, on the right hand side, was a snow-capped electric light globe containing a forty watt tungsten light. Holly vines, snow laden, climbed in profusion over the wall and up into the trees. On the floor against the wall on the left side was an old rustic



seat built of fir trees, with the branches trimmed off and reposing as though left carelessly. There was a carton containing a new pair of shoes just opened, with one shoe resting on top of the box and caught by the heel on the arm of the seat. Just enough snow was brushed off the seat to infer that some one had been sitting there. Against the wall on the other side was placed a small fir tree which was also snow laden. Three rocks of various sizes were placed about the floor while leaning against one rock was the trunk of a small fir tree, snow laden, against which was an easel supporting the show card bearing the words: "Slippers for his or her Christmas."

The floor was covered with cotton batting in imitation of snow, while the bases of all the shoe-stands were "snowed under." Here and there were strewn pieces of glass in

imitation of ice. Over the entire bottom was a liberal sprinkling of diamond dust.

The shoes were arranged on small T stands near the front and in graduated heights. The highest shoe at the rear in the gateway was a snow laden oak pedestal bearing three shoes, two on small T stands and one on a glass shoe stand. Some shoes at the front were lying on their side. On the glass on all three sides were stuck pieces of cotton batting imparting the effect of light snow falling. These huge snow-flakes do not show to advantage in the photo. The bulbs from the ceiling in the centre of the window were covered with cotton batting and tinsel to shade the light from the camera lens in order to secure a good picture. Mr. McNulty's Christmas window was originated and executed by W. Oliver Johnston, a graduate of Koester school, Chicago.



### CHRISTMAS SHOES HUNG INSIDE OF SIXTEEN WHITE HOOPS

This fine Christmas window of the Neill Shoe Store, Peterborough, Ont., has sixteen feet front and is seven feet deep. The display was in reality an electrical one, deriving much of its beauty from the five large tissue globes containing red, incandescent lamps, while the figure of an angel held green lamps in either hand. The background was blue, with a white alabastine border, twenty-six inches wide, along the top, supported by square white pillars, six in number. The novel feature of the display was suspending sixteen white hoops from a wooden base, set out two feet in front of the background, and secured to six different brace supports, which also held the red globes. The shoes were hung inside these hoops and green holly and poinsettia, with a profusion of pink roses, completed the floral decorations. Suit cases and club bags were distributed throughout the display. The centre piece was a four foot imitation marble bench, over which was poised a papier mache angel in gold and white relief. A clean cut Christmas greeting card

announced the spirit of the display, but the beautiful coloring, especially at night, was lost entirely in the photograph, which also suffered somewhat owing to the post in the centre. The floor was covered with white crepon, sprinkled with diamond dust.

### How Live Dealer Displays Xmas Slippers

The accompanying holiday window is a pleasing arrangement in the shoe store of Rowland Hill, 189 Dundas street, London. The window is not large, being seven feet across the front, five feet deep and ten feet high, and is rather small for anything elaborate to be attempted. The steps extended across the front and came up two feet at the back. There were four steps, each twelve inches wide and each "riser" was six inches. Above on either side hung a rack of five bars which went into the front corners and came close at the back, the same shape as the steps, leaving



a space where the salesmen could easily reach the slippers which were hung on the rods. There were two bars at the rear and those on the rack were fourteen inches apart. All the framework, including the steps, was covered with white flannel.

In the corners at the back was a display of shoes. Hockey boots and skates were shown on the steps and, as already mentioned, slippers depended from the bars. In all about one hundred and forty shoes were exhibited, and yet the window did not look crowded. The firm believe that it pays to show as many shoes as possible during the yule-tide period. The large round card in the centre entitled "Christian greetings" was painted in red with a green holly border. The price tickets on each shoe were in white with red figures.

The cost of the window was about seven dollars—twenty yards of white flannel at ten cents a yard, thirty yards of cedar garlands at five cents a yard and one set of steps and bars costing about three dollars and a half. The show card was made in the store by Rowland Hill, jr., son of the proprietor, who also designed and executed the artistic



window trim. It may be said that the three large, round white spots on the upper portion of the picture were reflections from a street light in front of the window.

### HOLIDAY SHOES SUSPENDED BY LONG GREEN RIBBONS



The accompanying holiday window affords some idea of the enterprise of W. J. Thurston, shoe dealer, of Guelph, whose store has a particularly attractive double front, with long, receding entrance that lends itself readily to any trim. In the present instance the floor was covered with yellow

felt, with a background to match. There was a border of real holly around each window, with green felt mats to match, at an even distance apart. Weathered oak fixtures were used, trimmed with holly and fancy hosiery. All the latest styles in fall and winter footwear were admirably shown and the background was neatly arranged with traveling goods, such as club bags, suit cases, etc. Green ribbon was hung from the ceiling with evening shoes attached. On each shoe was a fancy Christmas card, price marked. The windows were designed and trimmed by Charles L. Adams.

#### ADMIRABLE ADVICE

*"Avoid for purely personal reasons, if for no other, making a sale which you know will be looked upon as a mistake. Place yourself in the position of the buyer. And in your dealings with your customers never take advantage of their ignorance. It is one thing they will neither forgive nor forget."*

—Woodsworth.

It is a noticeable fact that employes who are always ready with "I forgot" as an excuse never seem to forget pay-day.



# ANNUAL WINDOW TRIMMING CONTEST

## Prizes for Best Christmas Displays

The joyous season is right at hand. Mr. Retailer, you will be making artistic and appropriate Yule-tide displays of shoes, slippers, findings, etc., in your show windows, designed to catch the eye and capture the trade of the busy throngs of happy, holiday shoppers.

THE SHOE AND LEATHER JOURNAL desires good, clear photographs of your display, and for the best dressed windows will give the following prizes in cash:

### City Shoe Store Windows

1st Prize \$7.00

Second Prize \$5.00

### Town or Village Shoe Windows

1st Prize \$7.00

2nd Prize \$5.00

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 trimmers to earn some pocket money as a result of their enterprising efforts. A committee of three experts, who have 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 persons designing and executing each trim.

ADDRESS THE

## SHOE AND LEATHER JOURNAL

13 Coristine Building  
MONTREAL, QUE.

1229-31 Queen St. W.  
TORONTO, ONT.

## How to Have Good Employes

One meets many merchants during the year who complain of their help.

Who complain that in their town it is impossible to hire good store help.

Some towns are that way.

But, more often, the boss is "that way."

The first thing requisite to a competent employe is a competent boss.

The way to hire good employes is to hire intelligent men and women, and then teach them to do the work as you want it done.

One meets merchants from the same town, one merchant complaining of his help, and the other praising his employes.

In a case of this kind the difference in help is plainly a difference in employers.

Loyalty cannot be obtained by demanding it. It must be secured by commanding it.

The loyal employe is nearly always the good employe—the valuable employe. And the boss who hasn't the time, patience and intelligence to train himself to be a good boss, will never, except by accident, have "good help."

It is just as true that it takes two to make a good, loyal worker, as it is that it takes two to make a "store."

## Don't Be Profit Shy

The old dragon's teeth of business disaster so often make themselves felt in the retail shoe game these days that even the most fortunate of the clan, and certainly those retailers who are "just making a living" as the result of their investment, time and energy, must stop—look and listen to the cry of "greater profits," and instead of trying for some real profit now and then—try for them *now and always*.

You can't halt between two opinions—either your profits are large enough or they are not—you must decide with pad and pencil in hand that you are or are not making profits enough, and if you can't decide call in an expert accountant and take a real "honest truth" summary of what it costs you to sell shoes; otherwise you are not and cannot be sure of your position, and are a dangerous competitor, because of your lack of this knowledge.

Satisfied customers and selling volumes are assets, but you can't cash them to pay an overdrawn account at your bank. After all, true success must be measured in the business world by money and money making.

As we live to-day money is the path to power. You cannot eat it, drink it, or wear it, yet with many, and certainly with your creditors, money means purchasing power, the one real, true measure of business calibre and power.

Therefore, *get* money. Get money by each and every transaction of your day's business. *Don't be profit shy*. Go after it. Anyone can make a living. Look to your profits and decide to have something more, even with the present high cost of living.—Jas. M. Borland.

## Tell the Truth in Your Ads

Do your advertisements have the ring of honesty and truthfulness in every line? Are they simple, direct and plain? Recently a large eastern department store announcement contained the following frank statement and the sale proved the most satisfactory in results that the firm ever experienced, which should be sufficient evidence that "the truth, the whole truth and nothing but the truth" scores every time. Here it is:—

"We do not recommend these goods; if we could they would not be here now.

"Everything described below has been in stock for more

than one year, with the exception of a few lines of staples. We do not pretend that they are the latest and most fashionable goods that you can buy. Some of the lines which are subject to the whims of fashion are decidedly out of style. The only reason they are here now is because no one wanted to buy them. In some cases the materials are off color and the patterns are bad. They occupy valuable space which is needed at once for the display of new goods. They may not appeal to you at all—on the other hand, the prices are low enough to make every item on this page a "bargain" as the word is generally understood."

## The Quick Repair Business

The retailer who seeks avenues of increased profit is referred to the remarkable increase of quick repair shops, which have sprung up in many parts of Canada. Back only ten years ago, establishments which featured shoe repairing exclusively were of limited number, but, aided by the indifference of the shoe retailers who have unnecessarily sacrificed their hold on a business that was rightfully theirs, and encouraged by the manufacturers of repair machinery who have developed their appliances to a high degree of efficiency, the quick repair business has thrived. It is not unusual to find retail shoemen who are giving up the shoe business entirely to engage in quick repairing and business men who are prominent in other lines are found investing in this field quite liberally. The repairing of shoes to-day by down-to-date and thoroughly efficient machinery is a business which holds a very bright future—entirely too bright for the retail shoeman to meekly turn over to those who recognize its opportunities better than he has.

### VALUE OF THE TRADE JOURNAL

*The trade journals, those concerned with both manufacturing and merchandising—the journals zealously devoted to specialized fields of endeavor have become powers in those fields in direct proportion to the intelligence and unselfishness with which they build for others while they build for themselves.*

*In both the avenues of trade and of industry the periodicals which you publish give to every subscriber the benefit of the latest thought, the latest development of machine or method which the most powerful organizations of the country have been able to devise.*

*The time was when a few manufacturers or merchants could control at least a partial monopoly of the shortcuts and efficiency plans which they had developed or adopted, but that time has gone and the brains of each, the creations of each, the efficiency-developments of each, become, through you, the property of all.*

*Your editorial pages give freely information which cost you or which cost others, vast sums of money.*

*Your advertising pages thrill with messages of betterment in appliance or in merchandise. And more and more the subscribers to trade and class journals are coming to read the advertising pages of those journals with a care which is a true index of their valuation of the importance to them of those advertised messages.—R. R. Shuman, at the Trade Press Association Convention in New York City.*





THE INVITING INTERIOR OF HOOD &amp; IRVINE'S SHOE STORE, CALGARY, ALTA.

## A Progressive Shoe House That is Growing Rapidly

The shoe store of Hood & Irvine, an illustration of the interior of which appears on this page of the *SHOE AND LEATHER JOURNAL*, is located at 107 8th avenue east, Calgary, right in the heart of the business district. It is one block from the C. P. R. station and on the same street as the new G. T. P. station will be erected. The store is one hundred feet deep by fourteen wide and is modern throughout. Rows of seats are arranged crosswise down the side, and there is every up-to-date appliance, including a parcel carrier and a cash carrier system. On the premises a first-class, quick repair department is conducted, while custom shoemaking is also looked after. The firm have a complete stock of Canadian and American shoes and cater to a family and high-class trade. There are three members—W. H. Hood, F. M. Irvine and J. B. Hood. Mr. Irvine has been a resident of the West about eleven years and formerly resided in St. John, N.B., where he was employed by Waterbury & Rising. In Calgary he was engaged for a long time with J. A. Palmer and later with Glass Bros. Co. W. H. Hood is also a Maritime province man who has resided in Calgary about three years. He was in business for a number of years in Prince Edward Island and, up to the time of the formation of the firm of Hood & Irvine, was in the service of Pryce-Jones, Limited, of Calgary. J. P. Hood is a silent member in the business and is a resident of Charlottetown, P.E.I., where he leads a quiet, retired life, being a former newspaper man and for some time proprietor of the "Gua-



FRED M. IRVINE, CALGARY, ALTA.

dian" in that city. Hood & Irvine do a good trade and have a neat, well kept stock and a splendid business system.



# Historic Shoe Store Has Moved into New Quarters

Some Features of the New Haines Store in Trenton—The Attractive Front and Excellent Lighting Arrangements—Special Space for Traveling Goods—A Strictly Cash Trade

The new business home of the J. J. Haines Shoe Houses, which was completed a few weeks ago in the town of Trenton, is one of the most admirably laid out of any in Eastern Ontario. Some months ago, the former store of Mr. Haines was destroyed by fire, but work at re-construction was started immediately and now the spacious quarters would do credit to a place much larger than the progressive railway centre located on the shores of the picturesque Bay of Quinte.

J. J. Haines conducts shoe stores in Belleville, Trenton, Napanee and Smith's Falls, the headquarters being at Belleville. The Trenton branch was opened in January, 1877, over 36 years ago. The depth of the new store is 90 feet, and the width 21 feet, while the ceiling is 14½ feet high. There are attractive, large showcase windows in front, with a big, wide entrance. There are splendidly polished hardwood floors and a long mirror is in each window. Another feature of each window is a big, heavy shelf, hanging by strong chains. There is prism glass at the front and rear of the store near the ceiling, which affords a flood of light—the interior being bright, even on a dark day. The ceiling is painted white and down the centre of the store is a row of 100 candle power electric lamps, hanging in big white globes by chains, which imparts a soft, mellow light.

The office is situated on a platform over the vault, which is at the rear end of the store and a good view can be obtained of everything that is taking place on the floor. Large seats with high backs run down the middle of the store. These seats are of Georgia pine finished in light color, which shows the natural grain of the wood, and a long strip of carpet runs the full length on either side. The shelving extends to the ceiling. It is a tribute to the facilities of Trenton manufacturing establishments that all the

featured the traveling goods section and have worked up a very fine trade.

The manager of the Trenton store is R. L. Haines, son of J. J. Haines, the veteran head of the shoe houses which bear his name, the first of which was established in Belle-



SECTION OF THE SPACIOUS INTERIOR OF HAINES' STORE, TRENTON

ville in 1864, nearly 50 years ago. R. L. Haines has been in the shoe business about 17 years and was appointed manager of the Trenton branch on the 10th of April, 1905. Since moving into their new quarters, they have found trade going ahead steadily every day. They run a strictly cash business and believe it is the only kind to conduct. In the new and attractive quarters, the firm have one of the most commodious shoe houses desired.

## Why Shoes are Advancing in Price

(Continued from Page 36)

It is correct to say that the per capita supply of cattle the world over is decreasing. It is also correct to say that the per capita demand for leather is increasing. Automobile upholstery and the modernization of the Oriental races play an important part in this increased demand.

There is no other conclusion then, but that hides, leather and shoes will cost more in the future than they do at present."

## Fine New Factory Completed

The new million dollar factory of the Dominion Tire Co., Limited, has been opened at Berlin. The building is 432 feet long and 90 feet wide, four storeys high with basement. It is erected of reinforced concrete. More than 800 tons of reinforcing steel were used in construction, and approximately 40,000 square feet of steel sash for the windows. It is, without doubt, the best and most complete tire factory in the world, and its equipment represents the latest and best apparatus for tire making that has yet been conceived. The Canadian Consolidated Rubber Co., of Montreal, are the selling agents of the new Dominion Tire Co.'s output.



IMPOSING FRONT OF NEW HAINES' SHOE STORE, TRENTON

fixtures were made in that town. There are two bicycle ladders, nickel trimmed, on each side of the store, and the highest shelf can be reached without difficulty.

### The Traveling Trade Requirements

The trunk and bag department is at the rear and takes up the space of about 21 feet square. The firm have always



# Take Pains to See That Customers Are Properly Fitted

Eastern Townships Shoe Retailer Gives His Ideas on How to Create Permanent Patrons—Discourages the Practice of Approbation—Repair Shop Should Yield a Revenue—Upholds Early Closing

"We always try, in selling a shoe, to give a perfect fit and do our very best to please our customers. Our strict policy is to bring a patron back for another pair and so far, we have succeeded very well along this line," said M. J. Choquette, shoe retailer, of Sherbrooke, Que., who conducts a progressive and up-to-date establishment in that thriving city.

"We do not," he continued, "send out many shoes on approbation, and, as our policy is to fit the foot properly, the only way to do it is to have the customer looked after in the store. Our business is conducted principally on the cash basis and we do very little credit."

Mr. Choquette was born in Farnham, Quebec, thirty-five years ago and was educated at the Farnham Business College. At the age of fifteen, after having completed his studies, he started the battle of life. His first position was in L. H. Oliver's grocery store, Sherbrooke, and after three years in that line, he entered the employ of L. A. Codere, furrier, men's furnisher and shoe retailer, with whose establishment he was identified for five years. Mr. Choquette's next position was with H. C. Wilson & Sons, as travelling representative in the Eastern Townships. He was in the service of this firm for nine years, after which he bought out the boot and shoe stock of H. H. Morency, taking possession nearly five years ago. Since starting in the footwear line on January 16, 1909, Mr. Choquette has more than doubled the amount of business done during the first year, and he attributes his success to wide advertising and selling high grade footwear at reasonable prices. He does not believe in handling a large number of makes, but confines his stock to a few recognized lines. Buying from a few houses enables him to see that stock does not accumulate and if there are any odd lines left over, in August or Feb-

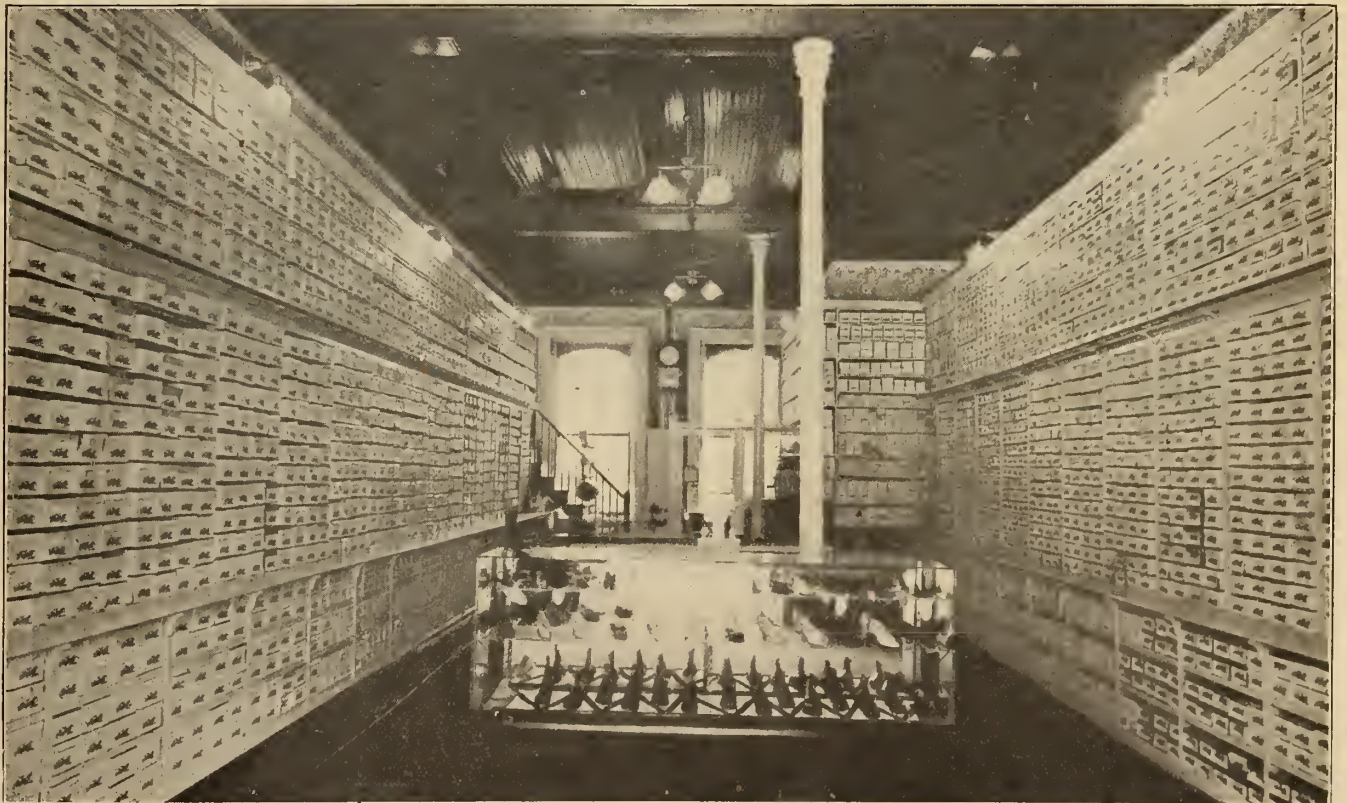
ruary of each year, he advertises an "Odds and Ends" sale at a reduction, but sells regular stock at regular prices.

Mr. Choquette is a believer in early closing and turns the key in his door at 6.30 p.m. each evening, remaining open only on Friday and Saturday nights. He conducts



a repair shop which he considers an accommodation for customers and charges for all jobs done, big or small.

The interior of the store is, as will be noticed by the accompanying photograph, decidedly inviting. On the left hand side are the men's, boys' and youths' departments and on the right, ladies', misses' and children's. The stairs at the rear lead to the repair shop and the office is at the back. Findings of all kinds are displayed in a neat show case at the front and at the rear is a parcel wrapping counter



THE NEAT INTERIOR OF M. J. CHOQUETTE'S STORE AT SHERBROOKE, QUE.



## Shoe Ornaments As Holiday Gifts

Adornment is noted in all the fashions. In clothing styles there has never been more elaborate trimmings in the shape of ornamentation new to the field of fashion; but in reality the rejuvenation of ideas many years old. It is said one of the first thoughts of our primitive ancestors after the subject of food and shelter was that of adornment. That very same thing may be truthfully said of the styles of to-day. The accessories almost seem to overshadow the principal parts of the dress, says the Boot and Shoe Retailer.

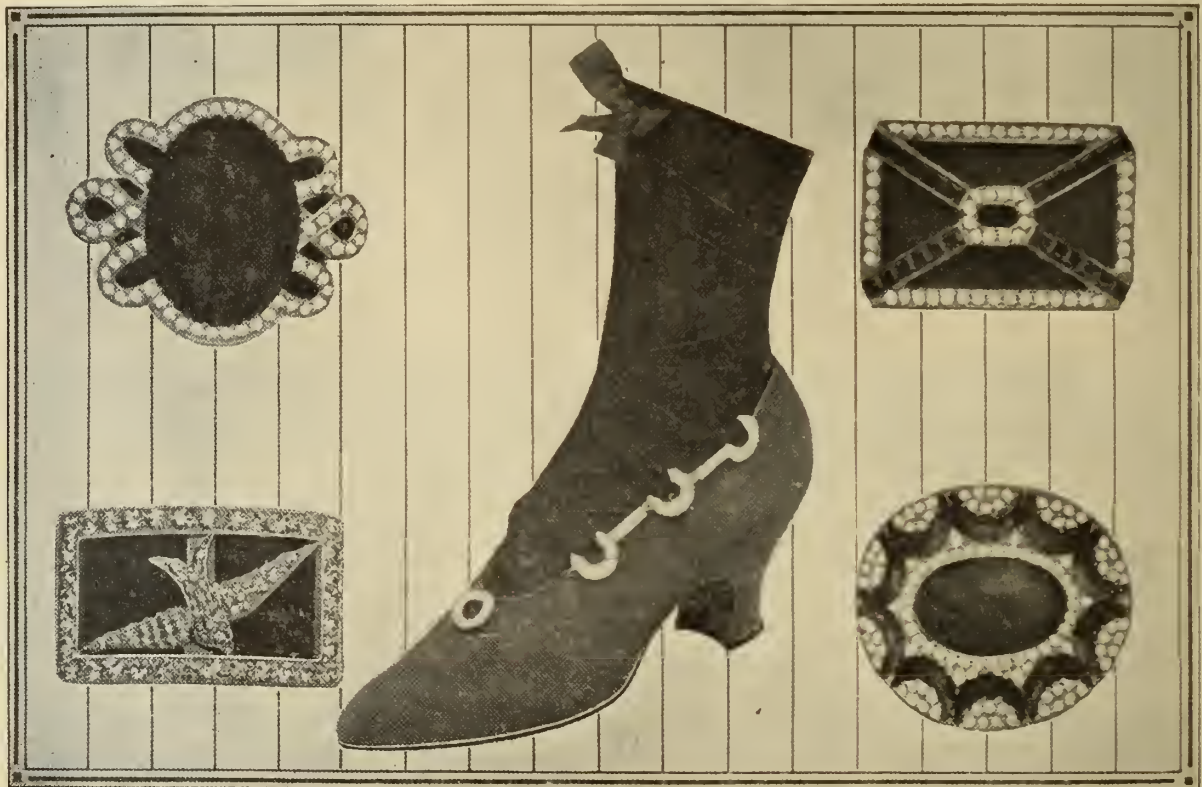
The latest style note from New York, as first published recently under the heading of "On Fifth Avenue," gives information as to the use of fur trimmings on tongues upon which to set rhinestone ornaments. Not only is fur used but marabout.

Then, too, the placing of ornaments is now wholly confined to the position generally taken at the throat, but can

The revival of black leathers, patents, the Colonial styles, and in velvet boots, has given a decided impetus to ornamentation. Dress fashions show that black velvet predominates in women's garments and millinery and that there is a decided tendency towards velvet shoes. Contrasts go well in the case of ornamentation, particularly in shoes.

### Make the Most of the Season

There is this much to say about the stocking up on ornaments. The dealer should make the most of ornamentation when the season is at its height. If it becomes an aid to his shoe selling, why all the more reason for his playing ornaments heavily. Certain stores will never find a need for shoe ornaments as the class of trade would not consider them at any price, but for the store than can sell novelties quickly, ornaments are the best buy. All indications point



AN ASSORTMENT OF SHOE BUCKLES, SHOWING HOW THE COTHURNE OR "TANGO" IS LACED ACROSS THE ANKLE

be used along the slipper foxing and even on the side of the shoes. Every variety of ornament has been brought to light, even jeweled eyelets. These eyelets go with the new Cothurne slipper and the long ribbon laces that tie above the ankle.

A salesman who is selling a line of shoes in the West, broached the subject of ornamentation to his customer with the suggestion that it would brighten up his stock. The merchant said: "Oh, those are trifles!" And the salesman immediately answered: "Yes, important trifles." And this is true. If, for the expenditure of \$25 or \$50, the merchant can get trade coming to his store to buy shoes at an increased price that more than offsets the cost of the buckles, the result in profits is usually no trifle.

to the fact they are good for the winter, next spring and summer, and possibly later. This the order returns from the salesman show conclusively; but as to the rise and fall of the ornament season in any one vicinity, it is up to the shoe merchant to watch his ornament case according to his community. An optimistic manufacturer says that ornaments will never die out, for they have a definite purpose upon the shoe, and that like the generally accepted white summer shoe, they have come to stay.

The best feature in the carrying of ornaments is the fact that they are accessory to the shoe and are sold as such. There is a larger profit from them on this account and they fit in the holiday schemes of many merchants who wish to get some of the money spent for gifts at Christmas time.



## SHOE NEWS IN PARAGRAPH

Peter Chouinard, of Montreal, was in Toronto recently. E. Wasserman has opened a new shoe store in Welland, Ont.

Max Lipkin has started a shoemaking business in Winnipeg.

J. O. Hart, Winnipeg, was in Montreal and other eastern cities recently.

Carmel & Frere, dealers in shoes, have recently registered in Montreal.

Wm. S. Bond, of Lloydtown, Ont., was in Toronto, last week on business.

W. S. Northey has purchased the shoe business of T. J. Lang, of Millbrook, Ont.

R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B., was in Montreal recently.

A. T. Cooper, of Elmvale, Ont., was in Toronto last week calling upon the trade.

M. Saulpaugh, of the Laird, Prior Co., Boston, was in Montreal and Quebec recently.

George Krahlung, shoe dealer, of Dunnville, Ont., recently made an assignment.

W. E. Wing, of the Kaufman Rubber Co., Berlin, was in Toronto last week on business.

J. H. Maitland has opened a new shoe store in Toronto, on Danforth avenue, near Logan.

A. Kain, of Hartney, Man., has taken over the shoe shop formerly owned by F. White.

J. D. McCrimmon, shoe dealer, of Stratford, Ont., paid a business visit to Toronto last week.

The Boston Shoe Store recently started business in Calgary, with a well selected stock.

H. V. Moles, of J. & T. Bell, Limited, Montreal, is spending a few days in Boston on business.

Alf. Minister, of the Minister, Myles Shoe Co., Toronto, has returned from a trip to England.

George Parker, of the Dominion Supply Co., Montreal, was in Toronto last week on business.

J. E. Pare, sales manager of Dufresne & Locke, Montreal, was in St. Johns, Me., last week.

John Fingland, who recently retired from the shoe business in Brampton, has been seriously ill.

W. H. Miner, of the Miner Rubber Co., Granby, Que., was in Quebec recently on a business trip.

John Abernethy, of D. D. Hawthorne & Co., Toronto, was in Montreal last week on a business trip.

L. G. Lockett, of the Midland Shoe Co., Kingston, called on several Montreal manufacturers last week.

A. R. Trudeau, general manager of the Brockton Shoe Co., Toronto, is spending a few days in Montreal.

R. H. Hudson, 799 St. Clair avenue, Toronto, has added a line of shoes to his general stock of merchandise.

S. C. Cronk, 126 Wellington street west, Toronto, is spending a few days in Montreal and Quebec on business.

A. Dussault, president of the Rena Footwear Co., Montreal, was in Boston, Lynn, and other shoe centres last week.

John A. Walker, of the Walker-Parker Co., Toronto, was in Boston, New York and other points on business last week.

Fred. H. Meinzer, of the Miner Rubber Co., Montreal, is in Winnipeg and the West on a business trip of a month's duration.

Since Ed. Vaisey, 518 Bloor street west, Toronto, installed one of the finest and most imposing fronts in his shoe store, an illustration of which appeared in this paper a few weeks ago, several other merchants in that vicinity have

torn out their rather ancient windows and put in the latest style of front, following the lines of Mr. Vaisey's arrangement as closely as possible.

Wm. Edwards, representing the A. C. Lawrence Leather Co., Boston, was in Toronto and other cities last week on business.

M. B. Young, 924 Bloor street west, has sold his branch store at 127 Danforth avenue, Toronto, to W. Crossley, who has taken possession.

H. Duckworth has purchased the stock and fixtures of the estate of Reilly & Donovan, boots and shoes, groceries, etc., in Stettler, Alta.

James Muir, of the James Muir Manufacturing Co., Maisonneuve, was in Winnipeg, Regina and other points recently on a business trip.

W. T. Devlin, of the Ryan-Devlin Shoe Co., Winnipeg, is a member of the committee appointed to look into the garbage question in Winnipeg.

A. Drolet, formerly manager of "La Duchesse" Shoe Co., Montreal, has been appointed manager of the Rena Footwear Co., replacing J. Nantel.

James Dodds, late of the Gordon-McKay Co., Toronto, intends opening a grocery and boot and shoe store in Blyth, Ont., at the beginning of the year.

W. G. Damer, Western representative of F. J. Weston & Sons, Toronto, has returned from an extended business trip to the West, going as far as the Coast.

Lemon Bros., who conduct a general store in Colborne, have opened a shoe store in Davisville, Yonge street north, Toronto, and have put in a well selected stock.

J. C. Moreau, who represents the London Shoe Co., of London, Ont., in Western Canada has returned from an extended business visit to the prairie provinces.

Fred. P. Beemer, representing the Guptill line of slippers and the Sorosis shoe has returned to Toronto after a successful business trip through the Prairie Provinces.

W. C. Myers, of Toronto, is home from his trip to the Prairie Provinces in the interests of the Rideau Shoe. Although late in starting out he had a good season.

James Robinson, of Montreal, who is on an extended business and pleasure trip to the West, is making a short tour through some of the Western States before his return.

H. A. Beatty, of Toronto, who is selling representative of the Slater Shoe Co. in the leading towns and cities of Western Ontario, has gone to Montreal to spend the holidays.

J. Roston, the well known Montreal shoe retailer, has opened his Bleury street establishment, which presents a very fine appearance, the modern show windows being especially striking.

Percy Fry, Western Canada representative of the Sardon Shoe Co., who has returned from an extended selling trip to the Prairie Provinces, was in Montreal last week on business.

C. F. Rannard, of the Rannard Shoe Co., Winnipeg, is a son-in-law of the late Alexander Black, lumberman, and pioneer of Winnipeg, who recently passed away at the age of 66 years.

J. D. Campbell, who represents Kingsbury Footwear Co., has returned to Montreal after a very successful trip. He reports conditions in the Maritime Provinces at present as being quiet.

In some parts of Quebec and the West heavy snow is reported, which has given an impetus to the holiday shoe trade, but in other centres there has been very little of "the beautiful" so far this season.

Charles E. Fice, of Toronto, Ontario representative for J. & T. Bell, Limited, Montreal, sailed last week for England, where he will spend a couple of months. He is accompanied by his second son, Percy, who has been in rather poor health.

It is twenty-six years since Mr. Fice paid a visit to the Old Land. His numerous friends in the trade hope that he will have a pleasant holiday.

W. A. Marsh, of the W. A. Marsh Co., Quebec, who has been ill for some time, recently underwent an operation and is reported to be getting some better. Mr. Marsh has been in poor health for several weeks.

John Hufner, shoe dealer, Lethbridge, Alta., is moving into new quarters which will give him much needed accommodation. He has taken the store formerly occupied by McKelvie & McGuire in that city.

D. R. White has been appointed manager of the Brockton shoe store at 119 Yonge street, Toronto, succeeding E. B. Sidley, who is in charge of the new Adams Leather Goods store at 462 College street, Toronto.

Sylvester Moir, of the traveling staff of Thomas Ryan & Co., wholesale shoes, Winnipeg, is spending a few days in Toronto, having been called home owing to the death of his father who passed away a few days ago.

The Minister, Myles Shoe Co., of Toronto, are presenting to the trade a leather bill-fold and card case which is not only decidedly useful but is very neat in appearance. It is a valuable souvenir of the holiday season.

C. S. Corson, of the Regal Shoe Co., Toronto, has returned from an extended and successful business trip through the Prairie Provinces going as far as Vancouver. He reports business conditions as rapidly improving.

James Rae, of Hastings street, Vancouver, has taken over the stock of H. E. Endicott, who conducted the Regal Shoe store for the past two years on Granville street. It is understood that Mr. Endicott will go into fruit farming.

The Foster Shoe Store in Medicine Hat has been enlarged and greatly improved. The floor space has been considerably increased and another display window added, making the shop one of the finest and brightest in Western Canada.

In a serious fire which occurred at Pincher Creek, Alta., the Hudson's Bay Company's building and stock was wiped out and the shoe store of J. P. Monaghan was also visited by the flames. His loss was three thousand dollars with no insurance.

The new factory building recently erected in Regina by W. G. Downing, Limited, is now practically completed and the firm have taken possession. They are the pioneers in shoe manufacturing in the West and operations will begin early in the new year.

H. B. Pollock, who has been on an extended trip throughout the Maritime Provinces in the interest of the Regal Shoe Co., Toronto, has returned home. He reports the results as very satisfactory and showing a substantial gain over a year ago.

T. H. Reider, of the Canadian Consolidated Rubber Co., of Montreal, has returned from an extended business trip throughout the Canadian West, where he inspected the various branches of the company. This was Mr. Reider's first visit to the Prairie Provinces.

L. S. McKindsey, W. H. Jardine and H. W. Roberts, Western Canada representatives of the W. B. Hamilton Shoe Co., Toronto, returned recently from their respective grounds in the West and report that on the whole business has been very satisfactory.

W. S. Louson, general sales manager of Ames-Holden-McCready, Limited, Montreal, was in Toronto last week on business. Mr. Louson recently returned from a business trip to the Maritime Provinces and has gone to Winnipeg, where he will spend a few days.

Cashman Brothers, Calgary, are proprietors of one of the largest mens' and boys' clothing stores in the West, which was opened about three months ago. This store em-

ploys twelve clerks, in addition to the two proprietors. Cashman Bros. have been established in the footwear and clothing business in Calgary for many years.

James Flett, of Owen Sound, Wm. McDowall, of North Bay, B. D. Menzies, of Sudbury, and M. H. Sisson, of Lindsay, who are managers of the stores of the United Shoe Dealers in those towns were in Toronto recently on business and sorting up for the Christmas trade.

W. A. Kearney, who represents Getty & Scott in Quebec and Nova Scotia has just returned from his trip with a large increase in business. While Mr. Kearney is a young man on the road he has had practical experience in the factory and knows the shoe game in all its branches.

The stock of leather and findings of P. B. Wallace & Son at 186 Adelaide street west, Toronto, was damaged by smoke and water to the extent of several hundred dollars recently owing to a fire which broke out in the premises above occupied by the Colby Book Ruling Co.

Frank Mercer, sales manager of the Relindo Shoe Co., Toronto, left this week for New York, where he will spend some holidays. He contemplates taking a trip to Cuba, where he is interested in a grape fruit farm, before his return. Mr. Mercer will be absent until the beginning of February.

Jobbers report that sorting trade has picked up somewhat although business has not been nearly as active as at this particular period last year owing to the unfavorable weather conditions. Hockey boots, felt and fancy slippers have lately been shipped out in considerable quantities in preparation for the Christmas trade.

J. E. Firth, of the traveling staff of the W. B. Hamilton Shoe Co., Toronto, who resides in Peterboro, has been elected second vice-president of the Commercial Travelers' Association for the district of Peterboro, which was recently formed. There are 250 men living in Peterboro who are commercial travelers.

A resident of Lancaster, Ont, writes the SHOE AND LEATHER JOURNAL as follows: A new shoemaker with an unpronounceable name opened out in the premises occupied by the late incumbent of the trade. There seems to be plenty of work, but the newcomers don't seem to have the old time staying powers.

Burglars broke into the wholesale shoe house of D. D. Hawthorne & Co., Toronto, recently. They raised a back window on the second story and gaining admission to the office pried open the cash drawer and took a small sum in money and street car tickets. They also entered a private office and made off with some cigars.

J. McCullough, shoe dealer, 866 College street, Toronto, recently made an assignment to Osler Wade, Toronto. At a meeting of the creditors held last week a statement was presented showing that the assets were over \$12,000 and the liabilities only \$6,000. A satisfactory arrangement has been made and Mr. McCullough is continuing the business.

The Supreme Realities, Limited, have sold their property in Quebec City consisting of the block bounded by Arago, Voltigeurs, Colomb and Alexandre streets, to J. M. Stobo, shoe manufacturer of Quebec city. The property contains over 20,000 square feet of land with buildings thereon erected. The sum of fifty thousand was the amount of the transaction.

P. M. Goff, who recently resigned the position of sales manager of the O. B. Shoe Co., of Drummondville, Que., will devote his entire attention to wet-proof and health footwear, his brands being the Dr. Goff Hygienic Shoe and the Dr. Goff Magneto Wet-Proof Shoe. He will make his headquarters in Toronto in connection with the sale of these special lines.

A branch of the Retail Merchants' Association was formed in Fort William. The following officers were elect-



ed: H. Piper, president; S. Barabe, first vice-president; N. B. Gerry, second vice-president; W. R. Brown, secretary, and W. J. Wood, treasurer. The newly formed association will petition the Government to reduce the business taxation of retailers and to have the retail merchants left out of the Employers' Compensation Act.

H. S. Bond, who has been manager of the Slater Boot Shop at 163 Yonge street, Toronto, has taken an important position in the shoe department of the Robert Simpson Co. D. A. Leonard, of Brockton, Mass., has succeeded him as manager. He is a brother of E. F. Leonard, superintendent of the Slater Shoe Co., Montreal, and has entered upon his duties.

Frank Scott, one of the most popular though youngest members of the traveling staff of the Canadian Consolidated Rubber Co. in the St. John, N.B., office, was brought home from the North Shore last week with a sprained ankle. He was driving through a rough section of the northern country and sustained his injury when the horse started too quickly while he was getting into the carriage.

A recent despatch from Ottawa says: The parcel post system will not be inaugurated on January 1st next, as was tentatively announced some time ago. There will be a further delay of at least two months, owing principally to the difficulty of reaching an agreement between the post office department and the railway companies in regard to the increased remuneration to be paid the latter.

The prompt action of a police constable prevented a serious fire in Bachrack Bros shoe store, 222 Yonge street, Toronto, a few days ago, when some cotton and other Christmas decorations caught fire from the electric fixtures. The officer entered the store and climbing into the window used a whisk broom with good effect in beating out the flames. The loss on shoes and holiday decorative material amounted to about two hundred dollars.

The secretary of the Canadian Fire Underwriters' Association, John A. Robertson, has issued a circular drawing attention to the dangers of Christmas decorations, and points specially to the following clause in the insurance policy: "Any change material to the risk, but within the control or knowledge of the assured, shall void the policy as to the part affected thereby, unless the company or its local agent is promptly notified in writing of the change."

John Merner, shoe retailer, 995 Bloor street west, Toronto, was married a few days ago in St. Clement's Church, to Miss Irene, eldest daughter of the late William Forde, the ceremony being performed by Rev. Mr. Bushell. Mr. and Mrs. Merner have gone on a honeymoon trip to several points in the United States and on their return will reside at 5 Galley avenue west, Toronto. Many friends will wish Mr. Merner and his bride every happiness and prosperity.

At the annual meeting of the Guelph Commercial Travelers held recently the following were elected for the year 1914: President, W. G. Berscht, acclamation; first vice-president, W. Simpson; second vice-president, D. Heffernan; secretary, E. J. C. Walker, acclamation; treasurer, C. C. Dawson, acclamation; executive committee—J. Roe, F. Spofard, H. H. Burrows, T. H. Gemmill, A. Cain, T. S. McCutcheon, H. H. O. Stull; auditors, Geo. Lee, A. A. Black.

A recent despatch from Hamilton says: The will of the late W. H. McLaren, president of McLaren's, Limited, has been filed for probate and disposes of an estate of \$150,000. The widow and J. Alex. McLaren, Toronto, are appointed trustees to carry on the business. An annuity is set aside for the widow and the only daughter, Miss Marjorie McLaren. The property, at the death of the widow, will revert to the daughter and her children. Should the daughter at her death leave no issue, the estate is to be divided into two shares, one to go to J. Alex. McLaren, and the other to the Hamilton Board of Education for the improvement of

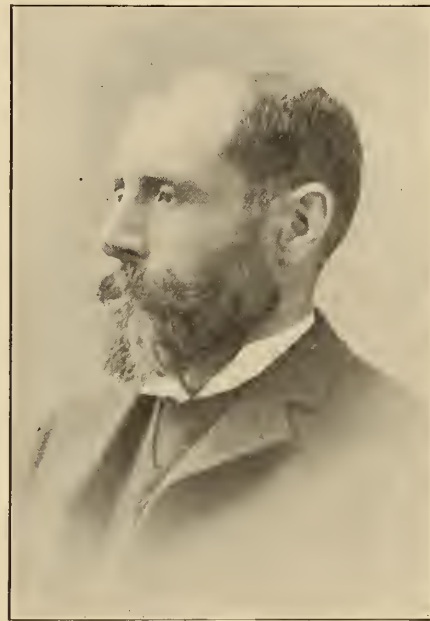
school playgrounds. Among the bequests are \$200 to each person employed by McLaren's, Limited, for three years before Mr. McLaren's death.

W. G. Fallen, representing Getty & Scott, Limited, of Galt, in Alberta and British Columbia, has just returned from his spring trip and had one of the largest and most successful that the firm have ever experienced over this territory. This is Mr. Fallen's second visit to the Coast and from the amount of business he secured on the two trips the firm feel that this will be one of the strongholds for the line of Classic shoes. Mr. Fallen has been associated with Getty & Scott for twelve years.

Hollow glass tubes about two feet in length and formed into a fence serve to make the windows of the Owl Shoe Co., Toronto, decidedly attractive by partitioning off the various sections in the display of shoes. The glass tubes are filled

### VETERAN SHOE TRAVELER KILLED

The trade in general will learn with deep regret of the death of John Stephens, who was killed by an automobile in Montreal on December 6th. He was knocked down at the corner of Western and Greene avenues by the motor car of Gordon K. Hodges and sustained injuries so painful that he never regained consciousness. He died shortly after his removal to the hospital where he was taken in Mr. Hodges' automobile. It was found that his skull had been fractured. An inquest was held but no blame was attached to the driver of the car. Mr. Stephens was born in Ireland and was probably the oldest shoe traveler in Canada, being highly respected and well liked by every one with whom he did business. He was seventy-one years of age and for forty-five years had lived in Montreal. He was with J. & T. Bell, Limited,



for many years and then went into the manufacture of shoes with his brother. Later he represented the Kingsbury Footwear Co. in Ontario and for some time past he had been with the Rena Footwear Co., Montreal. Mr. Stephens is survived by a widow, five daughters and three sons, and two brothers, C. L. Stephens, of Orillia, and T. H. Stephens, of Montreal. The deceased was one of the old timers of the trade and his death under such distressing circumstances is very sad. He often referred to the fact that he had been calling steadily upon the shoe trade longer than any other man in Canada and he could recall many interesting reminiscences of the early days.

with water and coloring material is used to harmonize with whatever background or floor covering is desired. Red was the prevailing hue in the Christmas window. The tubes were made specially on the order of Ed. Cook, the proprietor, who is always to the front in novel window display accessories.

Harvey E. Graham, of Toronto, is home from the West where he had a very successful trip in the interest of the Boy Scout shoes and other lines made by Jackson & Savage, Montreal. He reports business as improving in the West. Mr. Graham will be with the Hartt Boot and Shoe Co., of Fredericton, N.B., next season, having resigned his present position. Previous to joining the staff of Jackson & Savage a year ago he was with the Hartt people for many years. It is likely that he will cover the larger cities in Ontario and the East for the firm.

The John Palmer Co., Limited, of Fredericton, N.B., are presenting to the trade one of the handsomest and most artistic calendars for 1914 seen in a long time. It is a

### KNOWS HIS TERRITORY LIKE A BOOK

E. A. Chalk, who has recently recovered from a severe illness, is once more able to take his position in Northern Ontario as the representative of the Kaufman Rubber Co. Mr. Chalk has had an extended selling experience and on his own territory is widely known and well liked. He was born in Toronto and his first position in the shoe line was with F. J. Weston & Sons, representing them in Northern Ontario. Then he joined the staff of the Ames-Holden Co., and was with the Toronto warehouse fourteen years, working up an extensive business. Some months ago Mr. Chalk was added to the staff of the Kaufman Rubber Co., Berlin. He says that if there is anything he likes better than taking orders for rubbers it is taking more orders, and he knows how



to do that pretty well. As a salesman he has few superiors, and the Kaufman Rubber Co. believe that in Mr. Chalk they have secured one of the strongest, most aggressive and thoroughly experienced travellers. It may be mentioned that Mr. Chalk also represents James Linton & Co., of Montreal, in Northern Ontario. His many friends are glad to see him around after his recent confinement to the house owing to an attack of typhoid fever.

All orders taken by Mr. Chalk are shipped direct from the factory, thus ensuring the best service and attention. Mr. Chalk succeeds C. H. Himborg and has established a very strong connection with the trade.

reproduction of the painting of Charles M. Dickinson entitled "Good Night, Sweetheart," and depicts a pretty child of tender years about to ascend the stairs and in the act of kissing her mother before retiring. The coloring and tone are decidedly attractive.

A correspondent asks what will remove the white soapstone coloring that is often found on heavy rubber goods. This is generally called "bloom" by the trade and is caused by the sulphur working out in the compound in the vulcanizing process. "Bloom" is no deterioration to the goods except in the matter of appearance. Benzine should be used for washing heavy rubber lines and while wet a lather of barness soap should be put on and allowed to dry, when all traces of the "bloom" will be removed. On light goods apply benzine and while wet wash with Sunlight soap.

C. J. Fitzgerald, president of the Cook—Fitzgerald Co., Limited, London, has issued a neat personal greeting card which is artistically engraved. In one corner is shown a blazing hearth fire and seated before it is a gentleman of the old school serenely enjoying his pipe and in a reflective mood, while his favorite dog lies idly at his feet. There is a nice border design of holly and poinsettia. Opposite are the words in script, "Your goodwill during the past year is warmly appreciated and equally warm and sincere is our wish that the coming year may shine brightly on you and your business."

A general meeting of the Manitoba Branch of the Retail Merchants' Association of Canada, Inc., was held recently in Winnipeg. Reports of different committees previously appointed were received, and important steps were taken in the matters they covered. John F. Kennedy, secretary of the branch, reported very gratifying progress in the work of organization. Each week a large number of new members are enrolled, and there is every indication that a very strong association will be the result in a short time. A credit rating department has been inaugurated. W. T. Devlin, of the Ryan-Devlin Shoe Co., is one of the active members of the association.

A recent despatch from Lynn, Mass., says: Turn shoes are booming as never before. Many Lynn manufacturers are wondering where it is all to end! And the present brand of limousine weather is doing nothing at all to crimp this demand, for the rise of the automobile and the fact that there is less walking, has helped to build up the turn idea. But as a result of this, we have what one Lynn manufacturer calls a "substantial turn," that looks about as good as a welt for durability. New York city is the pivotal point in the increased demand for turn footwear, and urgent orders from that city for "at once" delivery are in every mail. It is distinctly a turn year, a rubber year, and a Colonial year, with fabrics, also, well up in popular favor.

The business men of Windsor, N.S., united and held a big Merchants' Day on Tuesday, December 2nd. The Board of Trade also took the matter in hand and arranged that one way fares for round trip should prevail to parties of ten or more traveling together to Windsor. The event was a big success and all the retailers are well pleased with the volume of business done. A large four-page announcement in newspaper form was issued in which advertisements of the leading merchants appeared, special offerings being made for the day. Among the shoe dealers who made it interesting for the visitors was C. Henry Dimock who, in addition to special bargains gave a discount for cash of ten per cent. on all regular lines. Smith Bros. gave a generous discount on all shoes and gave away five hundred tin cups as premiums. C. J. Shand also had an interesting announcement regarding cut prices for shoes on Merchants' Day, while the Maritime Mercantile Co. and M. D. Joseph had large advertisements recording leather and rubber footwear snaps for all.



## HAPPENINGS IN FACTORIES

James Muir & Co., Maisonneuve, have installed additional machinery recently.

It is said the O. B. Shoe Co., Drummondville, Que., will shortly make women's welts.

O. Goulet, shoe manufacturer, of Quebec, was calling upon the trade in Ontario last week.

The capital of the J. Ritchie Co., Limited, Quebec, has been increased from \$100,000 to \$300,000.

The Montreal Box Toe Co. have installed a new heel building machine in their Maisonneuve factory.

J. A. Reid, of the Hartt Boot and Shoe Co., Fredericton, N.B., was among those visiting Montreal last week.

F. W. Knowlton, of United Shoe Machinery Co. of Canada, was in Boston and other American cities recently.

C. J. Fitzgerald, of Cook, Fitzgerald & Co., London, Ont., was in Milwaukee and other American cities recently.

The Aylmer Shoe Co., Aylmer, Ont., are rushed with orders and are working overtime in order to turn out the goods.

Daoust, Lalonde & Co., Montreal, are building a large addition to their tannery and will tan sheep skins for coat linings.

Clark Bros., who intend manufacturing ladies' fine shoes in St. Stephen, N.B., expect to be under way by the end of the year.

The boot and shoe workers of St. John's, Newfoundland, are still on strike but the hope is expressed that an early settlement will result.

F. B. Bowser, of St. Louis, Mo., an expert along this line is at present demonstrating in Quebec factories for the Lionne Varnish and Leather Co.

S. R. Wickett, of the firm of Wickett & Craig, Limited, leather manufacturers, Toronto, was in New York this week for a few days on business.

The regular quarterly dividend of one and three-quarters per cent. on the preferred capital stock of the Ames-Holden-McCready Co., Montreal, has been declared.

The new out-sole stitching machines, model "M," recently placed in certain Montreal factories by the U. S. M. Co., are showing a materially increased production.

H. E. Burnham, formerly with the Sisman Shoe Co., of Aurora, Ont., has taken a position as making room foreman for the Kingsbury Footwear Co., Maisonneuve.

The U. S. M. Co. are continuing the placing of Goodyear repair outfits in Montreal shoe stores. They recently installed a set in the shop of R. Dugal, St. Lawrence Main.

The Independent Box Toe Co., Montreal, have installed new heel builders, skivers and cutting machines in their factory and have now a much larger capacity than formerly.

Harry Dorson, formerly with the Starner-Copeland Co., of Columbus, Ohio, has taken a position with the Relindo Shoe Co., of Toronto, in charge of the fitting department.

P. Lamothe, shoe manufacturer, of Contrecoeur, Que., is installing complete machinery in his factory for the manufacture of Goodyear welts. He formerly made only McKays.

The U. S. M. Co., Montreal, report a heavy demand recently for their Pyramid Heel Building Machine. This is a new machine and is a considerable improvement on the old style.

The United Shoe Machinery Co., of Canada announce that their new model "K" welt sewing machines, which have been placed in the larger Canadian factories, are meeting with great success.

Shoe conditions in Montreal have been rather quiet during the last fortnight or so. Manufacturers are still wait-

ing for a brightening up of conditions, although all seem to think a very fair winter is at hand.

Mr. Leary, who is an expert from the Beverley plant of the United Shoe Machinery Co., has recently been covering Quebec and Ontario, placing perforating, skiving and folding machines in the different shoe factories.

The MacFarlane Shoe Co., Montreal, will shortly remove into their new factory at the corner of DeNormandville and DeFleurimont streets, which was purchased from the A. P. Cimon Shoe Manufacturing Co.

George S. Kirvan has taken a position as superintendent of the F. C. Hebard Co., Hudson, Mass. Mr. Kirvan is favorably known to the shoe trade as superintendent of the Ames-Holden-McCready Co., Montreal, for some years.

The Tetrault Shoe Mfg. Co., Montreal, report they are very busy at present filling orders and state that they are not feeling the general slackening up of trade during the past couple of weeks, of which several manufacturers are complaining.

The annual meeting of the Tanners' Section of the Board of Trade, Toronto, will be held on Friday, December 19th. J. Sinclair, of Barrie, is the president of the association, S. Morley Wickett, Toronto, vice-president, and F. G. Morley, secretary.

H. H. Johnston, formerly finishing room foreman with the Geo. W. Baker Co., of Brooklyn, N.Y., and more recently with the Perth Shoe Co., of Perth, Ont., has resigned his position. Mr. Johnston is a capable foreman, thoroughly up to date, and was presented with a purse on leaving the Perth Shoe Co.

The capacity of the Regal Shoe Co., Toronto, has been increased nearly fifty per cent. New machines have been added, a new arrangement of the equipment made and an up-to-date blower system installed. The plant is now working to capacity.

Arthur Jackson, late of the firm of Jackson & Dowdell, heel builders, 122 Adelaide street west, Toronto, is retiring from this line of business. Wm. A. Dowdell, who was formerly in partnership with him, has been doing business for some time at 17 Jarvis street under the name of the Toronto Heel Company.

The Rice-Hulbert Co., of Cortland, N.Y., who are establishing a factory in St. Catharines, Ont., have their new premises about completed and are installing the machinery. They hope to employ from fifty to one hundred men in a short time. They have a fine factory on the western hill, which is well built and of good appearance.

Brantford has secured another new industry, which from the beginning will employ 100 men and will have a capital of \$350,000. This is the United Rubber Manufacturing and Reclaiming Co., which has been incorporated, and representatives of which are now in that city. A site has been secured in the east ward. A building 250 by 60 feet will be erected. Construction will be started early next spring.

The Canadian Shoe Manufacturing Co., Limited, have been granted a federal charter and the headquarters are in Montreal. The capital stock is \$500,000 divided into five thousand shares of one hundred dollars each. The company are empowered to manufacture, sell and deal in all leather and rubber goods and footwear of every kind, to carry on a tannery business and make and deal in all kinds of findings, as well as many other privileges.

The Consumers' Tire and Rubber Co. have been granted a charter. The head office of the company is in St. Catharines and the capital stock is \$800,000, divided into 8,000 preferred shares of \$50 each and 16,000 common shares of \$25 each. The powers of the company are (a) To manufacture and sell all kinds and classes of goods into which rubber enters as a component part, and (b) To carry on the



business of cultivating and producing crude rubber in all its parts. R. J. Cluff is the president of the new company and one of the directors is G. C. Rough.

The Miner Rubber Co. have just opened a new warehouse in Ottawa situated at 225 Queen street, just west of Bank street, in the very heart of the business section. This warehouse will be in charge of S. Sherman, formerly of the company's Montreal office, and will carry a full line for sorting trade for Ottawa city and district. It is ideally situated and gives the Miner Rubber Co. greatly added facilities for prompt delivery throughout this big district.

S. H. Parker, who for eight years has been sales manager of the Wm. A. Marsh Co., Quebec, has resigned and gone to Preston, Ont., where he has acquired an interest in the Solid Leather Shoe Co. Mr. Parker has assumed the management of that company. Jasper Phillips, who has been in charge for the past three years has disposed of his holdings and will at the end of December return to Toronto and devote his attention to his retail shoe store at 248 Greenwood avenue, and other interests. It is the intention of the Solid Leather Shoe Co. to specialize in women's McKays.

The incorporation is announced of the Canadian Oak Tanning Company, which will take over the plant, stock

### SOME NICE SHOWINGS

Here are some of the latest in low-cuts for women and men by the George E. Keith Co., of Campello, Mass. Two of the cuts show the bottom of men's "tango" pumps with



three rubber plugs, inserted in the ball of the sole, which prevent slipping. This style of dancing pump is popular with the younger class and is a good seller. The two other cuts illustrate women's Walk-over shoes.

and assets of the Hamilton Oak Tanning Company, of Woodstock, where it has been situated for about 25 years. The new company consists of Hamilton, Brantford and Woodstock capitalists, led by P. S. Thornton, of Thornton's, Limited, Brantford, and has a capitalization of \$100,000. It will continue in the same plant and the same way at Woodstock for the present, at least, the new company working with Thornton's, Limited, taking its supply of hides from the latter concern.

"British Columbia ought to be a great field for the tanning industry," said M. J. Gallagher, the head of the big tannery of Brisbane, Australia, who was in Vancouver recently. Mr. Gallagher conducted almost a world-wide inspection of tanneries, visiting large plants in the Old Country, Germany, France, the United States and Canada. According to his statements the Canadian tanneries are to-day turning out some of the finest leather he had seen.

Donald Inrig, shoe manufacturer, of Toronto, passed away on December 11th at his home, 10 Linden street, at the age of sixty-seven years, heart failure being the direct cause of death after only a few days illness. Practically all his life he had been engaged in the shoe business. For some twenty years he was with Cooper & Smith, of Front street, near Bay, until the firm went out of business in 1894. Afterwards Mr. Inrig went into the making of shoes on his own account and built up a nice steady local trade. He manufactured several lines for retailers. He was born in Caithness, Scotland, and had lived in Toronto for forty years. He leaves a widow, two daughters and three sons. The latter are Alex. Inrig, superintendent of the Woelfe Shoe Co., Berlin; Francis and Donald, of Toronto. The deceased was Treasurer of the Caithness Society, and also connected with the "Chosen Friends." He was also one of the pioneer members of Jarvis Street Baptist Church. A life-long friend and associate of the late Mr. Inrig is W. J. Coulson, foreman of the cutting room of the W. B. Hamilton Shoe Co., Toronto, who occupied a similar position with Cooper & Smith when the deceased was at the head of the bottom department.

A recent despatch from Boston says: Moving pictures will be exhibited next week in the Federal Court as part of the defence of the United Shoe Machinery Company in the dissolution suit brought by the Government. The pictures will show machines of the company in operation in various stages of shoe manufacturing. Reasons for the purchase of the numerous concerns acquired by the United Company were given by Sydney W. Winslow, president of the company, in testimony. The early purchases were made, he said, chiefly to put an end to litigation arising out of infringements of patents, and six other companies were acquired for the purpose of turning them into agencies of the United Company. Other companies were bought, he said, for the purpose of extending the scope of the business, the purchases adding machinery that the United Company had not manufactured up to that time. These machines had to do mostly with the finishing of the shoe after it had been lasted and stitched. Other purchases took in concerns that furnished findings and supplies, such as needles, eyelets, cement and tacks. Still other companies were acquired, he said, to secure patents and royalties on patents which the United Company required to give it a free field in developing its own machines along improved lines. To wipe out some old obligations of the Goodyear Company, which was one of the three companies which joined to form the United Company, two concerns were bought out. Further companies had to be purchased to secure the services of certain experts. During its first three years the United Company spent \$278,000 in buying up litigants, Mr. Winslow testified. None of the machines acquired were competing machines, he said, and no attempt was made to drive competitors out.



## NEWS BRIEFS FROM QUEBEC CITY

O. Goulet, shoe manufacturer, has been on a business trip to Toronto, Hamilton and London.

J. A. Richard, dealer in builders' supplies, is seriously ill. He is a brother of Richard and Frere, leather dealers.

Hides dropped half a cent per pound recently, the cause being the general depression and the rather poor quality of the hides at present.

Joseph Boutet, who was for many years with the Wm. A. Marsh Co., has taken a position with L. Duchaine in charge of the repairing department.

H. D'Artois, of Fisk's, Limited, Montreal, was in Quebec for a short visit recently. After an absence of several years his many friends were pleased to meet him.

Joseph Normand, foreman of the cutting room of L. Duchaine, had the misfortune to step on a nail recently. He has been suffering from a very sore foot.

A. E. Marois, of Tourigny & Marois, accompanied by H. Picard, foreman of the cutting room, was in Montreal last week placing contracts with different tanneries.

Ornaments for tango pumps will likely be in great demand for the coming season and several shoe manufacturers are preparing to make a large range of tango slippers.

The recent inclement weather had the effect of causing trade in retail circles to pick up somewhat and a fair sale of rubber shoes is reported. With the advent of colder weather it is expected there will be a good demand for felt goods.

J. P. Couture, a former shoe manufacturer of Quebec, who had been residing in Chicoutimi, and was for some years member of parliament for Lake St. John's county, died a few days ago. He had many friends in the trade who will learn with deep regret of his demise.

Among the visitors in the city during the past few days were E. T. Woodward, Lachine; J. C. Corbeil, Montreal; T. R. Ferguson, Ottawa; P. E. Cooper, New York; S. Carmichael, Montreal; J. Sweeney, Toronto; B. C. Saulspugh, of Laird, Prior & Co., Brockton, and others.

The big shoe factory of Tourigny & Marois, at the corner of Arago and St. Valier streets, Quebec, was completely destroyed by fire on December 15th. Just as the employes were about to start work in the morning the blaze was discovered in the stock room. The firemen fought the flames for hours but the building was badly gutted. The loss is very heavy and some of the employes and firemen had close calls. The damage is estimated at considerably over \$100,000 and there was an insurance of about \$80,000. The firm make a general line of women's, misses' and children's, men's, boys' and youths' McKays and standard screw. Tourigny & Marois catered principally to the jobbing trade and many wholesalers had orders placed with them. It is said that over 800 cases of shoes, which were to have been shipped within the next few days were burned. A message received by the SHOE AND LEATHER JOURNAL from Quebec states that Tourigny & Marois have made arrangements to start manufacturing again within the next ten days and that all orders will be filled in due time.

## TRADE CONDITIONS IN THE EAST

Writing of eastern shoe conditions a St. John, N.B., correspondent says, "The remarkable spell of mild weather which has prevailed for the last several weeks about the provinces along the Atlantic, has dampened the spirits of more than one shoe dealer, for it has been responsible for a decided falling off in sales. Hundreds of dollars have been tied up in stock and goods which under favorable circumstances would have passed into cash weeks ago, are still lying unsold

on the shelves. There has been absolutely no demand for rubber goods, and the thousands of pairs of rubbers, overshoes rubber boots, moccasins, etc., which were placed in stock at the opening of fall will mean a considerable surplus on the stock side of the winter's inventory. There has been little snow thus far, and but little rain, and consequently, no demand for either heavy winter leather stocks or rubber goods. Unless marked cold weather or stormy comes before Christmas, it is confidently expected that receipts will have fallen off towards the end of what promised to be a most satisfactory year. Throughout New Brunswick the same conditions prevail and the shoe trade has suffered considerably. Merchants are doing their utmost locally to promote early buying amongst the trade in retail circles so as to have no late days of unnecessary rush at the holiday season. Shoe dealers are well to the fore in this respect. "Just 9 days to Christmas! Have you bought those overshoes for dad? Those slippers for grandma? Or those skating boots for Willie?" and other such wordings suggestive of gift-making and advising that the purchases be made early for the mutual advantage of buyer and seller, are to be found in the early advertisements of local shoe merchants. The press is also aiding in the campaign.

Dealers are now looking forward more confidently to a satisfactory holiday trade. Already as stated, the weather has been very much against them thus far, but Christmas shopping is always of a different nature from the advance sales in the early winter, and there is expected to be a vast improvement. The windows are now featuring holiday lines, and such specialties as skating boots, house and bedroom slippers, evening pumps in various colors, patents, etc., are well to the fore, while different dealers are also making attractive showings of leather goods and snow-shoes.

## BETTER INSPECTION ON ENGLISH HIDES

Some time ago a communication was received by S. R. Wickett, of the firm of Wickett & Craig, Toronto, from Dr. J. Gordon Parker, Honorary Secretary of the United Tanners Federations of Britain and Ireland, in reference to an equitable and national system of weighing and classifying hides and skins. It was requested that all Canadian tanners entering the British market should after December 15th, refuse to buy hides which did not bear the official stamp showing that they had been inspected by a neutral inspector. Mr. Wickett brought the matter up before the Tanners' Section of the Toronto Board of Trade and wrote for further information. The following reply has been received, which will be of great interest to the trade, as it explains the situation fully.

Dr. Parker says, "The trouble is the bad weights of hides we are obtaining from very many of the English markets, and we also want to prevent the selection of hides continually deteriorating. The standard of selection for firsts is going down year by year, and hides which used to be classed as seconds are now classed as firsts. This has been brought about very largely by keen competition among the middlemen for the raw hides. In cities in England and Scotland where ten years ago only one hide market existed there are in some cases as many as four markets, with the result that each market, in order to make its expenses and pay dividends, competes with the others to get the hides from the butchers. The butcher naturally sells his hide to that market or consigns his hide to that market where the man who takes it in is the most lenient and would be likely to pass a second hide as a first. To give you one example. Some few months ago, at the invitation of a hide market proprietor, I visited his market and watched the hides coming in, and actually saw the following take place: a butcher drove up with a cart in which he had six hides.

Two hides were firsts and four were seconds. The hides were weighed on a scale in the presence of the butcher, and on two hides the man who weighed them suggested an allowance of 10 lbs. for adhering dung, etc., and in the other case 8 lbs., and he classed the hides as two firsts and four seconds. The butcher used strong language and said that if five of his hides were not passed as firsts and only 4 lbs. allowance taken off for dung, etc., he would take the hides to another market four streets away. The man would not pass them and the hides were taken to the other market. Some half hour later the butcher drove back and brought in his receipts from the other market showing that the hides had been taken in there, all six as firsts and only 3 lbs. taken off two hides for dung, etc. Now had there been a neutral inspector in those markets this could not have taken place. In such towns where there are three markets every hide will have to be passed by the same inspector. He will have to go from market to market inspecting the hides and stamping them. Only by this means can we hope to get fair weight, a fair allowance for dung, etc., and fair classification.

"Then there is another big trouble. Suppose at any market where they have been weighing badly the tanners agree not to support that market and will not give buying orders. At the auction which takes place the bids which are put in are perhaps  $\frac{1}{8}$ d. or perhaps  $\frac{1}{4}$ d. below what hides are being sold at in a market, say 100 miles away. What happens? One of the butchers or hide market representatives bids the hides up  $\frac{1}{4}$ d., and they are knocked down to him. Immediately after the sale those hides are put on a railway truck and sent to Manchester, Liverpool, London, or some other market, where perhaps the sale is next day. They are re-sold and fetch as much as  $\frac{1}{8}$ d. or  $\frac{1}{4}$ d. more. In this way the hides are hawked about from market to market. The moment any market goes up  $\frac{1}{8}$ d. this gets round the trade, and the following week when the next auction takes place there will probably be 1,000 to 2,000 more hides in the market than had previously been the case. Under these conditions the tanners have been helpless, but the new scheme insists that hides shall be stamped with the U-T stamp to show they have been inspected, and each market will have its own stamp which must be put on the hides, so that they cannot be hawked about as they have been in the past.

What we desire is that the Canadian tanners should write to their brokers in England saying that when they are on the market for hides they will only have those which have been stamped and inspected. They will then know that they will get fair value for money, and refuse to buy hides from middlemen which may be offered at tempting prices. They will know that hides so offered will only be what the British tanner has refused—hides which are badly weighed and improperly classed. It is to this point we wish publicity given throughout your country.

"For your information, we have already obtained the support of the National Association of American Tanners to the scheme, as well as the Tanners' Federations of France, Holland and Belgium. I may say that already a number of the large English markets are falling into line with the scheme.

### HAS CHARGE OF QUEBEC SALES



August Martineau, who is a very popular shoe salesman in Quebec, has been for twenty years on the road. He was one of the first travelers for the Smardon Shoe Co., and for six years covered western Canada and other provinces. Later, he was five years with O. Vinette and five with Lefebvre and Frere, Montreal. He maintains sample rooms at 502 St Catherine St., East, Montreal. Mr. Martineau has just taken charge of the entire selling end for the O B Shoe Co. of Drummondville, for the province of Quebec.

#### IMPORTANT NOTICE TO THE TRADE

Although our factory was burned down to-day, we will be making shoes within ten days. All orders will be filled in due time.

Tourigny & Marois,

December 15, 1913

Quebec

#### CLASSIFIED ADVERTISEMENTS

EXCLUSIVE SHOE BUSINESS in city of about 70,000, on main thoroughfare. Stock, \$6,000 including fixtures. Half or more must be paid in cash, balance in monthly instalments to suit purchaser. Stock is in Western Canada. Owner going into wholesale business. Wire or write Box 62, SHOE AND LEATHER JOURNAL, Toronto.

### A Chance for Some Factory

I want to make women's shoes in Canada. Are you interested in making your shop up-to-date? I am an organizer and experienced shoe-maker and last man on welts, McKays and turns.

I am a quality man and also a good salesman. Can invest some money and can make in Canada the shoes that are being sold in New York City.

I am not a very cheap man, but would accept three thousand a year. I will save my salary and increase your output in both quality and quantity. Write me "Brooklyn Shoe Manufacturer," Box 61, Shoe and Leather Journal, Toronto, Ont.

#### PICKLED SPLITS WANTED

Cash prices paid for pickled splits and heads in all weights and qualities. Write us your offering. Wright & Wright, Inc., 109 Lincoln St., Boston, Mass.

## W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED  
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.



LINEN THREADS

For All Kinds  
of Manufactures

COTTON THREADS

STANDARD QUALITY

BEST VALUE

Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe LacesMohair, Leather,  
Mercerized, Silk.

FRANK &amp; BRYCE, Limited

MONTREAL  
TORONTO  
QUEBEC

Established Over Half a Century

TAP SOLES, COUNTERS, HEELS, ETC.



Now is the time to buy. Owing to the hide and cattle shortage, Sole Leather, as you know, has gone away up in price and cannot go lower for a long time. Nevertheless, we are still filling orders for Cut Stock at the old prices. We don't know how long this will last. Any orders for Taps, Counters, etc., that reach us during December, will be booked yet at the old prices. It will be to your interest to favor us with your orders. We guarantee quality and selection of our stock. For profitable easy working and for wear and water-proof qualities, our product remains unexcelled.

Shall also esteem your order for PENETANG SOLE, EAGLE UNION OAK SOLE and TRENT VALLEY OAK SOLE.

Leather is a "safe buy," as any change in prices must be upward.

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

- - -  
ONTARIOXmas & New Year  
Greetings

*Through the medium of this Journal, we wish to express our gratitude to our many patrons, for their hearty co-operation during 1913.*

*We hope that we may always be deserving of your esteemed patronage and trust, that both the Yuletide Season and the coming New Year will hold for you all that you most desire.*

The T. Sisman Shoe Co., Limited

AURORA :: ONTARIO

# The Season's Greetings



To all members of the trade we extend greetings for a Merry Christmas and a Happy and most successful New Year.

We heartily thank you for your generous patronage of the past twelve months and trust that during the coming year, we will still merit your confidence and appreciation.

Be sure that we will leave no stone unturned in our efforts to keep Independent Brand Rubbers where they belong—in a class by themselves.

## *Independent Rubber Co., Limited*

MERRITTON, ONT.

Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Limited,	Amherst, N. S.
The Amherst Central Shoe Co., Limited,	Regina, Sask.
A. W. Ault Co., Limited	- - - Ottawa, Ont.
Garside and 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.



# 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

## Like This Paper?

We have others equally as good. Take advantage of our clubbing rates:

Any Two \$1.50 a Year

Any Three \$2.00 a year

Shoe and Leather Journal  
Baker and Confectioner  
Furniture Journal  
Painter and Decorator  
Dry Goods Record  
Ready-to-Wear  
Men's Wear

If you get any one of these now, simply send us the extra money for extra journals, or merely tell us you want them and we will send them on and bill you in due course.

**Acton Publishing Co.**  
Limited  
Toronto - 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

## 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

## DUCLOS & PAYAN

Manufacturers of CHROME SIDE LEATHER

Box Sides

Velours

Matt and Waterproof Sides

Chrome Sole

Factory and Office, Store, 224 Lemoine St.  
ST. HYACINTHE. MONTREAL



MAKERS OF

**HIGH-GRADE SHOES FOR  
MEN AND WOMEN**

Write us for further particulars

L. GAUTHIER &amp; CO. - Quebec

Union Slaughter

LEATHER

Sweat Sole

The Best you can get anywhere,  
irrespective of price. Ask us.

**Logan Tanneries : Pictou, N.S.**



# 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

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



---

**La Compagnie J. A. & M. Cote**  
**St. Hyacinthe, P.Q.**

Desires to extend  
to you **Happiest**  
**Greetings** of this  
**Joyful** season and  
hopes 1914 may be a  
**Year of Prosperity**  
for you and yours

